

Press Release

Chiron Medical Launches "Early Check, Early Hope" Campaign

Embracing Pink for Breast Cancer Awareness

According to government statistics¹, breast cancer ranks as the third leading cause of cancer deaths among women in Hong Kong, with an average of one in every 14 women likely to be diagnosed with the disease in their lifetime. The medical community widely believes that early detection significantly increases the success rate of treatment, making regular screenings and disease awareness essential. In celebration of Pink Day and International Breast Cancer Awareness Month, Chiron Medical invites all sectors to participate in launching "Early Check, Early Hope," which will kick off in October with a series of breast cancer awareness activities and limited-time Regular Breast Health Check-up offer to enhance women's understanding of breast cancer and promote healthy living.

Pink Day: A Wave of Pink at Chiron

October 13 is International Pink Day, and Chiron Medical encourages all employees to wear pink clothing and pink ribbon pins to express their support for breast cancer patients and raise public awareness of the disease.

Pink Kit: Caring Becomes Daily

Chiron Medical has specially launched a Pink Kit designed to make care and support a part of daily life. Each kit contains practical breast health information, carefully designed to help you focus on health and breast cancer awareness every day, including:

¹ Source: Hong Kong Cancer Registry 2024 (HK Cancer Statistics of 2022)

^Lifetime Cumulative Risk (Ages 0-74)

- **Information Leaflet:** Provides statistics on breast cancer in Hong Kong, risk factors, the importance of early detection, and local screening resources to help you grasp key knowledge.
- **Breast Self-Examination Card:** Self-examination is the first step in cancer prevention. The card introduces three simple steps for self-examination, with a QR code linking to a demonstration video to assist you in checking for any abnormalities.
- **Time-limited Regular Breast Health Check-up offer:** A special limited-time offer for breast screening programs (including doctor examinations and breast ultrasound /3D mammography) at 40% off, available at the FemWell Women's Health Centre in Tsim Sha Tsui.
- **Pink Ribbon Pin:** The pink ribbon symbolizes love and hope.
- **Brand Sponsored Health Gifts:** special thanks to health brand Check Check Cin for sponsoring items including Red Bean Rice Water / Dawn Rice Water, and gifts from Advance Pharmaceutical including vitamin C tablets (20 tablets) and 80% alcohol spray (80ml), promoting health together.
- **Exquisite Gift:** A specially designed pink portable mirror from Chiron Medical, allowing you to care for yourself anytime, anywhere.

Women who undergo a self-paid 3D mammography in October or visit Chiron Medical on October 13 (Pink Day) will receive a Pink Kit.

"1:1 Breast Health Empowerment Charity Campaign ": A New Milestone

Following the launch of the "1:1 Breast Health Empowerment Charity Campaign "earlier this year, Chiron Medical continues its commitment to the health of low-income women this October by launching a second phase that aims to provide 300 free 3D mammography screenings and medical consultation services to underserved women. Chiron Medical invite the public to join in caring for their own health and the health of others. Women who pay for a 3D mammography at FemWell will enable Chiron Medical to sponsor a low-income woman for free breast cancer screening. The plan collaborates with non-profit organizations— Caritas Mutual Aid Centre for Single Parent Families and the Hong Kong

Federation of Women' s Centres —to arrange services for the beneficiaries, ensuring more women receive timely medical attention.

Pink Partners: Industry Collaboration for Breast Health

Starting in October, Chiron Medical will promote the message of EARLY CHECK, EARLY HOPE with various sectors, beginning with health talks for employees of GlaxoSmithKline (GSK) and Pfizer Hong Kong discussing breast health, daily self-examination tips, breast cancer diagnosis, and treatment to facilitate early detection of health issues and optimal treatment timing.

Chiron Medical firmly believes that through collective efforts and care, we can truly enhance women's health awareness. We will continue to work with like-minded companies and organizations to promote diverse health activities, helping the public improve health knowledge and encourage early prevention and treatment.

Early Check, Early Hope Campaign Detail : <https://shorturl.at/QeoxH>

Regular Breast Health Check-up offer detail : <https://shorturl.at/MDypS>

Image Caption: Dress Pink Day Poster



CHIRON MEDICAL 楷和醫療集團

FemWell powered by CHIRON MEDICAL

粉紅服飾日 DRESS PINK DAY

2025.10.13

10月是國際乳癌關注月，提醒所有女性定期做乳房超聲波及乳房X光檢查，掌握自己的健康。乳癌是女性發病率最高的癌症，定期篩查能及早發現、及早治療，大大提高存活率。支持粉紅服飾日，用行動提高公眾對乳癌的關注，攜手為女性健康帶來更多希望與力量！與粉紅力量同行！

EARLY CHECK, EARLY HOPE

乳你健康起動

愛錫自己 定期篩檢守護健康

合作夥伴

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自我檢查教室

About Chiron Medical Group

Chiron Medical Group (referred to as "Chiron Medical") is committed to a patient-centered approach and the establishment of trustworthy medical care. Our mission is to provide a one-stop medical solution for patients through comprehensive services that encompass prevention, diagnosis, treatment, and ongoing management of various health conditions.

We have an outstanding team of specialized medical professionals and advanced technology, with 25 specialists and general practitioners covering at least 15 different fields. This allows us to offer appropriate treatments tailored to our patients' needs.

Through effective communication with our clients, we provide personalized medical care, ensuring that patients have the best experience during consultations, treatment processes, and the establishment of healthy lifestyles, making us their trusted medical partner.

About FemWell

FemWell, the women's health brand under Chiron Medical, has established a "Women's Health Centre" dedicated to holistic women's health in collaboration with a professional female team. Our mission is to provide comprehensive attention to women's health through exceptional medical expertise and a multidisciplinary team of female specialists, helping women lead healthy and fulfilling lives.

Our services extend beyond disease diagnosis and treatment; we aim to help patients address the root causes of their conditions, cultivate healthy lifestyles, and restore and maintain their well-being.

The establishment of the Women's Health Centre marks the first step in FemWell's promotional initiatives. Looking ahead, FemWell will continuously offer a wealth of health information, mental and physical wellness workshops, and personalized treatment plans, encouraging women to focus on their health and address their overall well-being.

This press release is to be uploaded to the websites of Chiron Medical : [Chiron.care](https://chiron.care)

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