FOR IMMEDIATE RELEASE

Tuesday, October 23, 2020

**Breast Cancer Patient Advocacy Groups Launch**

**“This Is Flat” Video for Breast Cancer Awareness Month 2020**

**Los Angeles, California** - Breast cancer patient advocacy groups Flat Retreat, Less Than Two Breasts, Linkage Beauty Movement and Statistical Oddity launch a ground breaking video for breast cancer awareness month.

[This Is Flat](https://lessthantwobreasts.org/this-is-flat-video) was created by breast cancer patients - all of whom chose *aesthetic flat closure* as a whole and healthy option after mastectomy. The video offers a candid view into the growing movement of *going flat* and presenting as breastless or one-breasted after cancer treatment.

The diverse women of *This Is Flat* dispel cultural misconceptions that replacIng their breasts will make them “whole again” and not doing so will leave them less of a woman. To the contrary, the film reveals another option with celebrated femininity and appealing body imagery, while subtly taking aim at medicine’s hard sell for synthetic implants or tissue replacement reconstruction. Among these portraits are women who removed their implants after developing breast implant illness (see recently published [FDA implant safety guidelines](https://www.fda.gov/media/131885/download) for BII information).

Over 320,000 U.S. women are diagnosed with breast cancer each year. Nearly 200,000 undergo mastectomy and half of those women do not replace their breasts. Instead, they choose *aesthetic flat closure* - defined by the National Cancer Institute as a smooth, flat chest reconstruction. This option has the lowest health risks, and yet is not always presented or supported by cancer surgeons

Similar to 70s era feminists and modern-day body positivity advocates, women with less than two breasts present an opportunity for media to engage with a dynamic, empowered social movement. Whole, feminine and beautiful, the women of *This Is Flat* are redefining cultural norms while proudly owning their radical choice to survive cancer on their terms.

For more information please visit:

[Flat Retreat](https://www.facebook.com/Flatretreat/) on Facebook

[LessThan Two Breasts](https://www.instagram.com/lessthantwobreasts/?hl=en) on Instagram

[Linkage Beauty Movement](https://linkagebeauty-worldwide.site123.me/)website

[Statistical Oddity](https://www.instagram.com/statisticaloddity/?hl=en) on Instagram

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