



MEDIA CONTACT:
Michael Caprio, 702-658-6691
mc@capriomediadesign.com

FOUR-TIME GRAMMY WINNER AND MUSIC ICON OLIVIA NEWTON-JOHN
CONTINUES TO EMPOWER AND ENCOURAGE WOMEN WITH THE
LIV® BREAST SELF-EXAM AID AND LIV.COM WEBSITE
•• AN ONGOING BREAST CANCER AWARENESS INITIATIVE TO EMPOWER AND
ENCOURAGE WOMEN TO SELF EXAM ••

Upland, CA, July 10, 2010 – Four-time Grammy winner Olivia Newton-John continues her commitment to breast self examination with the **Liv Aid**®, a breast self-exam aid that assists women to exercise breast self exams correctly. The initiative's goal is to empower and encourage women to take control of their bodies and breast health with the device and, to provide an online resource of breast health information through the Liv.com website. Newton-john has partnered with Geiger, the largest privately held and managed promotional company in North America as the exclusive distributor for the Liv Aid. To date more than 1.3 million Liv Aids have been distributed to women around the world.

Newton-John credits her own breast self-exam as the first step to her eventual diagnosis of breast cancer. Now, 18 years later she has become a passionate advocate in creating awareness for early detection and, encouraging women to take a more active role in their breast health. "That I am fine today and stronger than before, I credit to early detection," says Newton-John.

Breast self-examination is an important step a woman can do herself as part of a regular breast health routine. "Clearly, a significant number of breast cancers are found by the patient herself, even in the setting of a normal mammogram," says renowned breast cancer surgeon, Ernie Bodai, M.D., F.A.C.S. "The Liv Aid greatly enhances a woman's ability in detecting an abnormality...which in many cases will lead to early detection and a better chance for a cure."

"Being a breast cancer 'thriver,' I know that early detection is key to good breast health," says Newton-John, whose cancer was diagnosed in 1992 and who is now cancer-free. "My wish is that all all women age 20 and above perform monthly breast self-examinations. What began as a successful campaign in October 2008 with the wonderful support of Curves, an organization whose mission statement is 'strengthening women,' it is my dream to have the Liv Aid available to every woman in the U.S. and it will become a staple in every medicine cabinet in the next five years."

In 2010 Olivia continues to encourage self-examinations through the Liv Aid and Liv.com website, a one-stop source for information, news and education about breast health and early detection. Newton-John wants to inspire women to actively integrate breast health into their daily life and make it a part of their monthly routine. Newton-John also continues to raise funds and awareness to see another dream become a reality, the Olivia Newton-John Cancer and Wellness Centre (www.OliviaAppeal.com), which recently began construction in her hometown of Melbourne, Australia. **It is time to LIV.**

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About the Liv Aid

The Liv Aid is a simple, patented, and FDA-cleared medical device that makes clinical and breast self-examinations effortless and more comfortable. It comes in the form of a heart shaped thin silicone pillow filled with a non-toxic lubricant. The Aid reduces the friction between the fingers and the breast for ease of movement of the fingers over the breast. For more information visit www.Liv.com.