

Ovarian Cancer Research Foundation secures a new Premium Partner in L'Oréal Paris

Can you imagine life without someone you love? Neither can we.
Help us to find an early detection test to save lives.

The Ovarian Cancer Research Foundation (OCRF) is proud to welcome a new Premium Partner in L'Oréal Paris. As the biggest consumer beauty brand in the world, the team at L'Oréal Paris will play a critical role in supporting the OCRF to increase awareness of and funding for research into an early detection program for ovarian cancer.

In the spirit of its signature phrase 'Because You're Worth It', L'Oréal Paris is passionate about supporting and empowering women everywhere. Turning these words into actions, L'Oréal Paris is exceptionally pleased to have become a Premium Partner to the OCRF in Australia... joining Founding Partner NAB and fellow Premium Partner Witchery in their ongoing support.

As a Premium Partner, L'Oréal Paris will directly support the appointment of the L'Oréal Paris Research Fellow Dr Simon Chu. Dr Chu joins the world class OCRF research team investigating an early detection test.

"As there is currently not an early detection program for ovarian cancer, L'Oréal Paris hopes to raise awareness of this disease and is delighted to help advance cancer research through the work of Dr. Simon Chu," says Mark O'Keefe, General Manager L'Oréal Australia Consumer Division.

In Australia, one woman dies of ovarian cancer every ten hours. This disease affects women - mothers, sisters, daughters - of all ages and has a higher mortality rate amongst women diagnosed than those diagnosed with breast cancer.

While awareness of the disease has increased amongst Australians, four in nine women still believe that a pap smear will detect ovarian cancer. Unfortunately the reality is there is no simple early detection test. Ovarian cancer remains a silent killer, with two thirds of women diagnosed in the advanced stage of the disease; unfortunately few will survive beyond 5 years. Without one healthy ovary a child will not be born.

For further information, please contact:

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