

YAKULT



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LIVE



Don't Wait!
Get the scan that
can save your life

SOY: SETTING THE
STORY STRAIGHT

BE ON THE WATCH FOR
THESE SCAMS



DON'T WAIT!
Get the scan that can
save your life
(Early detection saves lives)



BREAST CANCER AWARENESS MONTH

YOUR MAMMOGRAM SCAN IS DUE!

Breast cancer is the most common form of cancer in women in Malaysia. One in 11 individuals suffer from it at some point in their lives – in Malaysia that's over 7,593 women diagnosed every year (Men can also get breast cancer though it's much rarer!). Tragically, too many women are still dying from it.

OCTOBER'S THE MONTH

Every October, people all over the world show their support for everyone affected by breast cancer. We're focused on accelerating research and providing vital support, every way we can, all year round. We all know the statistics, but don't be afraid of the numbers behind the disease.

This month, we're committed to showing you that no matter who you are, whatever your experience of breast cancer – we're always with you. While this affects many women in the world, our goal is to spread awareness because early detection is the key to survival.

SO, WHAT PUTS YOU AT RISK?



The risk for breast cancer increases with age as the damaged DNA cells accumulates over time.



Women who have 2-3 alcoholic drinks per day have a 20% higher risk of breast cancer.



Overweight and obesity is the biggest cause of cancer after smoking.



Breast cancer risk is 2X higher in women with family history of breast cancer.



Mutation in the BRCA1 or BRCA2 gene can lead to abnormal cell growth, which can lead to cancer.

HAVE YOU CHECKED YOURS TODAY?

What's the first thing you think about mammogram? Scary? Painful? What is a mammogram? How much does a mammogram screening cost? Can I get a free breast cancer screening in Malaysia? Worry not! Learn all you need to know about mammogram.

Your mammogram can be a lifesaver

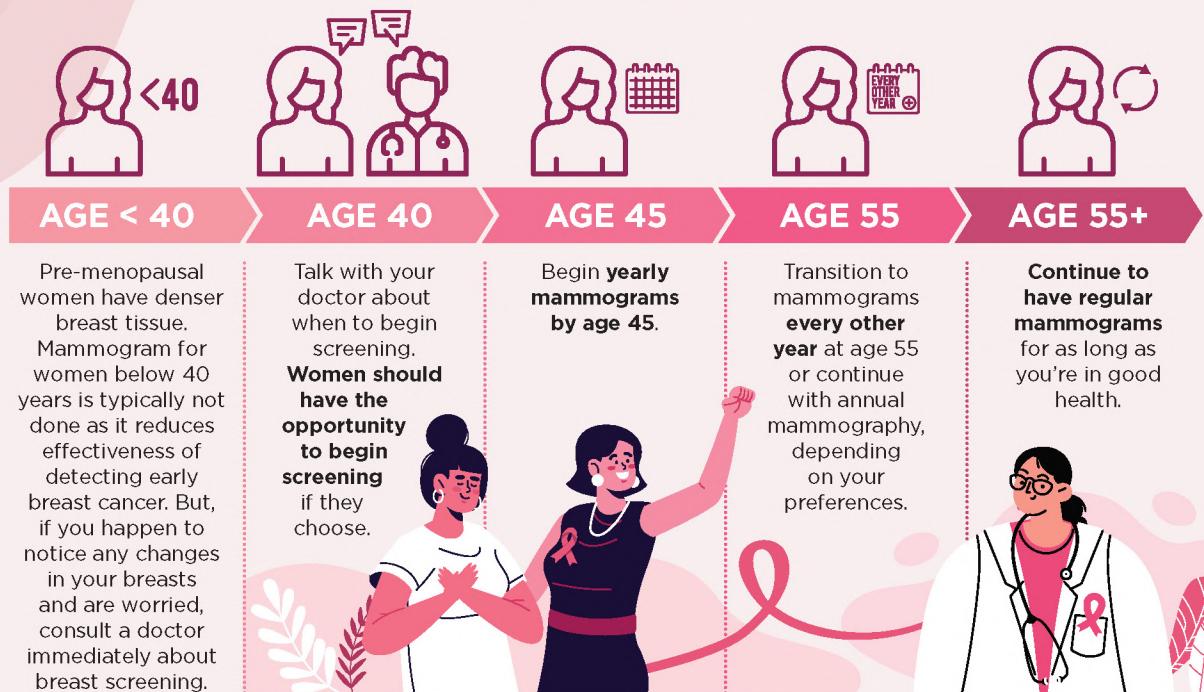
Breast cancer is the leading form of cancer amongst Malaysian women and while leading an active and healthy lifestyle helps to minimise our risk of breast cancer, identifying breast cancer early greatly improves the chances of surviving it.

Here's where breast cancer screening comes in. Early detection through mammograms and breast self-examinations, along with subsequent intervention, could mean that you may hold back treatments like surgery or mastectomies (breast removal).

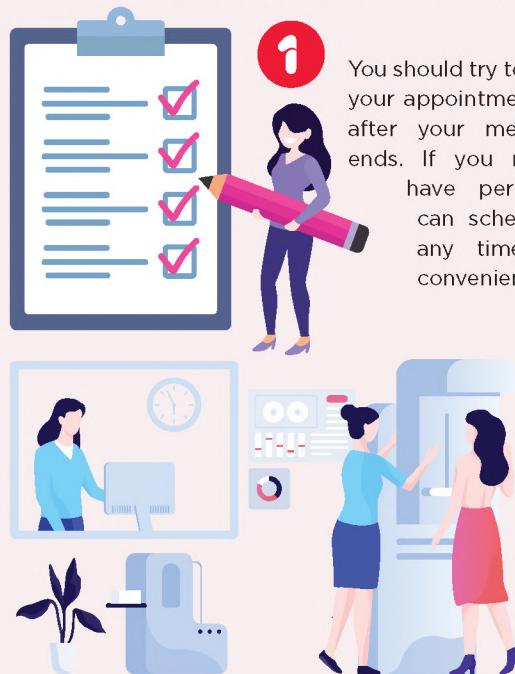
Mammography has been used for about 30 years, and in the past 15 years technical advancements have greatly improved both the technique and results. Today, this dedicated equipment, used only for breast X-rays, produces images that are high in quality, but low in radiation dose. Radiation risks are considered to be negligible.



Who should go for a mammogram?

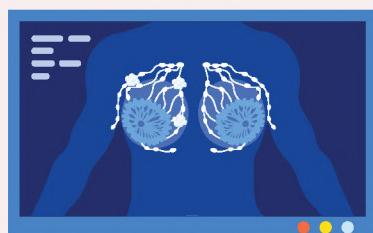


What's the mammogram process like?



2 During your mammogram, a trained female technician will lead you to a special low-dose X-ray machine. She will position your breast between two flat plates and compress them slightly for less than 2 minutes. This will be performed on one breast at a time.

3 The whole mammogram procedure usually lasts about 30 minutes. These images will later be examined by a radiologist for any abnormalities or signs of cancer.



Are mammograms painful?

As your breasts have to be compressed for the X-ray machine to capture a clear image, mammograms are usually uncomfortable or slightly painful especially if you have dense breasts. To reduce the tenderness, you can consider scheduling your mammogram a week or so after your period, to avoid the time frame where your breasts might be more sensitive than usual.



How much does a mammogram cost?

A mammogram can cost between RM120 to RM250 at participating private healthcare settings. However, women also can benefit from free or subsidised mammogram screenings at a much lower cost with an additional RM50 subsidy at government hospitals, LPPKN clinics or Nur Sejahtera Clinics.



SUPPORT FOR YOU

We understand just how stressful it can be if you have recently been diagnosed with breast cancer. Whatever you're feeling, we're always with you. There are many foundations and organizations in Malaysia ready to help guide you through your breast cancer diagnosis and treatment. We listed a few organizations in Malaysia that either provide at home care and/or online support programs for people diagnosed with breast cancer.

BREAST CANCER WELFARE ASSOCIATION



The BCWA is a self-help support group. Its members are breast cancer survivors, family members and friends of breast cancer patients, related professionals and volunteers who help provide psychological and emotional support, information and education.



THE NATIONAL CANCER SOCIETY OF MALAYSIA (NCSM)



The National Cancer Society of Malaysia (NCSM), is the first not-for-profit cancer organisation in Malaysia that provides education, care and support services for people affected by cancer and the general public. NCSM supports patients in understanding and dealing with cancer in various phases through its five cancer centres; the Cancer and Health Screening Clinic, Nuclear Medicine Centre, Resource and Wellness Centre, Quit Smoking Clinic and the Children's Home of Hope.

BREAST CANCER FOUNDATION

Formerly known as Pride Foundation, the Breast Cancer Foundation has been proud to be at the forefront of breast cancer awareness, empowerment and support programmes in Malaysia.





MAKNA (MAJLIS KANSER NASIONAL)

MAKNA (Majlis Kanser Nasional) or National Cancer Council Malaysia is a not-for-profit social enterprise tasked to fight cancer and to reduce the pain, suffering and morbidity that the cancer patients often experience. It aims to provide curative care, preventive care, cancer research and support services to cancer patients and their families, high-risk groups, Malaysians and people throughout the world.



WAR ON CANCER MALAYSIA

The War on Cancer initiative seeks not to replace the amazing work and progress made by the various local organisations that work to understand cancer better through research, improve cancer management/prevention and support for cancer patients and their family. Instead, the War on Cancer seeks to enhance resources to support existing efforts as well as ensuring that patients not only have equal and easy access to the support but that the support and care given is the best possible.



References:

- Breast Cancer Awareness Month. Retrieved from <https://breastcancernow.org/get-involved/breast-cancer-awareness-month>
- ACS Breast Cancer Screening Guidelines. Retrieved from <https://www.cancer.org/cancer/breast-cancer/screening-tests-and-early-detection/american-cancer-society-recommendations-for-the-early-detection-of-breast-cancer.html>
- Mammogram Procedure. Retrieved from <https://www.hopkinsmedicine.org/health/treatment-tests-and-therapies/mammogram-procedure>

Quiz!

Read the statement below & select the correct answer.

Identifying breast cancer early greatly improves the chances of surviving it. This screening has been used for about 30 years. During the process of screening, breasts will be compressed for the X-ray machine to capture a clear image and the images will later be examined by a radiologist for any abnormalities or signs of cancer.



What screening is this?

- a Chest X-Ray
- b CT Scan
- c Mammogram

Scan this QR code, fill in your complete personal details and submit the correct answer.



10

lucky winners with the correct answer stand a chance to win a month of Yakult supply

(50 bottles of Yakult Ace Light probiotic cultured milk drink)



Gift - 10 sets of 50 bottles Yakult Ace Light probiotic cultured milk drink

QUIZ PERIOD

1st Jul 2022 – 31st Aug 2022

By participating in this quiz game, participants agree on the terms and conditions that are stated in Yakult official website.

SOY

SETTING THE STORY STRAIGHT

You may have read or heard the myth that eating soy can increase your risk for breast cancer. "What should I do about soy?" "Is it safe for me?" is a common question among cancer survivors.

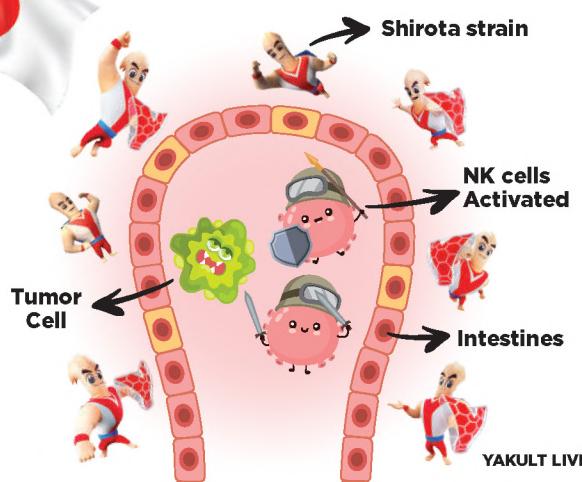
**SHORT ANSWER:
YES!**

The myth that soy increases breast cancer risk comes from the discovery that soy contains plant compounds called phytoestrogens. These compounds share similarities with the hormone estrogen that sometimes trigger the growth of breast cancer cells. There is no evidence that phytoestrogens have this effect.

The current scientific consensus is that soy does not increase a person's risk of developing breast cancer.

Overall, findings suggest that the amount of soy a person consumes affects the reduction in their breast cancer risk. It also appears that regular consumption of *Lactobacillus casei* Shirota (Shirota strain) found in Yakult has protective effects if a person consumes it in high enough quantities. Daily consumption of Shirota strain since adolescence had a significant inverse association with early breast cancer occurrence.

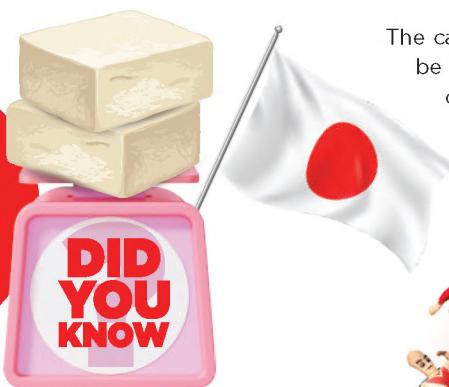
The cancer preventive effect of Shirota strain may be explained by activation of Natural Killer (NK) cells by Shirota strain and NK cell-mediated antitumor activity.



DID YOU KNOW

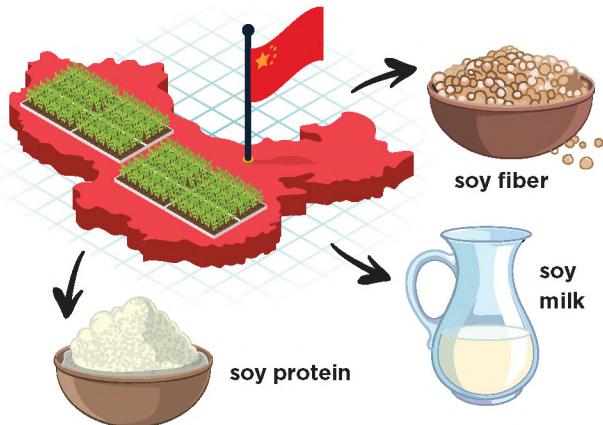
The average daily intake of soy in Japan is 25-50 mg = 2 servings of tofu

According to the Breast Cancer Foundation Susan G. Komen, soy seems to have a protective effect against breast cancer in Asian countries where people begin consuming soy products earlier in life and in higher quantities. They note that there is a significant difference in soy consumption in Japan.



THE JOY OF SOY

Soy (*Glycine max*) comes from soybeans. The beans are a legume that come from China. They can be processed into soy protein, soy milk, or soy fiber.



Soybeans have been a staple of Asian cuisines for thousands of years. Soy and soy foods are popular especially for people following vegetarian and vegan diets. This is due to their high-quality ("complete") protein content, and their ability to be processed into milk and meat substitutes.

Soybeans are healthful and rich in protein, giving them numerous nutritional uses. People can eat them, drink them in milk alternatives, and take them in the form of supplements.

Manufacturers may also extract the oil from soy and use it to make ecologically friendly fuel, as well as candles, crayons, and engine lubricants.



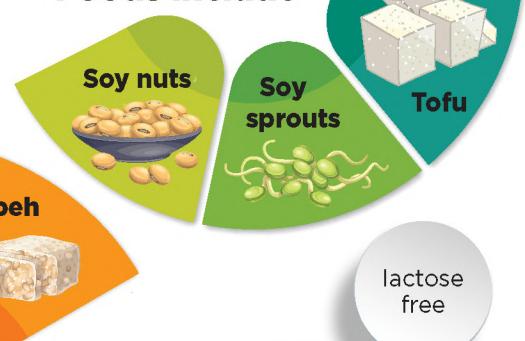
Types of soy products

In every Malaysian household regardless of race or religion, tofu, tempeh, soybean or even soy sauce is not foreign to us. Soybeans are a high protein plant food that people can prepare and eat in a variety of ways.

Foods made from soybeans can be divided into unfermented and fermented foods. Unfermented foods include – tofu, soymilk, edamame, soy nuts and sprouts, while fermented soy products include – miso, tempeh, natto, tamari, and soy sauce.



Unfermented Soy Foods Include



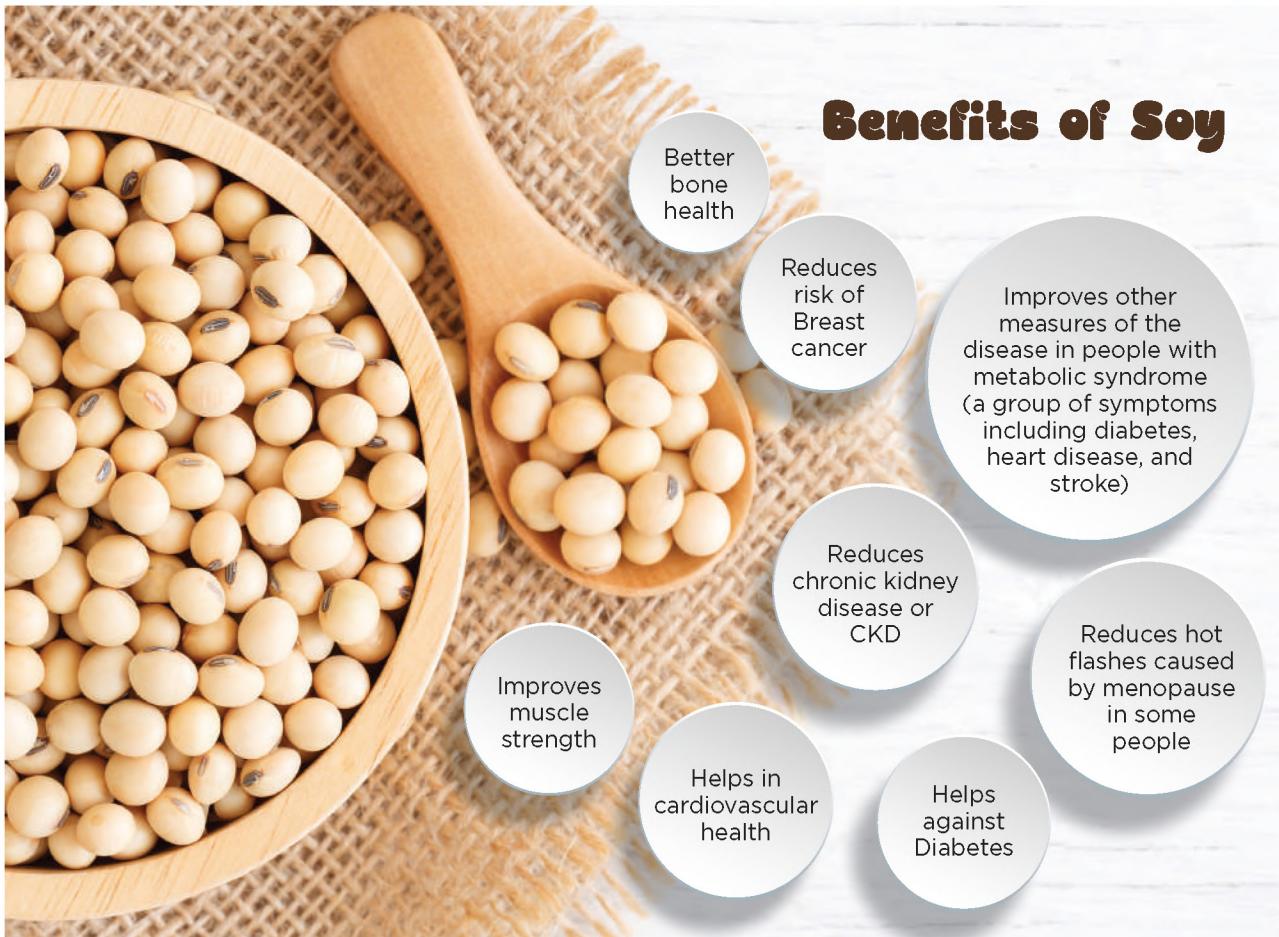
Fermented Soy Foods Include



Nutrition Facts

Soy is a high-quality protein. It is one of the few known plant foods to contain all the essential amino acids, like those found in meat.

Benefits of Soy



Better bone health

Reduces risk of Breast cancer

Improves other measures of the disease in people with metabolic syndrome (a group of symptoms including diabetes, heart disease, and stroke)

Reduces chronic kidney disease or CKD

Reduces hot flashes caused by menopause in some people

Helps in cardiovascular health

Helps against Diabetes

Yakult Chocolate Soy Ice Cream

This easy, dairy-free ice cream recipe calls for just a handful of simple ingredients and can be dressed up however you like to create your favourite version chock-full of chocolate flavour!

Ingredients

- 1 ripe banana
- 1 cup ice cubes
- $\frac{1}{2}$ box (85g) extra-firm tofu, pressed to remove water
- $\frac{1}{2}$ cup cacao powder (or dark chocolate powder)
- $\frac{1}{4}$ cup raw cashews
- 2 Medjool dates, pitted
- 2 teaspoons vanilla extract
- 1 teaspoon Yakult, or more as needed

Directions

STEP 1 Place cashews in a bowl and cover with water. Soak for 1 to 3 hours. Drain.

STEP 2 Combine soaked cashews, banana, ice cubes, tofu, cacao powder, dates, vanilla extract, and 1 teaspoon of Yakult in a blender. Process until smooth.

STEP 3 Pour into a bowl to serve

References:

- Soybeans and soy foods - Better Health Channel. Retrieved from <https://www.betterhealth.vic.gov.au/health/healthyliving/soybeans>
- Okekunle et al. (2020). Higher dietary soy intake appears inversely related to breast cancer risk independent of estrogen receptor breast cancer phenotypes. *Helijon*, 6(7), e04228.
- Does soy really affect breast cancer risk?. Retrieved from <https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/expert-answers/soy-breast-cancer-risk/faq-20120377#:~:text=It%20was%20once%20thought%20that,tofu%2C%20soy%20milk%20and%20edamame.>

BE ON THE WATCH FOR THESE SCAMS

The pandemic has accelerated the shift towards a more digital world. Mobile phones and the internet are amongst our most valued property nowadays, and cybercriminals know this. Avoiding scams is now part of our digital lives, especially since fraudsters are continually coming up with new ways to try and trick people. Here's some of the most common scams and what you can do to safeguard your personal information and wallet.

Phishing Scams

Phishing scams are some of the most common attacks on consumers.

You receive an email from a seemingly familiar enterprise that you deem legitimate, such as your bank, university or a retailer you frequent. The message directs you to a site usually to verify personal information such as email addresses and passwords that then steals your information.

You should never click the links provided in emails you can't independently confirm. Again, though the sender may seem legitimate which is exactly what the scammer wants you to believe. No reputable institution will ask for your password or other key personal information online. Phishing emails will often contain typos or grammatical errors, and the sender's email address often looks suspicious.

Tech Support Scams

With this scam, you may receive a phone call, email, or pop-up warning indicating your computer is infected (ask yourself: How would they know?). The scammer then: prompts you to download



an application that allows them to control your computer remotely or asks to download an actual virus or otherwise makes you believe that something is wrong; and tells you they can fix the problem for a fee.

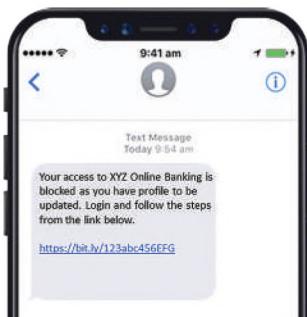
Lottery Scam

Congratulations! You've won the lottery or some other large amount of money! Except you haven't. This bogus email comes to you out-of-the-blue usually claiming to be a part of an international sweepstakes stressing that you've won big and that you just need to send over a processing fee or to get in touch with someone who can process your winnings.

Unless you have entered some legitimate lottery, chances are you haven't won the jackpot. When you win the lottery, you contact the appropriate retailer—not the other way around.

SMS Phishing?

SMS phishing, also known as “smishing”, involves a scammer getting you to act via text message. Malware SMS links can be sent in these messages, and if you open the link, your device can become infected with malware or spyware.



One Ring Scams?

One ring scams are calls from an unknown number that only rings once, with the intention of getting you to call back. Sometimes a voicemail will be left to increase the chance that you will take action. This scam works because fraudsters are usually betting that curiosity will override your critical judgment. Here's how the scam works: you get charged fees when you make the call, and the scammer profits. These calls tend to be from an international area code, which is part of how they cause the fees.

The Bottom Line

It's safe to assume that if anyone is asking for your bank or personal information, you're being scammed. You should never give out personal information to anyone on the internet who contacts you directly. If you have to make a financial transaction online, make sure you're doing so on a secure server and through a reputable site. If you believe you've been scammed, immediately change all of your passwords and delete any malicious software you may have downloaded, and call your credit card company, if necessary.

Cybersecurity 101: 5 Basic Internet Safety Tips

When it comes to internet safety, it's best to start with the basics.



1. Use Strong Passwords to Protect Your Personal Information



2. Keep Personal Information Private

3. Pay Attention to Software Updates

Promptly install software updates, especially when they include important security upgrades. Set up automatic updates on your devices so you never miss one!



4. Be Careful About Wifi

Do not trust public wifi security. Avoid connecting to unsecured public wifi networks. Make sure your own wifi networks are protected with strong passwords.



5. Set Up Two-Factor Authentication

Enable two-factor authentication in order to prevent hackers from accessing your personal accounts and information.



Internet Safety Checklist

INTERNET SAFETY TIPS	For kids (ages 2-11)	For teens (ages 11-18)	For parents
Know the dangers of the internet	✓	✓	✓
Remember your identity is important	✓	✓	✓
Beware of strangers	✓	✓	✓
Watch out for phishing	✓	✓	✓
Choose strong passwords	✓	✓	✓
Keep social media accounts secure	✓	✓	✓
Be careful what you post	✓	✓	✓
Online shop only from secure sites		✓	✓
Keep privacy settings on		✓	✓

References:

- Internet Safety: Introduction to Internet Safety. Retrieved from <https://edu.gcfglobal.org/en/internetsafety/introduction-to-internet-safety/1/>

80% of Immunity lies in the intestines



**Probiotic culture Shirota strain
helps improve intestinal function**

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40 countries worldwide



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