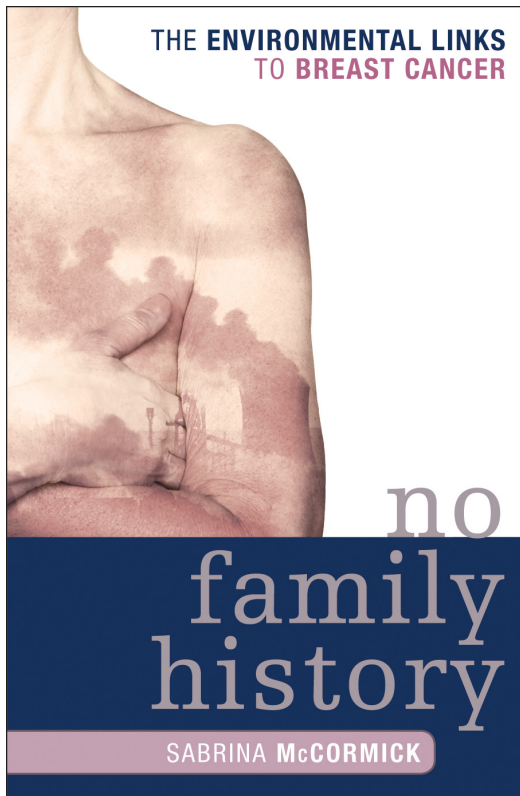


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NO FAMILY HISTORY The Environmental Links to Breast Cancer By Sabrina McCormick



“No Family History shows us ordinary people discovering the extraordinary truth of how to prevent most cancer. It forces us to ask the crucial questions: Who profits from causing, detecting, and treating cancer? Why do we hear so much about the search for a cure, and so little about preventing cancer in the first place?” —**Gloria Steinem**

“What sociologists do best is help us understand how society shapes human beliefs. The society of breast cancer is chock full of beliefs--about genes, chemicals, cures, female beauty, and the value of early detection. It's about time that a thoughtful sociologist shined a light on this dark and terrifying landscape and turned over a few rocks. No Family History is an important corrective to pink ribbons and positive thinking.”

—**Sandra Steingraber**, Scholar in Residence, Ithaca College; cancer survivor; author of *Living Downstream*

No Family History presents compelling evidence of environmental links to breast cancer, ranging from everyday cosmetics to industrial waste. Sabrina McCormick weaves the story of one survivor with no family history into a powerful exploration of the big business of breast cancer. As drugs, pink products, and corporate sponsorships generate enormous revenue to find a cure, a growing number of experts argue that we should instead increase focus on prevention--reducing environmental exposures that have contributed to the sharp increase of breast cancer rates. But the dollars

continue to pour into the search for a cure, and the companies that profit, including some pharmaceutical and cosmetics companies, may in fact contribute to the environmental causes of breast cancer. *No Family History* shows how profits drive our public focus on the cure rather than prevention, and suggests new ways to reduce breast cancer rates in the future.

Sabrina McCormick is a Robert Wood Johnson Health and Society scholar at the University of Pennsylvania and was previously assistant professor of environmental science and sociology at Michigan State University. She is the director and producer of the independent feature-length documentary *No Family History* which will screened at film festivals across the US. Check her website www.nofamilyhistory.org for further details.

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