

MOVE

marlies | dekkers

October 2011

#MOVE
THAT
BODY!

NOT THE USUAL TIPS
FOR A HEALTHY
BODY AND MIND

THE LAUNCH
OF THE NEW
CARE
BRA

EXCLUSIVE
INTERVIEWS
WITH OLYMPIC CHAMPIONS
ESTHER VERGEER AND
LEONTIEN VAN MOORSEL

JOIN THE
#MOVE-MENT!

MARLIES DEKKERS HAS SOMETHING WITH BREASTS, WE ALL KNOW THAT.
BUT SHE ALSO HAS SOMETHING WITH BREAST CANCER. A MISSION...

Join Marlies in her
fight against breast
cancer and Join the
#MOVE-ment!



Follow @marliesdekkers on Twitter and stay up to date about the latest #MOVE news. Let her know via Twitter how you move and don't forget to Tweet #MOVE!

LET'S START A #MOVE-MENT!



oldiego
Jolanda Oldenhage

@Atjeuh the fight against breast cancer @marliesdekkers continues, I'm convinced! I say: keep tweeting! #MOVE



ThomasKroes
Thomas Kroes

@marliesdekkers can you send me one copy! must die for that story #MOVE



BellaBellaB
Bella Bella Boutique

Love the new concept! @lingerieTalk Marlies Dekkers' new Undressed label wants to get women MOVEing. <http://bit.ly/pVK1JT> @marliesdekkers



claudiakrekel
Claudia vd Kreeke

Just met the @marliesdekkers #Undressed team in Breda and won a water bobble! So great! #MOVE



kanarietweet
David ✓

An #FF for @marliesdekkers. I have a deep respect for her #MOVE-ment campaign! M/F, everyone should join!



KISS2
Rotterdam

#MOVE-ment campaign and join us against breast cancer. You too? Follow @marliesdekkers. Move and fight breast cancer.

JOIN THE #MOVE-MENT!

Marlies is getting women around the world motivated to exercise more with her #MOVE campaign, because the more you move the less chance breast cancer gets. One in eight women will get breast cancer, and by moving this chance is reduced by 20%-40%.

From the 15th of July until the 12th of August Marlies organized a special Undressed by marliesdekkers tour in various cities throughout the Netherlands and Belgium to promote #MOVE, with different guerrilla stunts like bicycle adverts, stickers, vouchers, Reverse Graffiti and Twitter contests!



Before you lies the special edition of our magazine for the Breast Cancer Awareness Month. Traditionally the Breast Cancer Awareness Month takes place in October, an internationally recognized awareness campaign organized by all the large breast cancer foundations.

Since a couple of years my company and I have helped the cause against breast cancer with different campaigns.

For example, I organized special fitting evenings for (ex) breast cancer patients because it appeared that making the step to find lingerie was too hard or scary for many women. Another time we organized a meeting with top oncologic surgeon Jean Klinkenbijl and a plastic surgeon Leonie Woerdeman to see what else we could do. After this, we started lobbying at the Ministry of Health to ensure that insurances would cover the MammaPrint. Now, 70% of all the hospitals in the Netherlands use MammaPrint and the insurances CZ, ONVZ, ENO, the Friesland Zorgverzekeraar and Achmea cover the costs. We gave some master classes

FOREWORD



MARLIES DEKKERS HAS SOMETHING WITH BREASTS, WE ALL KNOW THAT.

BUT SHE ALSO HAS SOMETHING WITH BREAST CANCER. A MISSION...

in the past, together with doctors, to lingerie specialists to create understanding for (ex)breast cancer patients, so that they could give good advice to these women when it came to finding the right lingerie. Last year I organized a large awareness campaign and twelve strong women posed for the famous Dutch artists Ari Versluis and Ellie Uyttenbroek in a special Pink Ribbon bra. This image was spread around the Netherlands, on billboards and was handed out at hospitals and institutions. That same year, we also designed a special lingerie set, of which part of the proceeds was donated to the Dutch Pink Ribbon organization.

This year there are another two beautiful initiatives. First of all, I'm proudly presenting the Care Bra, a mastectomy bra, especially designed for (ex) breast cancer patients, and I've also designed Pink lingerie of which part of the proceeds will go to breast cancer foundations around the world. Besides this I've created #MOVE. Research shows that women who are overweight have 55% more chance of dying from cancer, and that more exercise can



Portrait
Marlies Dekkers

reduce the chance of breast cancer by 20 to 40 %. Those are impressive statistics.

With the #MOVE campaign I'm trying to initiate women to, together with me, start

FIRST OF ALL, I'M PROUDLY PRESENTING THE *CARE BRA*, A MASTECTOMY BRA, SPECIALLY DESIGNED FOR (EX) BREAST CANCER PATIENTS, AND I'VE ALSO DESIGNED LINGERIE OF WHICH PART OF THE PROCEEDS WILL GO TO BREAST CANCER FOUNDATIONS AROUND THE WORLD. *Marlies*

exercising more, because the more you move, the less chance the disease gets. During conversations with Dutch top athletes I've become inspired about how focused and determined they are. This kind of thinking is something I experience in my own daily life too. With my designs it's often about millimeters, the same way a tenth of a second can make the difference to an athlete. In my work I do my utmost best to be the best at what I do, I'm constantly focused on my final goal, just like the way my athletes in the magazine are too, it's in our DNA. Yes we have a dream that needs to become reality. That is why my motto in life is Dare to dream, dare to grow, dare to be.

Make your dreams your reality, join the #MOVE-ment and have fun! On the bike, in the pool or just outside, with your own two legs! You really don't need an expensive membership to a gym, you can just start by walking or running. In the forest, in the city, to school, to work. Who knows where you might end up...

Marlies

This **care bra** has a flexible shape, which ensures an extremely comfortable fit. The bra has soft padded cups without wires and a round back, which offers extra support. On the inside there is a pocket concealed for every size of prosthesis.



CARE BRA
marlies|dekkers

CARE BRA PINK LINGERIE



WE ALL KNOW THAT *MARLIES DEKKERS* HAS SOMETHING WITH BREASTS,
AND THAT, DURING THE PAST FEW YEARS, SHE'S ALWAYS DONE HER
BEST TO HELP IN THE FIGHT AGAINST BREAST CANCER.

Collaboration: Jean Klinkenbijn and Marlies Dekkers

1a.

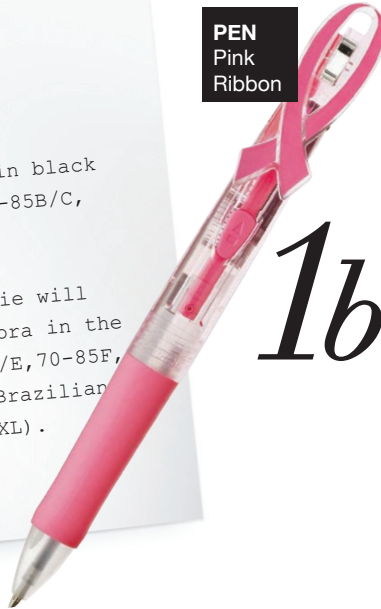
CARE BRA "From the beginning of my career I've been asked about bra's for women with a breast amputation or reconstruction. I couldn't get these kinds of requests out of my head, and a few years ago, surgeon-oncologist *Jean Klinkenbijn* approached me with the request to meet up for a meeting. It appeared that many of his patients had spoken about my bra's. Together with him, and a group of (ex)breast cancer patients I organized a special fitting evening. During this evening it appeared that fourteen of the fifteen women found a good bra from my then current collection. Not only this fact was a revelation to me, but also the information Jean Klinkenbijn and the fifteen ladies shared with me about the current state of affairs around lingerie (and the fit) for (ex) breast cancer patients in the Netherlands. With the knowledge I gained that evening, and the fact that of the 15 women, I couldn't help one, there was one important thing I had to do: design a mastectomy bra.

SIZES

The Care Bra is available in black and white in the sizes 70-85B/C, 75-85D and 75-80E.

The Pink Lingerie lingerie will be available in a balcony bra in the sizes 70-85B, 70-85C, 70-90D/E, 70-85F, with a 4 cm thong and a Brazilian short (sizes S/M/L/XL).

PEN
Pink
Ribbon



1b.

Designing a special mastectomy bra is very complex, and not something you do quickly. After years of research and speaking with (ex)breast cancer patients, I can now proudly present my Care Bra. The Care Bra has a flexible shape, which ensures a comfortable fit. With soft pre-shaped cups without wires and with a round back, this bra offers extra support. On the inside of the bra there are special pockets for every size of prosthesis."

2a.

PINK LINGERIE Marlies Dekkers has designed a special lingerie set this year again, of which part of the proceeds will be donated to breast cancer awareness foundations around the world. *

PINK BRA
marlies|dekkers



This straight neckline **balcony bra** with its flexible shape and comfortable fit suits all types of breasts. The wires enclose all of the lower part of the breasts resulting in a modest cleavage. A very comfortable shape.

2b.

The print of the lingerie is inspired by the typical Dutch Delfts Blauwe tiles, in a shocking pink colour! A little charm with the famous symbol of breast cancer month, the pink ribbon, adds a beautiful detail to the lingerie.



PINK BOTTOM
marlies|dekkers

2c.

* marlies|dekkers will donate to *Pink Ribbon, Think Pink, Susan G. Komen, Ruban Rose, Kræftens Bekæmpelse, Foreningen for Brystkreftere* and a *Finish breast cancer foundation*. See page 8 for more information.

1.

“My father was quite fanatically into gymnastics on a regional level as a young man. My mother and brother however aren’t sporty at all. They occasionally go to the gym and my mother takes her bike everywhere. After a few years of playing tennis my coach remarked that my hand eye co-ordination wasn’t bad at all and that I had good ball control. The fanatic streak in me makes me to want to improve all the time and go for it. It makes all the difference.

2.

PHYSICAL STRENGTH My strongest point now is my physical strength. I do a lot of power training and want to put my strength to good use. My training programme is tennis focused. In the meantime I work on keeping my body strong and healthy, in mind of a good foundation for the future. I don’t sweat a great deal. But once I do during a work out, when the room gets hotted up, I love it! The muscles get sore, ofcourse, but that extra effort you put into your work out provides a tremendous kick. Once you’re done, after having showered, back on the couch lounging,...it’s perfect! Getting out of bed the next day might feel a little rough..haha..

3.

WINNING To begin with sports for me was a way to deal with my handicap. I had to get to know my body (and its restrictions) all over again. Through practicing sports you discover who you are and what you’re capable of. While having fun at the same time. The fact that you are in control of your body and mind is a great feeling. At first I did not focus on winning so much. Over time it became more and more important and still it is. But it isn’t all about winning.

Join Marlies in her fight against breast cancer and Join the #MOVE-ment!

ESTHER VERGEEER

FIVE TIMES PARALYMPIC CHAMPION TENNIS (SYDNEY, ATHENS, BEIJING) AND HEROINE

4.

DREAMS Gradually I started dreaming of becoming top of the world in my sport. Together with a great deal of people around me, who stood by me and did not treat me any differently because of my handicap. Together with their support it became possible for me to realise my dreams. Every day I realise how lucky I am to live this wonderful life, for which I am very grateful.

5.

#MOVE I find Marlies’ MOVE-ment a great initiative. My own focus is on handicapped children. Exercise works for everyone, big and small, young and old, male and female. I find it important for children, and especially kids with a handicap, to be given te opportunity to find out who they are and what they’re capable of. Through sports I can do my bit and with the Esther Vergeer Foundation I organise 90 sportsdays a year at schools for children with special needs.

TIP:

“My hands do suffer quite a lot from my sport, so they are really rough. The ideal handcream I use after having scrubbed them clean once the work out is done is called Nivea’s SOS handcream.”

Esther Vergeer



RACKET
Wilson



SNEAKERS
Adidas



Portrait
Esther Vergeer

1. "My family is not very 'sporty', my Dad sometimes took his bike to go to the pub, haha! My brother became a member of a cyclingclub in order to improve his motor skills; that's how I first learned about the sport. I only realised later how much stronger I was than the rest. When I now look at photographs of myself as a young girl with her bike, I see a very very driven girl.



2. **LEGS** My legs are absolutely my strongest points, my nails my weakest. But these days there are all sorts of ways to disguise that, so I take regular trips to a nailstudio. To be honest I don't experience that great euphoric sensation when I work out, but afterwards I feel great and geared up, ready to take on anything. That great feeling is hard to describe.

3. **POSITIVE ENERGY** Ofcourse I was in it to win first and foremost, but since that I have stopped competing, it is all about personal satisfaction and positive energy that practicing my sport gives me. My dream of becoming an Olympic champ happily came true. Now my most important dream is to be and remain a good mother for our Indy, next to reaching my set goals with our company Leontien Total Sports and AA Drink/Leontien.nl Cycling Team. It is of great importance to always have a dream! Marlies' #MOVE is a good initiative. We ourselves annually organise the most fun bicycle trip in the Netherlands for women of all ages The Leontien Ladies Ride. Last year we hit Amsterdam, Rotterdam and 's Hertogenbosch with the Ride and in 2012 there will be a new fun ride.

LEONTIEN VAN MOORSEL



OLYMPIC (SYDNEY, ATHENS) AND WORLD CHAMPION CYCLING,
WINNER OF TOUR DE FRANCE FÉMININ TWICE, ENTREPRENEUR
AND WOMAN BEHIND HOLLAND'S LEONTIEN'S LADIES RIDE.

4. **DROWNED KITTY** My tips for working out: Make sure that your clothes are functional and comfortable when working out, an extra added boon is when the clothes look great too. Check out our work out clothes on our website. To avoid looking like a drowned kitty caught in the rain I always apply waterproof mascara before I start my training. Another tip is to use muscle relax creme after you are done working out."



CLINICS

In the month of October we will organize special clinics in the Netherlands with famous athletes. *More information will follow soon on www.marliesdekkers.com*

BREAST CANCER FOUNDATIONS



THERE ARE MANY *FUNDRAISING ORGANIZATIONS* THAT RAISE AWARENESS ABOUT BREAST CANCER. A PART OF THE DONATIONS THAT THE ORGANIZATIONS RECEIVE ARE USED FOR FINANCING RESEARCH CONCERNING THE PREVENTION AND EARLY DETECTION OF BREAST CANCER. THE EARLY DETECTION IS VERY IMPORTANT TO ENLARGE THE CHANCE OF TOTAL RECOVERY.

The month of October is traditionally Breast Cancer Awareness month, a month that the Dutch Pink Ribbon and the Belgian Think Pink focus on the awareness of breast cancer even further, and educate people about the risks that can help cause the disease.

The care for breast cancer patients and their surroundings is also a very important focus point, and Pink Ribbon and Think Pink do their utmost best to improve the quality of life and the care for patients and the people around them. Not only the Netherlands and Belgium have breast cancer foundations, worldwide everyone supports the cause...

CHARITIES

What are you supporting when you buy the marliesdekkers breast cancer awareness month lingerie? These are various charities that we support with a donation (see right page):



Source: Pink Ribbon & Think Pink

1.

NETHERLANDS - PINK RIBBON

Important fundraising foundation that campaigns for breast cancer awareness, education, medical research in the Netherlands.

2.

BELGIUM - THINK PINK

Campaigns of this breastcancer awareness foundation includes the uproariously funny 'cell phone throwing' contests and funding of medical research.

3.

FRANCE - RUBAN ROSE

The French version of Pink Ribbon who make French women aware of breastcancer, and created Les Prix Ruban Rose to support scientific research.

4.

GERMANY - SUSAN G. KOMEN

Largest breastcancer organization in America. Since its inception in 1982, Komen has invested nearly \$2 billion for breast cancer research, education, advocacy, health services and social support programs in the U.S. and through partnerships in more than 50 countries of which Germany is one.



Nancy G. Brinker
Founder Susan G. Komen (U.S.A)



5.

NORWAY - FORENINGEN FOR BRYSTKREFTOPERERTE

Founded in 1990 to help both breastcancer patients and their families. Focus of fundraising is on young women who suffer from breast cancer.

6.

DANMARK - KRÆFTENS BEKÆMPELSE CHARITY

dedicated to the prevention, treatment and ultimate eradication of breast cancer through fundraising activities.

7.

SWEDEN - CANCERFONDEN

The Swedish Cancer Society is an independent non-profit organisation. Their main task is to raise and distribute money for cancer research. The best known and most widely spread fundraising activity of cancerfonden is the Pink Ribbon campaign for breast cancer. Companies, organisations and private individuals all over Sweden take part in all kinds of different fundraising activities in the campaign month, which is October.

Nancy G. Brinker is the founder and CEO of Susan G. Komen for the Cure, which was named after her sister, Susan, who died from breast cancer in 1980, aged only 36. Furthermore, she is also a breast cancer survivor herself, who has used her personal experience to create more awareness of the disease. A true fighter and inspirational woman.

The pink ribbon is the symbol of the fight against breast cancer.
Thanks to the Pink Ribbon foundation and Think Pink, working together with their partners, the Netherlands and Belgium turn pink in October, and their cause receives much media attention, with sporting events, sport clinics, gala's and royal occasions.

MOVE THAT BODY



NOT THE USUAL TIPS FOR A HEALTHY BODY AND MIND

1. Look at your surroundings through the eyes of a tourist every now and then. Learn to observe and marvel at what you see. Use your legs instead of a car, this is what you do on holiday too after all! Walking is great for your condition and shape, and the streets and the forest can be the university of life.

2. Enjoy exercising and don't feel guilty about skipping a day. Remember you can Move that body anywhere; in the street, at work, in the great outdoors. It's never too late to make that MOVE!

3. Look after yourself properly. Study and work with biological recipes. Find out where products come from and which are good and beneficial for your health.

TIPS:

Sport and environmental awareness don't always go hand in hand, but with Green People deodorant you avoid a strong body odor and contribute to a better environment.



Swimming in the open air is terrific, especially in summer. Problem are the Panda eyes afterwards. To avoid this we recommend Lancôme's Oscillation Waterproof Mascara.



IPOD
Apple



SNEAKERS
Diesel

4. Find out what sport suits you best. Always wanting to practice boxing? What's keeping you? If you are more the Nordic Walking type, that's fine too, but go for it!

MOVE T-SHIRT
marlies|dekkers
Available in
the webshop

5. Leave stuff accidentally on purpose upstairs. That way you get extra exercise points when fetching things.

6. Meet up with your girlfriend halfway. She takes the northern route, while you come from down south. That way you both arrive fit and happy at your destination.

7. Forget you have a car parked in front of your house and get on yer bike!

8. Don't be afraid, go for it! Teach yourself to face your fears, dive from the highest mountain, tame a lion.

9. Walk regularly into a museum, gallery or theatre. Learn to watch and learn to listen. Get to know the classics in film, literature, music and art. Walk home after the museum- or cinema visit.

BAG
Dogearred
Jewels

TIPS:

Desperate for something new?

Are you fed up with putting on your tired old sports togs in order to do the regular 30 minutes conveyerbelt, followed by spinning and a bit of stretching during body balance? Are you desperate for something new? We have listed a few of the latest sports crazes for you...



BIKRAM YOGA The latest Yoga craze is hot! Literary.

Getting to know your body the hard way while sweating profusely. You had no idea that you could twist your body that far..and feel so hot...

ZUMBA Dancing with a Latin twist. Move those hips to the sounds of Salsa, and have tremendous fun along the way. Time flies and the Zumba lesson gets you in the mood to dance the night away!

POLEDANCING Not just for late night, but the way for those who want to keep fit in a rather provocative way. Join a lesson and dance around the pole. Great for hen and stag nights also.

PADDLING The latest water craze. Place yourself straight up on a surfboard and use a paddle to move about. Great for a trim 'core', bring on that sixpack!

BOOTCAMP It's your 6 AM wake-up call! Eat my dust G.I. Jane! Run like an idiot, pull tree trunks on your hands and knees through mud and go for broke at six in the morning, only to appear completely rejuvenated at your work.

FREESTYLE POWERISERS STILTS Are you more into extreme sports? Then this might be it for you. Put on these bizarre looking pogosticks and fly through the air. For a guaranteed adrenaline rush.

FACTS

SOURCES: WERELD KANKERONDERZOEK | PINK RIBBON | HEALTH AND FOOD | WWW.DIAGNOSEBORSTKANKER.NL | WEIGHTWATCHERS

EVERY YEAR

13.000

13.000 women a year are diagnosed with breastcancer in the Netherlands

When overweight the risk of dying of some sort of cancer is rated at 55% higher in women and 33% in men

55%

With fewer than 20% of all breast cancer patients the disease is hereditary

20%

20-40%

According to research from 2008 the risk of breast cancer can be reduced by 20-40% through exercise

2010

In 2010 cancer was the highest cause of death for women

3.500

3500 women a year die of breastcancer, 1500 of those are younger than 65 years

Join Marlies in her fight against breast cancer and Join the #MOVE-ment!

1/3

1 in 3 people in the Netherlands will suffer from some sort of cancer

12,7%

Percentage of women in the Netherlands who will suffer from some form of cancer: 12,7% breast cancer, 5,6% stomach cancer, 3,0% lung cancer, 2,0% skin cancer, 1,8% ovarian cancer

85%

Survival rate after 5 years is around 85%, with breastcancer the rate is 90-100%

EVERY WOMEN

1/8

The odds for a woman to get breast cancer is 1 in 8

A WEEK

3/4

30 minutes of exercise a day is the norm at the gym. It should be at least 2 times a week, but preferably 3 or 4 times a week (30 to 45 minutes)

30-50%

30 to 50% of the women who have been diagnosed with breastcancer also have cancer of the lymph glands

“ I have supported causes such as breast cancer foundations for many years, I ask all the women in the world to #MOVE with my campaign, because the more you move, the less chance the cancer gets. 1 in 8 women will get breast cancer, and by moving you will reduce this chance by 20 to 40 %. MARLIES ”