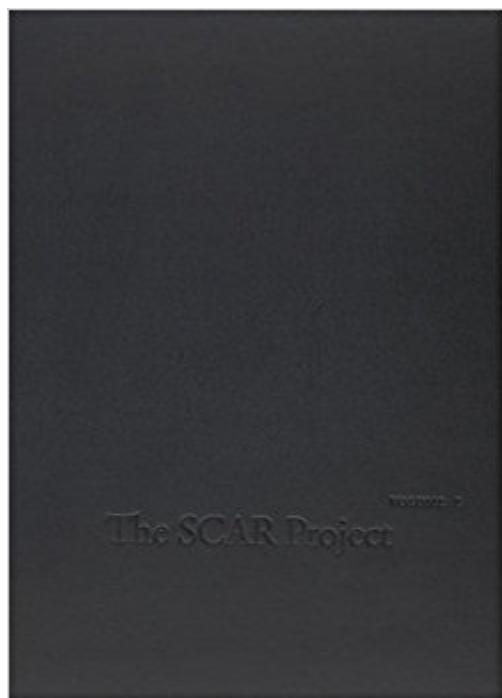


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# The SCAR Project (Breast Cancer Is Not A Pink Ribbon, Volume 1)



## Synopsis

The SCAR Project: Breast cancer Is Not a Pink ribbon. Volume I is 126 pages and contains 50 portraits of young breast cancer survivors, as well as an autobiographical sketch by each woman, describing her experience with breast cancer. The SCAR Project is an exhibition of large-scale portraits of young breast cancer survivors shot by fashion photographer David Jay. The SCAR Project puts a raw, unflinching face on early onset breast cancer while paying tribute to the courage and spirit of so many brave young women. Dedicated to the more than 10,000 women under the age of 40 who will be diagnosed this year alone The SCAR Project is an exercise in awareness, hope, reflection and healing. The mission is three-fold: to raise public awareness of early-onset breast cancer, to raise funds for breast cancer research/outreach programs and to help young survivors see their scars, faces, figures and experiences through a new, honest and ultimately, empowering lens. Wall Street Journal: "Ambling along a New York street, a poster grabbed me by the throat. A young woman with a mastectomy scar and pregnant. "Breast Cancer is Not a Pink Ribbon," it said. And, of course, they are right." Psychology Today: "An incredibly moving and thought provoking work." British Medical Journal: "It haunted me . . . a photographic exhibition, The SCAR Project: Surviving Cancer, Absolute Reality. They got me. And it will get you too." AOL: "Powerful Images of Young Survivors."? Le Post France: "Through his photographs, David Jay shows (finally!) the true reality of cancer."

## Book Information

Hardcover: 126 pages

Publisher: The SCAR Project (2011)

Language: English

ASIN: B004YUKKC0

Package Dimensions: 12.2 x 9.2 x 0.7 inches

Shipping Weight: 2.6 pounds

Average Customer Review: 4.9 out of 5 stars 26 customer reviews

Best Sellers Rank: #589,262 in Books (See Top 100 in Books) #181 in Books > Health, Fitness & Dieting > Diseases & Physical Ailments > Cancer > Breast Cancer #2566 in Books > Health, Fitness & Dieting > Women's Health

## Customer Reviews

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describing her experience with breast cancer. The SCAR Project is an exhibition of large-scale portraits of young breast cancer survivors shot by fashion photographer David Jay. The SCAR Project puts a raw, unflinching face on early onset breast cancer while paying tribute to the courage and spirit of so many brave young women. Dedicated to the more than 10,000 women under the age of 40 who will be diagnosed this year alone The SCAR Project is an exercise in awareness, hope, reflection and healing. The mission is three-fold: to raise public awareness of early-onset breast cancer, to raise funds for breast cancer research/outreach programs and to help young survivors see their scars, faces, figures and experiences through a new, honest and ultimately, empowering lens. Wall Street Journal: "Ambling along a New York street, a poster grabbed me by the throat. A young woman with a mastectomy scar and pregnant. "Breast Cancer is Not a Pink Ribbon," it said. And, of course, they are right." Psychology Today: "An incredibly moving and thought provoking work." British Medical Journal: "It haunted me . . . a photographic exhibition, The SCAR Project: Surviving Cancer, Absolute Reality. They got me. And it will get you too." AOL: "Powerful Images of Young Survivors."? Le Post France: "Through his photographs, David Jay shows (finally!) the true reality of cancer."

For me, this book is part art, part biography and part therapy. I heard about The SCAR Project from a friend's Facebook post. She had just watched the documentary "Baring It All" on the Style Network. As I do with most things, I went to the Internet to see what the buzz was about. You see, I had all this extra time on my hands because I was on a month's leave from work recovering from a bilateral mastectomy. I'm not part of the demographic of The SCAR Project; I was 45 when I was diagnosed. This book was so incredibly powerful for me though. I subscribe to that "pink ribbon" thing and always will because it does raise awareness of the disease. The SCAR Project goes one step further though and shows the physical and emotional reality that is breast cancer. When I was faced with having a mastectomy, I saw the clinical pictures of what it looks like, pre- and post-reconstruction. The clinical pictures looked horrific. At 45 and fit, "that" was going to be the new me? I was devastated, completely devastated. I wasn't prepared for the physical and emotional toll it would take on my body. Despite two generations of women on my Mom's side being diagnosed before me, I still didn't comprehend the reality. After visiting the website, I was able to find out when the documentary would air again so I could watch it. I also ordered the book. I say it is part art because each photo so tastefully portrays a complete woman, physical scars and all. It is part biography because each woman shares her own heroic story of her struggle with and triumph over breast cancer. It is part therapy because for me I came to embrace the beauty behind my scars and

it taught me to love the new me, physical "imperfections" and all. The actual reality is that these scars are part of what defines my fighting spirit; they give me strength and pause to be grateful for all my blessings in life. The SCAR project is my coffee table book. There has not been a single person, man or woman, who has picked it up and hasn't been moved by it. Thank you David Jay and to each woman who bared it all to enlighten us as to SCAR.

As a 39 year old breast cancer patient, I originally bought the book so I could understand what I may look like after surgery. I wanted to know what I could expect. This ended up changing my view of cancer, entirely changing my view of femininity and strength, and ultimately changing my life. These women are beautiful in their own authenticity and David Jay artfully and POWERFULLY reveals their amazing energy and spirit. I am a little less afraid and a little more proud of my journey, because of this project. Thank you David and thank you to the women who did bare it all. Please consider purchasing this book for yourself or anyone who may need a bit more understanding.

My Name is Brigitte, I live in Germany and I had breast cancer and a mastectomy in 2010. The illustrated book treats the subject breast cancer in a very sympathetic way and each of the women's story reflects a part of my own cancer history, cancer experience and efforts to survive. Thanks to the women all over the world living day by day with the diagnosis cancer and what this means for them themselves, their families and friends. Most of all I want to thank the women of the SCAR Project and the wonderful photographer David Jay. My husband ordered this book for me and I was very excited when it arrived in January in Germany. There is no difference between the stories of women from the US or Europe or the other continents - we all fight the battle against cancer and I hope that we all will survive! I would like to give a recommendation for two books printed in Germany. Unfortunately they are written in German but I think a lot of people are able to read and understand German. "Veraenderungen" by Gerhard Zerbes and "en, das Brustkrebs-Projekt" by Uta Melle.

I am a mother of three Young children from Germany who has just recently been confronted with the BC diagnosis. I am currently undergoing Chemotherapy which will be followed by a mastectomy. Quite a lot of scary things to deal with right now. When I read About the Scar Project in a German Magazine I immediately ordered Film and Book in the US - and they were worth the Long Travel Across the globe. The beautiful pictures give so much Hope and spread so much strength. My Deep Respect for the women - you Are so beautiful! - and the photographier. The Book Should also

be Published in Europe!

what an amazing moving book. i would highly recommend this book for every woman. You do not have to be a breast cancer survivor or victim of this horrible disease to appreciate this book. i was moved to tears from some of these photos without even knowing the stories behind the photo. if you do not buy any other book for yourself please buy this one.

I purchased this book for my daughter who was diagnosed with stage 3 breast cancer at 32. I watched as she looked at the scars on the women; touching them, and holding her own body where her breast once had been; reading their stories with silent tears and an occasional melancholy smile. I had no words to offer her. This, I realized, was a foreign language to me. The book is a confirmation of her hopes, her fears, her life and that she will never be alone in this battle.

David Jay has created a deep and moving portrayal of young with breast cancer. Young women account for less than 2% of breast cancer (mind you not 2% of the population but of breast cancer diagnosis itself). Even if you are not a young woman or know anyone young with breast cancer, this book still is a must have. It shows the physical scars that breast cancer can occur but the images and accompanying stories are anything but frightening. They are the most beautiful heroic stories and images ever captured. Kudos to David who also changed my life with this project. Definitely get this book. Its an eye opener to a world never seen, the most beautiful world I have ever seen. Thank you David for putting a face on young women with breast cancer. -Candice :)

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