

**A MOVEMENT THAT HAS CHANGED THE
CULTURE OF HEALING FROM BREAST
CANCER — WITH TATTOOS.**

P.INK was created to empower post-mastectomy breast cancer survivors to love their bodies again through an unexpected healing method: tattoos. The conversation we started has become an international movement centered around a new way to heal and move on from breast cancer.

P.INK launched with an online video detailing one women's journey to healing that ushered people to our online hub, where we connected tattoo survivors with tattoo artists. As this movement spread to the media, we staged the first annual P.INK Day in Brooklyn where 10 survivors were able to rewrite the meaning of their scars by receiving their own Personal Ink.

P.INK has evolved into a self-supporting platform for good, but more importantly, it has started a movement impacting the culture of healing around the world. To date, P.INK has several thousand social media friends and followers, a YouTube video viewed 2.5 million+ times, and 100+ media features that have resulted in 186 million+ media impressions. All with a media budget of \$0.

