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March 29, 2016

SPC 2608

Persuasive Speech

I. Introduction/ Attention Step

a. Attention getter- Personal story about breast cancer, grandmother

b. Specific purpose: To persuade you use aluminum free deodorant instead of the leading aluminum deodorants.

c. Gain for the audience: Aluminum in deodorants are linked to breast cancer/ other cancers, Alzherimers Disease, and contact dermatitis.

d. Credibility: I have researched this topic extensively.

e. Preview: Today I will show you why it is important to make the switch to aluminum free deodorant from the leading aluminum deodorant.

Transition:

II. Problem

a. The problem is that many people think there is no difference health wise between aluminum deodorants and aluminum free deodorants.

i. The use of aluminum salts based antiperspirants represents a potential source of high and continuous exposure to aluminum for the local area of the breast and particularly to the upper outer quadrant which is the region with a disproportionately high incidence of breast cancer

1. By the end of the presentation people will think twice before purchasing an aluminum deodorant.

a. The current cultural practice of shaving before application of antiperspirant contravenes the specific instructions and warning by the FDA and European Union ([Dabre et al., 2013a](http://www.sciencedirect.com/science/article/pii/S0273230015001269" \l "b0075))

b. Both the USA and European Union included the statement that the product should not be applied to broken, damaged or irritated skin, but current practice of shaving before application of antiperspirant, cause abrasion in the skin, loss of the stratum corneum and irritation from hair removal.

b. Aluminum measure in human breast tissue can induce DNA damage and suspension of growth in human epithelial cells.

1. This suggests that the presence of aluminum in the human breast could enhance metastatic process.

a. The presence of high concentrations of Al in the examined samples suggests a possible source of exposure to high levels of aluminum especially at the breast region in women.

b. Aluminium aids in the migration of MCF-7

c. High levels of aluminum cause skin irritation in the axilla for males and females.

1. Patients deodorants can encounter contact dermatitis from high levels of aluminum, the recovery is long and often painful

d. Aluminium has been linked with bone disease in chronic renal failure.

a. Aluminium is absorbed by the intestines and is rapidly transported into bone

b. Disrupts mineralization and bone cell growth and activity

c. Toxicities result in or exacerbate painful forms of renal osteodystrophy

e. Aluminum has been link with development of Alzheimer's disease

a. Alzheimer's disease (AD) is the most prevalent neurodegenerative disease of the elderly.

b. Characterized by regional specificity of neural aberrations associated with higher cognitive functions.

c. Aluminum (Al) is the most abundant neurotoxic metal on earth, widely bioavailable to humans.

d. Convenience of purchasing leading aluminum deodorants.

i. People are busy and often need to purchase personal items quickly

1. People purchase based on personal preference

a. Enjoy the smells of leading aluminum deodorants - Axes, Secret

b. Enjoy the texture of leading aluminum deodorants- cooling gel, spray mist, powder stick texture

c. Usually cheaper than high quality deodorant products- $1-$10, organic can range from $5-$25.

Transition

III. Solution

a. The solution to this problem is to purchase aluminum free deodorant or to make your own DIY deodorant using natural ingredients.

i. Many affordable brand aluminum free deodorants

ii. DIY deodorant can be a fraction of the cost in the long run.

ii. Convenience to purchase in most drug stores or grocery stores.

a. Mostly available at health food stores.

IV. Objections

Myth: There is no link to aluminum concentrations and cancer. i.e breast cancer.

Fact: There has been research and links made with high levels of aluminum to cancer. i.e breast cancer

Myth: All organic products are very expensive.

Fact: Organic products can range in price.

Myth: Organic and/or DIY deodorants will not work as well as leading aluminum deodorants.

Fact: Many personal testimonials report that organic and/or DIY deodorants work just as well or even better, reducing the amount of sweat and odor.

Myth: It is inconvenient purchase aluminum- free deodorants.

Transition

IV. Visualization

Negative- If the audience does not take my advice, there can be a potential risk of the presence of aluminum in the human breast cells and could enhance metastatic processes, cause skin irritation in males/females, high amounts of aluminum can lead to bone disease, can aid in development of Alzheimer’s Disease.

V. Call to Action:

Personal Statement: I care about this topic because of my family history with breast cancer.

Call to Action: Implore the audience to investigate their deodorants’ contents before purchasing the item.

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