

Now an easier
and better way
to detect one
of the most
common cancers



Hemosure, Inc. Headquarters



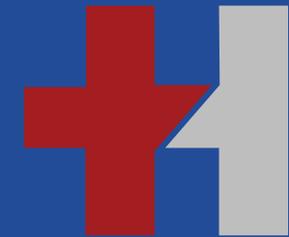
**Colorectal
Cancer**

Preventable, Treatable, Beatable

Detect to Correct

DGM36055-1.0

5358 Irwindale Avenue
Irwindale, CA 91706
Tel: 626.443.8480
Toll-Free: 888-HEMOSURE (436-6787)
www.hemosure.com



HEMOSURE[®] iFOB TEST

-Immunochemical Fecal Occult Blood Test (FIT)

**Colorectal
Cancer**

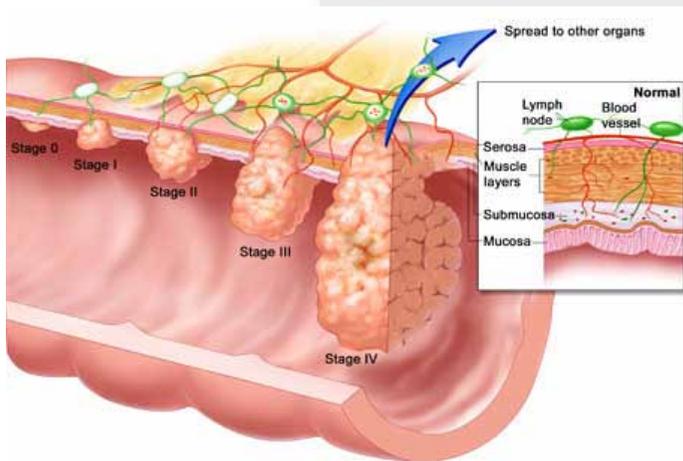
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The second most common cancer deaths are the result of colorectal cancer. It can be prevented, treated, and cured, before it worsens.

What is colon cancer?

Cancer of the colon or rectum is called colorectal cancer. It develops in the digestive tract from polyps that are initially benign. If polyps grow unnoticed and are not removed, they may become cancerous. Colorectal cancer is the number 2 cancer killer in the United States, yet it is one of the most preventable types of cancer. Colorectal cancer is often curable when detected early. Screening tests can find precancerous polyps so they can be removed before they turn into cancer.



America's #2 cancer killer

Risk Factors

Colorectal cancer risk is roughly equal in men and women. The risk of colorectal cancer increases with age and is most common after age 50. You are at High Risk if you have:

- Personal history of colorectal cancer or colorectal polyps
- A strong family history of the disease
- Inherited forms of colorectal polyps or cancer
- Predisposing chronic digestive condition such as inflammatory bowel disease (Crohn's disease or ulcerative colitis)

The symptoms

Colon cancer symptoms may be few or nonexistent — patients may be asymptomatic for many years — which is a primary reason why screening should begin at age 50, or earlier for those at higher risk. When symptoms do occur, they may include:

- Change in bowel habits (frequency, quality, and consistency of stools)
- Bloody stools or rectal bleeding
- Stools with mucus

Ask your doctor about getting screened for colorectal cancer today.



Colon Cancer Screening

There are many procedures and methods for colorectal cancer screening. Many procedures are invasive and need to be performed by a physician, but there are newer tests that are more patient friendly. Annual fecal immunochemical testing, such as the Hemosure iFOBT, is the preferred colorectal cancer detection test. Get screened today!

Hemosure makes screening easier with:

- No diet or drug restrictions
 - Continue taking your medications and eat what you like
- Convenient take home kit
 - Collect in the privacy of your home
- Sanitary and user-friendly
 - Easy collection process and customer service help line 888-HEMOSURE (436-6787)

For more information about colorectal cancer visit us at www.hemosure.com