



Harry Connick, Jr

# "I DREADED THE THOUGHT OF COLONOSCOPY. THEN I LEARNED THERE ARE OTHER OPTIONS."

— Harry Connick, Jr.

## the new 50

TIMES HAVE CHANGED.  
SO HAS COLON CANCER SCREENING

If you're 50 years young like Harry, it's time to rethink your priorities and reinvest in your health. And when it comes to colon\* cancer screening, it's good to know that colonoscopy isn't your only option. Today there are modern noninvasive tests you can use at home that require no prep or time off of work. Like Cologuard.

### THE FACTS ABOUT COLON CANCER

**YOUR RISK OF COLON CANCER**  
*increases dramatically after age<sup>1</sup>*



adults over 50

IS NOT CURRENT WITH SCREENING<sup>2</sup>

**1 IN 23 AMERICANS**

*will develop colon cancer in their lifetime, and most have no family history of the disease.<sup>3</sup>*

**WHEN CAUGHT IN ITS EARLIEST STAGES, COLON CANCER IS**



**COLON CANCER**

*Is the 2<sup>nd</sup> leading cause of cancer-related deaths among men and women combined<sup>4,5</sup>*

### SCREENING OPTIONS



#### COLONOSCOPY

- Prep required
- Hospital/ outpatient clinic
- Sedated patient
- Tube inserted in rectum and advanced through large intestine



#### FECAL OCCULT BLOOD TEST (FIT/FOBT)

- No prep required
- At-home test
- May require diet restrictions
- Tests for blood hidden in stool



#### STOOL DNA (COLOGUARD®)

- No prep required
- At-home test
- No diet restrictions
- Uses stool DNA to detect abnormal cells and blood hidden in stool

## TALK TO YOUR HEALTHCARE PROVIDER ABOUT YOUR SCREENING OPTIONS, INCLUDING COLOGUARD.

Then join Harry and encourage your loved ones over 50 to do the same. Learn more at [www.CologuardNew50.com](http://www.CologuardNew50.com). #ScreenWithMe

Cologuard is intended for the qualitative detection of colorectal neoplasia associated DNA markers and for the presence of occult hemoglobin in human stool. A positive result may indicate the presence of colorectal cancer (CRC) or advanced adenoma (AA) and should be followed by diagnostic colonoscopy. Cologuard is indicated to screen adults of either sex, 50 years or older, who are at typical average-risk for CRC. Cologuard is not for everyone; not for high risk individuals, including those with a family history of colorectal cancer, a personal history of colorectal cancer or advanced adenoma, IBD and certain hereditary syndromes. Positive Cologuard results should be referred to diagnostic colonoscopy. A negative Cologuard test result does not guarantee absence of cancer or advanced adenoma. Following a negative result, patients should continue participating in a screening program at an interval and with a method appropriate for the individual patient. Cologuard performance when used for repeat testing has not been evaluated or established. Rx only. Noninvasive is another word for nonintrusive. This means that when you use a noninvasive screening test, there is nothing inserted into your body. \*When the term colon cancer is used in this document, it is intended to encompass colorectal cancer-which includes both colon and rectal cancer.

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**REFERENCES:**  
1. American Cancer Society, Colorectal Cancer Facts & Figures 2017-2019. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/colorectal-cancer-facts-and-figures/colorectal-cancer-facts-and-figures-2017-2019.pdf>. Accessed February 9, 2018.  
2. Centers for Disease Control and Prevention. Vital signs: colorectal cancer tests saves lives. <https://www.cdc.gov/vitalsigns/colorectal-cancer-screening/>. Updated November 2013. Accessed January 29, 2018.  
3. Howlader N, Noone AM, Krapcho M, Miller D, Bishop K, Kosary CL, Yu M, Ruhl J, Tatalovich Z, Mariotto A, Lewis DR, Chen HS, Feuer EJ, Cronin KA (eds). SEER Cancer Statistics Review, 1975-2014. National Cancer Institute, Bethesda, MD. [http://seer.cancer.gov/csr/1975\\_2014/](http://seer.cancer.gov/csr/1975_2014/), based on November 2016 SEER data submission, posted to the SEER web site, April 2017. Accessed February 9, 2018.  
4. American Cancer Society. Cancer Facts & Figures 2018. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2018/cancer-facts-and-figures-2018.pdf>. Last revised January 4, 2018. Accessed January 25, 2018.  
5. American Cancer Society. Key statistics for colorectal cancer. <http://www.cancer.org/cancer/colonandrectumcancer/detailedguide/colorectal-cancer-key-statistics>. Last revised January 4, 2018. Accessed January 25, 2018.  
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