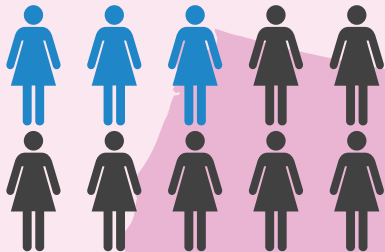


WHAT YOU MAY NOT KNOW ABOUT BREAST CANCER BUT SHOULD



Up to

THIRTY PERCENT

of women who have had early breast cancer will eventually develop metastatic breast cancer¹

IT'S ESTIMATED THAT

150,000 - 250,000

WOMEN AND MEN
in the U.S.

are living with

METASTATIC BREAST CANCER²

MEDIAN SURVIVAL

after a

METASTATIC BREAST CANCER

diagnosis is

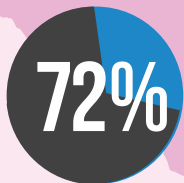
3 YEARS³

DESPITE ITS PREVALENCE, A RECENT SURVEY OF MORE THAN 2,000 ADULTS FOUND THAT



MORE THAN **60%**
SAY THEY KNOW
LITTLE TO NOTHING
about

METASTATIC BREAST CANCER⁴



BELIEVE THAT
BREAST CANCER
in the
ADVANCED STAGES
IS CURABLE
IF DIAGNOSED EARLY⁴



BELIEVE BREAST CANCER
PROGRESSES
BECAUSE PATIENTS
either did not take the
RIGHT TREATMENT
or
PREVENTATIVE MEASURES⁴

1. O'Shaughnessy J. Extending survival with chemotherapy in metastatic breast cancer. The Oncologist. 2005;10:20-29. http://theoncologist.alphamedpress.org/content/10/suppl_3/20.long. Accessed May 15, 2014.; 2. AdvancedBC.org. Silent voices: women with advanced (metastatic) breast cancer share their needs and preferences for information, support and practical service. Available at: <http://www.advancedbc.org/node/26>. Accessed on May 27, 2014.; 3. Metastatic Breast Cancer Network. Most Common Statistics Cited for MBC. Available at: <http://mbcn.org/education/category/most-commonly-used-statistics-for-mbc>. Accessed on May 19, 2014.; 4. Breast Cancer Survey, sponsored by Pfizer Oncology. April 2014.