

OLYMPUS



**WE WILL
FIGHT
COLON CANCER**
PREVENTABLE. TREATABLE. BEATABLE.

Olympus is the global leader in endoscopy and the medical devices used to help detect, diagnose and treat gastrointestinal diseases – including colon cancer. As a company, we firmly believe that it is our responsibility to educate people on the facts, encourage screening, and help lead the charge in fighting this disease.

Why Be Concerned About Colon Cancer?

- It is the second leading cause of cancer deaths in the U.S. among men and women combined.
- It touches over 132,000* Americans annually and claims nearly 50,000 lives.
- It affects men and women of all racial and ethnic groups, and is most often found in people 50 years or older, but can occur at any age.

How Can Colon Cancer Be Prevented?

- Beginning at age 50 (or earlier if there are symptoms or a family history), everyone should be screened routinely for colon cancer.
- Regular screening detects precancerous polyps and allows them to be removed, preventing colon cancer before it starts or catching it at its earliest, most curable stage.
- Over 90% of all colon cancer cases can be prevented with recommended screening.
- Making healthy lifestyle choices can also reduce the risk of developing colon cancer including staying active, eating a balanced and healthy diet, maintaining a healthy weight and avoiding excessive alcohol.

**Let's fight Colon Cancer together.
Talk to your doctor today about being screened...it may save your life.**

*For more information, visit craawareness.com
Source: American Cancer Society
Colon and rectal cancers combined.

OLYMPUS[®]

0AICRC0215TRI9NA

