

## Regular screening is an easy way to protect you and your family against undetected colorectal cancer!

- ✓ Screening tests can help to detect precancerous polyps, so that they can be removed before turning into cancer.
- ✓ Screening tests also can help to detect colorectal cancer at an early stage, when it can be more successfully treated, with survival rates greater than 90%.
- ✓ If everyone aged 50 or older has regular screening tests, then at least 60% of deaths from colorectal cancer could be prevented.



### The Symptoms You Should Not Ignore

Precancerous polyps and early-stage colorectal cancer do not always cause symptoms. However, if you are experiencing any of the following symptoms, consult with your doctor.

- Blood in your stool or bleeding from your rectum.
- Changes in your normal bowel habits that last for more than three weeks, including change in frequency, caliber, and consistency of stool (diarrhea or constipation).
- Persistent abdominal pain or stomach cramps.
- Unexplained weight loss.

#### Reference:

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N. Segnan, J. Patnick, L. von Karsa. European guidelines for quality assurance in colorectal cancer screening and diagnosis. First edition. European Commission 2010;1-21

### **METAS**

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*Preventable, Treatable, Beatable*

# Are you over 50?

## Do you have Family History of colorectal cancer?

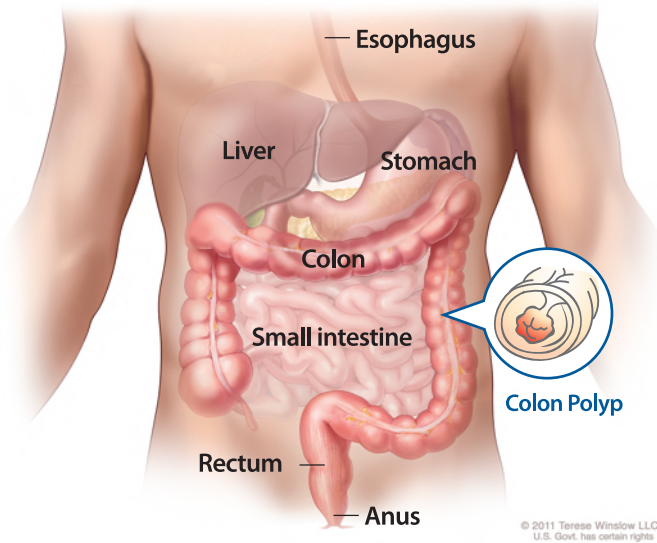
### GET SCREENED TODAY!

**ColoSignal**<sup>™</sup>  
One Step iFOB Test

For immunological detection of fecal occult blood

# What Is Colorectal Cancer?

Colorectal cancer is cancer that occurs in the colon or rectum, commonly known as colon cancer or bowel cancer. Colorectal cancer usually starts from polyps that are initially benign. Over time, some polyps can turn into cancerous if undetected and untreated.



## It's the Silent Killer

Colorectal cancer is the third most common cancer and the fourth leading cancer killer worldwide, accounting for 694,000 deaths in 2012. People who suffer from colorectal cancer may initially feel no symptoms. That is why getting screened regularly for colorectal cancer is so important.

## You May be at Risk If You're Over 50

Colorectal cancer affects men and women of all racial and ethnic groups. The risk of colorectal cancer increases with age, more than 90% of cases occur in people aged over 50. Your risk may be higher than average if you have:

- A personal or family history of colorectal cancer or adenomatous polyps.
- A genetic syndrome such as familial adenomatous polyposis (FAP) or hereditary non-polyposis colorectal cancer (HNPCC).
- Inflammatory bowel disease (IBD) such as Crohn's disease or ulcerative colitis.

People at high risk may need earlier or more frequent screening tests than others. Talk to your doctor about when to begin screening and how often you should undergo tests.

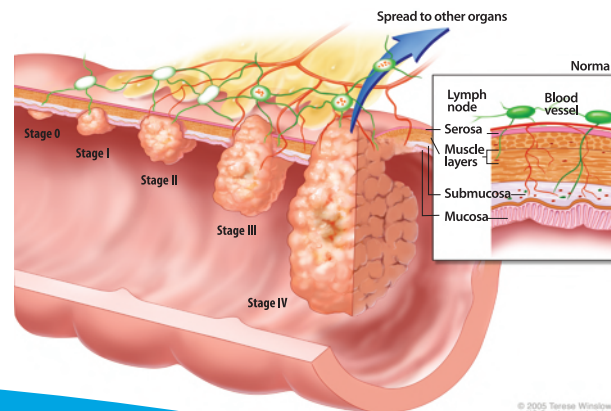
## Take Charge of Your Health

Colorectal cancer is one of the most preventable and treatable types of cancer when detected early. Ask your doctor about screening options that are right for you, they usually include:

- **Fecal Occult Blood Test.** once a year
- **Flexible Sigmoidoscopy.** every 5 years
- **Colonoscopy.** every 10 years

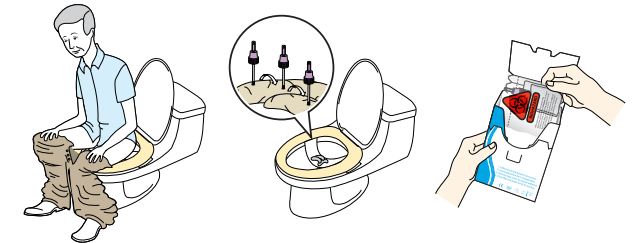
Other screening tests are sometimes used:

- Double Contrast Barium Enema
- Virtual Colonoscopy
- Stool DNA Test



## Want An Easy and Painless Screening Test?

Fecal Occult Blood Test (FOBT) is designed to detect the presence of blood in the stool, which could be an early warning sign of lower gastrointestinal disorders, including colorectal cancer. FOBT is a non-invasive, safe, easy, convenient, and painless screening method. What you only need to do is:



Making bowel movement

Collecting and returning the stool specimen for screening.

FOBT is not considered as a conclusive diagnosis for colorectal cancer. If you got positive result, then the follow up examination such as colonoscopy or sigmoidoscopy is recommended.

## You Can Make A SMART Choice Now!

**ColoSignal™**

could improve your screening experience with:

**S**imple procedure

No unpleasant fecal smearing and handling

**M**odern screening

No dietary or medicinal restrictions

**A**ccurate Interpretation

Specific to human blood with no interference from red meat.

**R**eal-time result

Doctor gets result in 5-10 minutes

**T**ake home collection

Collect stool specimen in the privacy of your home