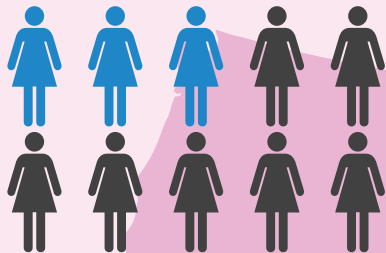


WHAT YOU MAY NOT KNOW ABOUT BREAST CANCER BUT SHOULD



Up to

THIRTY PERCENT

of women who have had early breast cancer will eventually develop **metastatic breast cancer**^{1,2,3,4}

IT'S ESTIMATED THAT
MORE THAN 150,000
WOMEN IN THE U.S.

are living with

**METASTATIC
BREAST CANCER**⁵

FIVE-YEAR SURVIVAL RATE
following a
DE NOVO

**METASTATIC
BREAST CANCER
DIAGNOSIS IS 26%**⁵

STUDY FINDINGS*

A 2014 SURVEY OF 2,090 RESPONDENTS IN THE U.S. FOUND THAT:



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

**METASTATIC
BREAST CANCER**⁶

72%

**BELIEVE THAT
BREAST CANCER**
in the
**ADVANCED STAGES
IS CURABLE**
IF DIAGNOSED EARLY⁶

50%

**BELIEVE BREAST CANCER
PROGRESSES
BECAUSE PATIENTS**
either did not take the
RIGHT TREATMENT
or
PREVENTATIVE MEASURES⁶

1. Berman AT, Thukral AD, Hwang WT, et al. Incidence and patterns of distant metastases for patients with early-stage breast cancer after breast conservation treatment. *Clin Breast Cancer*. 2013;13(2):88-94. 2. Brockton NT, Gill SJ, Labarge SL, et al. The Breast Cancer to Bone (B2B) Metastases Research Program: a multi-disciplinary investigation of bone metastases from breast cancer. *BMC Cancer*. 2015;15:512. 3. Herrinton LJ, Barlow WE, Yu Q, et al. Efficacy of prophylactic mastectomy in women with unilateral breast cancer: a cancer research network project. *J Clin Oncol*. 2005;23(19):4275-4286. 4. O'Shaughnessy J. Extending survival with chemotherapy in MBC. *The Oncologist*. 2005;10:20-29. http://theoncologist.alphamedpress.org/content/10/suppl_3/20-long. Accessed May 2017. 5. Mariotto AB, Etzioni R, Hurlbert M, et al. Estimation of the number of women living with metastatic breast cancer in the United States. *Cancer Epidemiol Biomarkers Prev*. 2017; doi: 10.1158/1055-9965.EPI-16-0889. 6. Data on file. Pfizer Inc, New York, NY.

*The survey was commissioned by Pfizer, and conducted online by Kelton Global in April 2014. Study sample: 2,090 respondents aged 18+ (999 males and 1,091 females).

