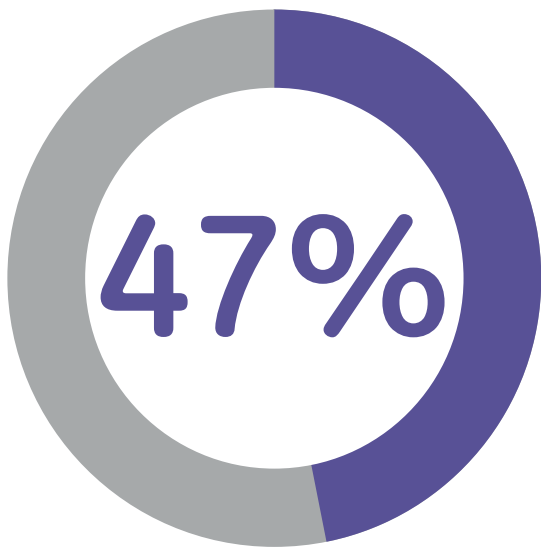
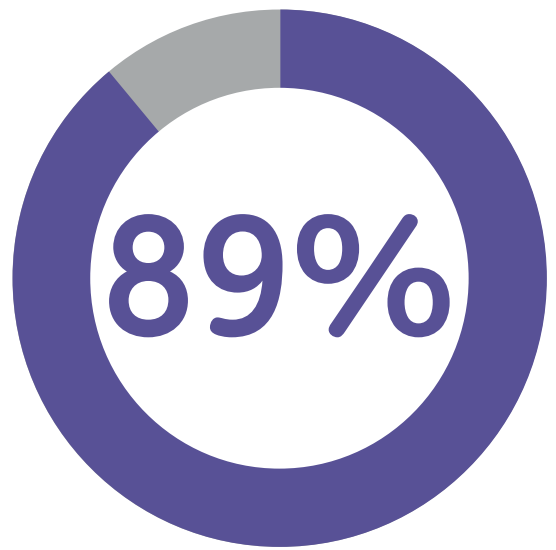




DENSE BREAST TISSUE IS A MAJOR CONTRIBUTOR TO BREAST CANCER AND YET AWARENESS IS STILL LOW



OF AMERICAN WOMEN HAVE NO IDEA WHETHER THEY HAVE DENSE BREASTS¹

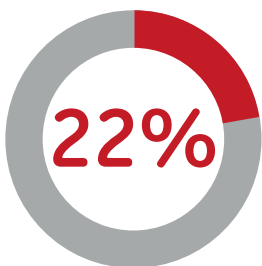


OF THOSE THAT HAVE DENSE BREASTS DON'T KNOW THEIR BREAST DENSITY LEVEL¹

IT'S TIME TO DEBUNK SOME OF THE MYTHS AROUND DENSE BREAST TISSUE

MYTH

REALITY



22% of women think that women with large breasts tend to have dense breast tissue¹



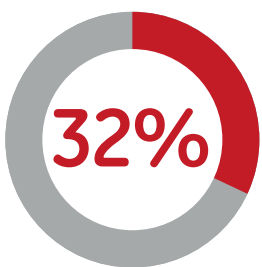
In actual fact, women with large breasts are **LESS** likely to have dense breasts²



Only 16% of women disagreed with the statement that breast density increases with age¹



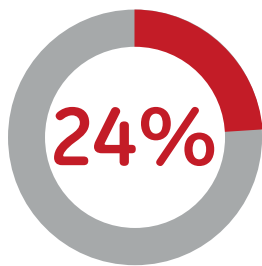
The reality is that the reverse is true – breast density actually **DECREASES** with age³



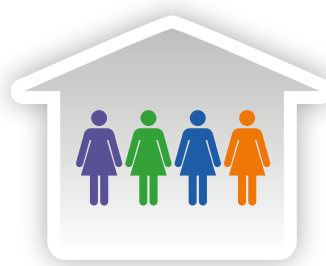
32% of women believe that breast density measures fatty tissue¹



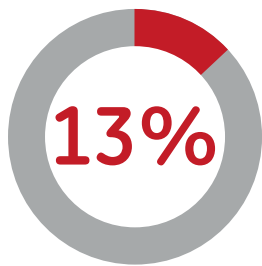
Dense breast tissue is in fact a measure of all of the tissue in your breast that is **NOT** fatty tissue



Only 24% agree that a woman's race/ethnicity has an effect on breast density¹



In actual fact, ethnicity has a **MEANINGFUL** impact on the likelihood of having dense breasts⁴



Tellingly, only 13% think that women with dense breasts are at higher risk of breast cancer¹



The truth is that women with dense breasts may be 4-6X more likely to get breast cancer⁵

¹ WORKING MOTHER RESEARCH INSTITUTE

² HARRIS ET AL., AM. J. EPIDEMIOL. OCT. 15 2011;174(8):909-18;

³ CHECKA ET AL. AJR AM J ROENTGENOL. MAR. 2012;198(3):W292-5.

⁴ DEL CARMEN ET AL. AJR WOMEN'S IMAGING APR. 2007;188:1147-1150.

⁵ BOYD, ET AL, NEJM JAN 2007; 18;356(3):227-36.

www.gettacklingcancer.com

LET'S START A BIG CONVERSATION ABOUT DENSE BREAST TISSUE AND ITS LINKS TO BREAST CANCER SO WE CAN START BUILDING AN EFFECTIVE RESPONSE **#TacklingCancer**