



Colorectal Cancer Screening  
That's Easier to Live With

**Simple and convenient collection  
with no fecal handling  
in the privacy of your own home.**

Approximately 42 million people have not utilized any screening method for colorectal cancer.<sup>1</sup>

InSure® FIT™ provides screening for early detection without fecal handling.

One of the most common cancers is now easier to detect.



Receive InSure® FIT™ from your physician



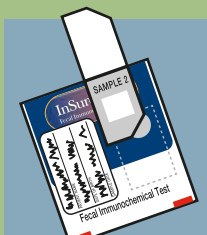
Use one of the provided waste bags for the used toilet tissue



Gently brush the surface of the stool from the first bowel movement for about 5 seconds



Apply TOILET WATER SAMPLE from first stool to test card



Repeat steps for second bowel movement



Mail or return completed test card



Refer to InSure® FIT™ Patient Instructions

**For more information go to  
[www.insuretest.com](http://www.insuretest.com).**

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Colorectal cancer is the second most common cancer killer. But if caught early, it can be prevented, treated, or cured.

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Each year, about 150,000 Americans are diagnosed with colorectal cancer, and about 50,000 die from the disease.<sup>2</sup>

However, fewer than half of people found to have colorectal cancer are diagnosed at an early stage when treatment is most effective. This means that many people are living with a serious risk that they don't even know about. If you are one of them, you could be living with greater peace of mind by getting screened.

### You May be at Risk if You

- Are over 50 years of age
- Had colorectal polyps or cancer in the past
- Have a family history of colorectal cancer (in parent, brother, sister, or child)
- Have ulcerative colitis or Crohn's disease
- Eat a diet high in fat and low in calcium, fiber, and folate
- Smoke cigarettes
- Have certain genetic conditions

1. American Society for Gastrointestinal Endoscopy. Facts about colorectal cancer. Available at: <http://www.asge.org/pressroomindex.aspx?id=552>. Accessed November 23, 2010. 2. American Cancer Society. Five myths about colorectal cancer. Available at: <http://www.cancer.org/Cancer/ColonandRectumCancer/MoreInformation/five-myths-about-colorectal-cancer>. Accessed on November 23, 2010. 3. Cole SR, Young GP, Esterman A, Cadd A, Morcom J. A randomised trial of new faecal haemoglobin test technologies on population participation in screening for colorectal cancer. *J Med Screen* 2003;10:117-122.

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Talk with your doctor about the colorectal cancer screening test that's right for you.

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There are several colorectal cancer screening methods: some require the sample to be collected at home and returned for testing, and others are procedures performed at your doctor's office or hospital.

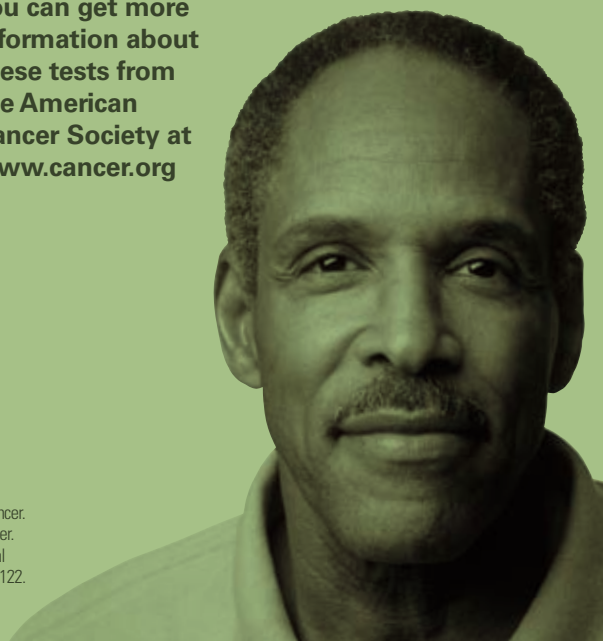
### Done by You at Home

- Traditional FOBT (fecal occult blood test)
- Newer FIT (fecal immunochemical test)

### Done by Your Doctor

- Sigmoidoscopy
- Colonoscopy
- Barium enema
- CT colonography (virtual colonoscopy)

You can get more information about these tests from the American Cancer Society at [www.cancer.org](http://www.cancer.org)



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Screen for colorectal cancer with InSure<sup>®</sup> FIT<sup>™</sup>.

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### Highly Accurate

- Helps find colorectal cancer at treatable, early stages

### Easier to Use

- The only screening test with the long-handled blue brush that eliminates the unpleasant fecal collection and smearing associated with traditional at-home collection methods
- In a medical study, InSure<sup>®</sup> FIT<sup>™</sup> test helped more people actually get the screening they needed<sup>3</sup>
- Covered by most health plans and Centers for Medicare and Medicaid Services

**Ask your doctor about the benefits of screening with the InSure<sup>®</sup> FIT<sup>™</sup> test.**

This test detects blood in your stool. Because colorectal conditions may not bleed all the time or blood may not be evenly distributed in the stool, the test result may be negative even when you have a disease. Test results should not be considered conclusive. Your physician will make a diagnosis based on further testing and evaluation.

**InSure<sup>®</sup> FIT<sup>™</sup>**  
Fecal Immunochemical Test

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