

# DID YOU KNOW CERVICAL CANCER IS...



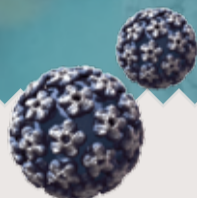
**4TH MOST COMMON CANCER**  
in women worldwide<sup>1</sup>



**HIGHLY PREVENTABLE**  
if detected early<sup>2</sup>



Caused by persistent infection of the  
**HUMAN PAPILLOMA VIRUS (HPV)**<sup>3</sup>



## WHAT IS HPV?



HPV is a common virus which affects **4 in 5 women** by the age of 50<sup>4</sup>



Most HPV infections are transmitted through sexual contact but are **cleared by the body** naturally<sup>4</sup>



Persistent HPV infections can cause **abnormal cervical cell growth**<sup>4</sup>



It can take **10-15** years for cervical cancer to develop<sup>5</sup>

## CERVICAL CANCER IN ASIA



**24** >1400 women diagnosed each day<sup>6</sup>

**~ 500,000** women diagnosed each year<sup>6</sup>

**>250,000** women die each year<sup>6</sup>

**~ 55%** of deaths in Asia<sup>7</sup>

## THE STATS

**16+18=7♀**  
the equation every woman needs to know

> 100 types of HPV<sup>8</sup>

14 types are high-risk & can cause cervical cancer<sup>9</sup>

**70%** of all cervical cancers caused by Types 16 & 18<sup>9</sup>

**35X** more likely to have pre-cervical cancer than others<sup>10</sup>

## TESTING FOR CERVICAL CANCER

2 key ways to detect cervical cancer risk<sup>2</sup>

### 1. PAP SCREENING

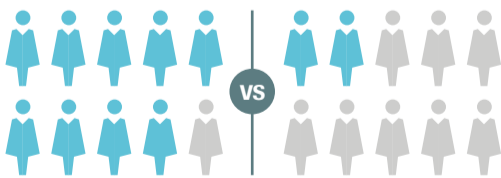
- Pap tests screen for changes in cervical cells, but do not detect all cervical abnormalities<sup>11</sup>
- Up to 1 in 3 cervical cancers occur in women with normal pap test results<sup>11,12,13</sup>



### 2. HIGH-RISK HPV TEST

- The high-risk HPV test can detect all cancer-causing types of HPV, particularly types 16 & 18<sup>14</sup>
- The HPV test looks for the virus that can cause changes in cervical cells

### PAP smear alone is NOT ENOUGH<sup>15</sup>



If cervical cancer is found early **~9 in 10 women will survive 5+ years**  
vs **~2 women if found late**<sup>16</sup>



**ACT NOW! ASK YOUR DR FOR A HIGH-RISK HPV TEST TODAY**  
**EARLY DETECTION CAN HELP SAVE YOU FROM CERVICAL CANCER<sup>2</sup>**

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