

Colorectal Cancer Risk Factors

Speak with your doctor about colorectal cancer screening options, including ColonSentry, if you are age 50 or older, and do not have any of the High-Risk Factors noted below.

Additional Risk Factors

Your doctor may recommend screening before age 50 if you have one or more of the following:

- high red/processed meat diet;
- ovarian, endometrial or breast cancer history;
- little/no physical activity;
- ethnic background – Ashkenazi Jewish descent;
- smoking/high alcohol consumption;
- obesity.

High-Risk Factors

Your doctor may recommend colonoscopy if you have one or more of the following high-risk factors:

- personal history of colorectal polyps;
- inflammatory bowel disease (ulcerative colitis, Crohn's disease);
- family history of colorectal cancer;
- first degree relative with colorectal cancer;
- familial adenomatous polyposis or hereditary nonpolyposis colon cancer.

How do I get screened with a ColonSentry Test?

ColonSentry must be ordered by your doctor. It can be ordered alone, or in conjunction with other tests as part of a comprehensive regular physical. Your doctor will refer you to a clinic where a blood sample will be drawn; a complete list of clinics or labs offering the test may be found at the ColonSentry website. Test results will be sent to your doctor within 5 business days.

Cost and coverage

The ColonSentry test may be covered by your medical benefits provider or may be paid for by you at the time of the blood draw. See the ColonSentry website for more information.

For further information

Please contact GeneNews at:

Phone: 905-739-2055

Toll-free: 1-877-GENENEWS (1-877-436-3639)

Website: www.colonsentry.com

GeneNews™

GeneNews is focused on the application of functional genomics to enable early diagnosis and personalized health management based on disease-specific biomarkers. The company has developed a novel approach, the Sentinel Principle, to detect and stage virtually any disease or medical condition from a simple blood sample. GeneNews is currently applying the Sentinel Principle in major areas with unmet clinical needs such as cancer, arthritis, cardiovascular disease and neurological disorders.

Physician information:



Reveal your risk...



The world's first blood test
for colorectal cancer screening

ColonSentry is a new patient-friendly method of screening

ColonSentry is the world's first blood test for colorectal cancer screening.

- ColonSentry can serve as the first step in the early identification of colorectal cancer.
- A simply convenient blood test, ColonSentry assesses your current risk of having colorectal cancer.
- ColonSentry can be integrated into a regular screening program as part of your health check-up or at any time.

Why is it important for you to be screened for colorectal cancer?

- Colorectal cancer — commonly referred to as colon cancer — is the number two cause of cancer deaths in men and women.
- Because this deadly disease shows no symptoms in its most curable stages, early detection through screening is the key to survival (cure rates approximately 90%).
- BUT each year approximately 8,500 Canadians die of colorectal cancer, many of them because their disease was diagnosed too late.
- All men and women age 50 or older should be screened for colorectal cancer; screening may begin at an even earlier age if you have additional risk factors.

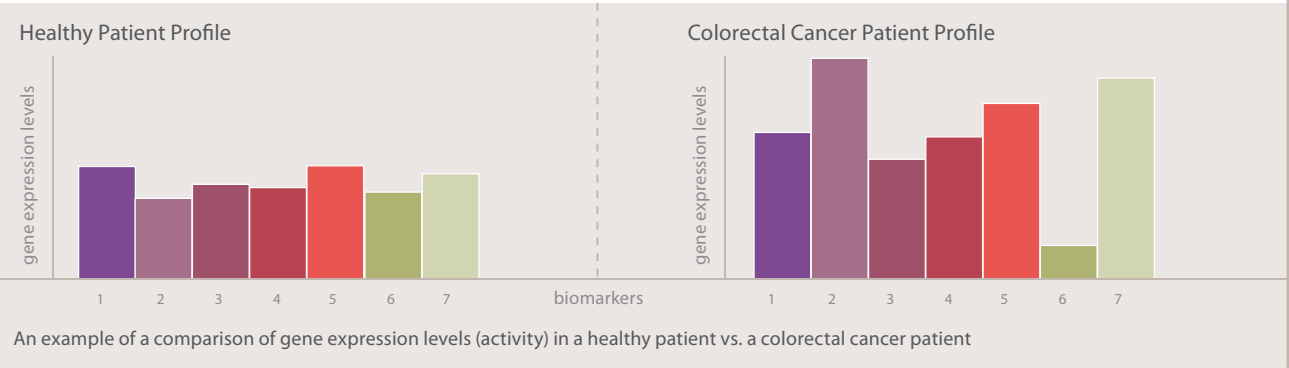
Speak to your doctor about getting tested with ColonSentry

ColonSentry: The Technology

Every drop of your blood contains information about your health.

It's always been there, but we have never been able to understand it. Using advanced, award-winning technology called the Sentinel Principle®, GeneNews can now tap into this important information.

ColonSentry measures the activity of seven genes in blood – “biomarkers” – to assess your current risk for colorectal cancer.



ColonSentry assesses your biomarker profile and determines your current risk

The ColonSentry test is a risk stratification tool that can inform you and your doctor whether your current risk of having cancer is increased or decreased as compared with the general population.

If the ColonSentry test shows you are currently at increased risk of having colorectal cancer, talk to your doctor about colonoscopy (a procedure for detecting and removing colon abnormalities by inserting a medical instrument into the colon). A decreased risk result is just that: a decreased risk that does not completely rule out the presence of colorectal cancer.

ColonSentry assesses your current risk at a particular point in time. It is different than a genetic test, which provides information about genetic predisposition or future risk. Regularly reassessing your current colorectal cancer status with ColonSentry can also help track changes over time – an essential element in personalized health management.

