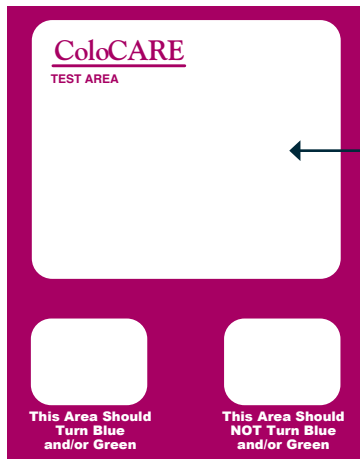


## How do I take the ColoCARE test?

ColoCARE is designed to be simple, clean and fast – because other occult blood tests are anything but simple, clean and fast! Here is all you have to do.

1. After a bowel movement, place ColoCARE in the toilet.
2. Watch for and record any color change.
3. Dispose of ColoCARE by simply flushing the toilet.
4. Return reply card to your doctor.

It's that easy! No more sticks, storage or handling of feces!



A blue and/or green color in this area indicates a positive test result.

ColoCARE is clean and easy to use. Test results are easily read; simply note the change in color and return the reply card to your doctor.

## References:

1. American Cancer Society, Cancer Facts & Figures 2015.
2. Friend, W.G., ColoCare – a New Ultrasensitive Throw-In-The-Bowl Test for Occult Blood, Am Clin Lab, 3; 12-15, 1989.



## Your Guide to Occult Blood Testing with



*“When an occult blood test is positive, it usually means bleeding from hemorrhoids or from some type of inflammation of the intestines. However, the test may indicate the first sign of bleeding from a polyp or a cancer. That’s why we need an effective and inexpensive screening test that people are willing to use every year after age 40. ColoCare is that test.”*

### **William G. Friend, M.D.**

*Colon and Rectal Clinic - Seattle, Washington  
Fellow: American College of Surgeons  
and American Society of Colon & Rectal Surgeons  
Clinical Associate Professor of Surgery  
University of Washington School of Medicine*

ColoCARE is manufactured by:



## Facts about colorectal cancer

The American Cancer Society estimates that 132,700 Americans will develop colon or rectal cancer in 2015.<sup>1</sup> Many others will also develop polyps, which can be the precursors of cancers. As polyps and cancers grow in size, they tend to shed increasing amounts of blood into the feces. (Fissures, hemorrhoids and other gastrointestinal disorders may also cause bleeding.) Abnormal bleeding is initially too small to be detected by the naked eye, but it may be detected by tests for occult (hidden) blood in the stool. ColoCARE is an easy-to-use test for occult blood.

## Diagnostic tests of the colon and rectum

Doctors rely on five different types of tests to evaluate the colon and rectum. ColoCARE is the newest, most sensitive and the least expensive occult blood test.

1. Occult blood tests
2. Proctoscopic and digital examination
3. Flexible sigmoidoscopy
4. Barium enema (lower GI) X-ray
5. Colonoscopy

## Who should take the ColoCARE test?

90% of all cases of colon and rectal cancers in the United States occur in people over the age of 50. The American Cancer Society recommends screening begin at age 50 for those at average risk and at an earlier age for those at increased risk. Occult blood testing with ColoCARE is the first line of defense in the fight against colorectal cancer. Ask your doctor if and when you should have any additional screening tests performed.

## How does colorectal cancer develop?



**A polyp looks like a raspberry clinging to the wall of the intestine. Small polyps rarely bleed and rarely contain cancer, but some polyps continue to grow and cause both.**



**Larger polyps and small cancers of the colon and rectum may cause occult or hidden blood in the feces. ColoCARE is designed to detect this occult blood when it is present.**



**It may take five to ten years for a small polyp to grow in to a cancer. Very high cure rates for colorectal cancers can be achieved by early detection and treatment. It's easy to see why the American Cancer Society recommends testing for occult blood every year.**

## ColoCARE

ColoCARE was developed by Helena Laboratories with the help of one of American's top medical specialists in the field of colon and rectal surgery.<sup>2</sup> ColoCARE is a technology that provides a simple, clean and effective test for occult blood. After extensive evaluation in several medical centers, ColoCARE is now available for use by the general public. The test can be taken in the privacy of your own home!

## What if the test is positive?

When a test is positive, it usually means that the occult blood test has found bleeding from hemorrhoids or from some type of gastrointestinal inflammation. Occasionally, a positive result really is the first sign of trouble. For some people, it might just mean that ColoCARE has saved your life! In any event, SEE YOUR DOCTOR!

## Remember

A negative test does not rule out cancer. Polyps and cancers may not bleed every day, and some do not bleed at all! ColoCARE is a good first step to take, but your doctor may recommend additional tests, especially if you have high risk factors. Ask you doctor what he or she recommends for your particular situation.