

Bowel cancer is the **third most common** cancer in Italy¹.

1 Breast cancer



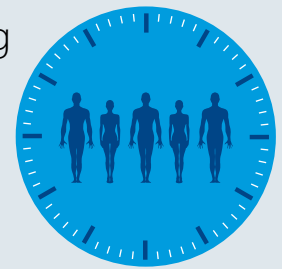
2 Prostate cancer



3 Bowel cancer



with **5** people being diagnosed **every hour**¹

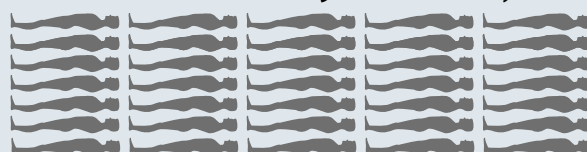


in around **half of patients** it spreads to the **liver**^{2,3}

The majority (66%-90%) of people with bowel cancer that has spread to the liver **will die from liver failure** caused by liver tumours⁴⁻⁷



This equates to around as many as **12,724 deaths a year** in Italy...



...that's **35** lives **every day**.^{1,4-7}

1. Globocan 2012 Estimated cancer mortality, incidence and prevalence worldwide. Available at <http://globocan.iarc.fr/Default.aspx>. Last accessed December 2014.
 2. Van Cutsem E *et al.* Eur J Cancer 2006; **42**: 2212-2221.
 3. Eadens MJ, Grothey A. Curr Oncol Rep 2011; **13**: 168-176.
 4. McMillan DC, McArdle CS. Surg Oncol 2007; **16**: 3-5.
 5. Sharma R *et al.* J Clin Oncol 2007; **25**: 1099-1106.
 6. Van den Eynde M, Hendlisz A. Rev Recent Clin Trials, 2009; **4**: 56-62.
 7. Kennedy A *et al.* Int J Radiation Oncology Biol and Phys 2006; **65**: 412-425.