



Health Bulletin



Face-To-Face With The No. 1 Cancer Killer

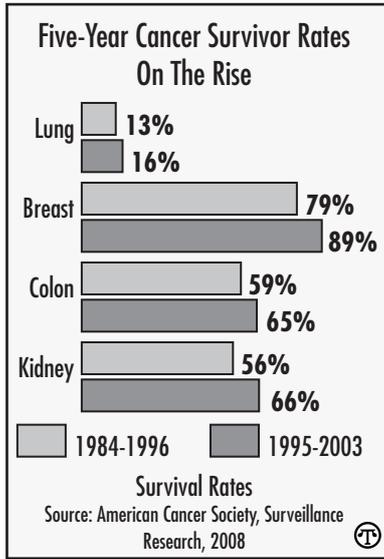
Two People Living With Lung Cancer Reflect On Their Journeys With The Disease

(NAPSA)—“In a way, I feel lucky. Having lung cancer has taught me to appreciate the little things,” said Mike Stevens. “When I was diagnosed with lung cancer, I posted survivors’ stories throughout my house to remind my family and myself that we must try to beat this cancer. I refused to let cancer dictate my life,” said Estelle Malone. Stevens and Malone give hope to the more than 215,000 people who will be diagnosed with lung cancer this year.

Lung cancer is the leading cause of cancer death in the United States. It will kill more people this year than breast cancer, prostate cancer, colon cancer and liver cancer combined. Unfortunately, more than 75 percent of new lung cancer cases will be diagnosed at an advanced stage—when survival rates are lower.

“Surgery, radiation and chemotherapy remain standard treatments for lung cancer, but in recent years, the development of targeted therapies has changed the treatment landscape,” said nationally known oncologist Dr. Rogerio Lilenbaum, Mount Sinai Comprehensive Cancer Center, Miami Beach, Fla. “Though not a cure, clinical trials show that the addition of targeted therapies, such as Avastin (bevacizumab) and Tarceva (erlotinib) may help advanced nonsmall cell lung cancer patients live longer.”

Stevens was diagnosed with Stage IV nonsmall cell lung cancer (NSCLC) at the age of 44. Following chemotherapy, Stevens’ doctor recommended Tarceva, a medicine that works from inside



Targeted therapies may offer hope to those who are battling lung cancer.

the tumor cell by blocking a key growth signal that is essential for tumor cells to multiply.

“While duck hunting, I used to lose my breath walking from pond to pond,” said Stevens. “Now, I have my breath back and am building a second home in the mountains. Tarceva has been great for me.”

When Malone, 43, was diagnosed with Stage IV NSCLC, her doctor recommended Avastin in combination with carboplatin and paclitaxel chemotherapy. Avastin chokes off the blood supply to tumors, helping prevent their growth and spread.

“Before I was diagnosed, I thought the pain in my side was a pulled muscle—I was shocked to learn it was Stage IV lung cancer,”

said Malone. “The statistics are grim but I had to stay hopeful. I was so relieved when I was able to get back to most of my regular activities at work and was able to care for my family. I’m grateful for each day I’m given and continue to live my life to the fullest.”

Following his diagnosis, Stevens sold his business of 20 years to focus on his health and advocate for lung cancer research.

Malone continues to work full-time as a bank manager and is looking forward to seeing her son graduate high school this year.

Stevens and Malone encourage those facing a lung cancer diagnosis to educate themselves about lung cancer. For more information on lung cancer and treatment options, visit www.lungcanceralliance.org, www.tarceva.com or www.avastin.com.

For more than 20 years, Genentech has been helping patients who are uninsured or who have been denied coverage from their insurance company. All of Genentech’s medicines are covered by the Genentech Access Solutions program. For eligible patients who are treated for FDA-approved uses in the U.S., Genentech will provide free medicine to those who cannot afford it.

To learn more about these programs or to speak with an Alternative Funding Specialist from Genentech Access Solutions, call 1-866-4-ACCESS or visit www.GenentechAccessSolutions.com.

Editor’s Note: Tarceva Indication and Safety Information

Results with Tarceva will be different for each patient and Tarceva is not right for everyone. Tarceva is an oral tablet indicated for the treatment of patients with locally advanced or metastatic nonsmall cell lung cancer after failure of at least one prior chemotherapy regimen. Tarceva is not intended to be used at the same time as chemotherapy for NSCLC.

In clinical studies, there were infrequent reports of serious lung injuries similar to Interstitial Lung Disease (ILD)-like events. Reports of ILD-like events have been serious and have included deaths in patients receiving Tarceva. Liver and/or kidney problems (including deaths) have been reported in some patients taking Tarceva. Let your doctor know if you have a history of liver or kidney disease. Tarceva may cause harm to an unborn baby or may cause possible risk of pregnancy loss. Women should avoid becoming pregnant and avoid breastfeeding while taking Tarceva. You should call your doctor right away if you have these signs or symptoms: new or worsening skin rash; serious or ongoing diarrhea, nausea, loss of appetite, or vomiting; new or worsening shortness of breath or cough; fever; eye irritation. If you smoke, you should stop smoking while taking Tarceva, as it may affect how well Tarceva works for you. If you continue to smoke, you should speak to your doctor before taking Tarceva. Let your doctor know if you are taking other prescription or over-the-counter drugs or herbal supplements before you start taking Tarceva. While taking Tarceva, do not start taking any new drugs or herbal supplements before talking to your doctor. Rash and diarrhea were the most common side effects associated with Tarceva in a large clinical study.

Tarceva is not right for everyone. Ask your doctor if once-daily Tarceva is right for you.

Please see the full Product Information for additional safety information at www.tarceva.com.

Avastin Indication and Safety Information

Avastin, in combination with carboplatin and paclitaxel, is indicated for first-line treatment of patients with unresectable, locally advanced, recurrent or metastatic nonsquamous, nonsmall cell lung cancer.

The most serious side effects associated with Avastin across all trials were gastrointestinal (GI) perforation, slow wound healing, severe bleeding, formation of an abnormal passage from parts of the body to another part, blood clots, severe high blood pressure, nervous system and vision disturbances, reduced white blood cell counts, kidney malfunction and congestive heart failure.

The most common serious adverse events across different cancer types were high blood pressure, blood clots, stroke, reduced white blood cell counts, infection, bleeding, weakness, abdominal pain, pain, headache, tiredness, a brief loss of consciousness, diarrhea, constipation, blockage of the bowel, nausea, vomiting, dehydration, numbness and tingling in fingers and toes, and too much protein in the urine.

Please see the full Product Information for additional safety information, including boxed warnings, at www.avastin.com.