



Health Awareness

Free Online Cards Available To Send Messages Of Hope And Support To Cancer Patients Nationwide

(NAPSA)—How often have you struggled to find the right words to say to a loved one who has cancer or is dealing with the side effects of its treatment? An innovative series of free electronic greeting cards created especially for people living with cancer are now available through a national campaign, *The Art of Healing: Expressions of Cancer Survivors*. By sending a personalized card from <http://greetings.yahoo.com/cards/art-of-healing>, people nationwide can express sentiments of hope, caring and encouragement to those living with cancer. The cards feature artwork of cancer survivors, including Jo Ann Baker, who discovered the healing power of art during their battle with the disease.

“Our hope is that each and every one of the more than nine million Americans living with cancer receive at least one of these electronic greeting cards,” said Baker, a wife, mother and artist. “The potential is there for e-mails of hope to reach millions of cancer survivors and their families.”

The innovative campaign is sponsored by Ortho Biotech Products, L.P., marketer of PROCRIT® (Epoetin alfa), as part of its ongoing commitment to cancer patients and their families.

The Cancer Diagnosis

Diagnosed with advanced stage breast cancer at age 46, Baker knew she faced the fight of her life. What she did not anticipate was the extreme exhaustion caused by chemotherapy-related anemia, a potentially life-threatening condition experienced by more than two-thirds (71 percent) of chemotherapy patients. Anemia occurs when the body lacks enough red blood



Artist and cancer-survivor Jo Ann Baker has helped to create cards to help and inspire others to conquer the disease.

cells to carry oxygen from the lungs to the tissues and organs throughout the body.

“My constant exhaustion made even routine activities a struggle—I could barely muster the energy to get out of bed and shower, much less work on my sculpture,” said Baker. “My doctor explained that anemia was causing my exhaustion, and prescribed PROCRIT.”

“Many cancer patients do not realize that chemotherapy can put them at risk for anemia,” said Edith Peterson Mitchell, M.D., Clinical Professor of Medicine, Thomas Jefferson University. “Fortunately, anemia is often a treatable condition. It’s important that cancer patients talk with their doctor if they are feeling exhausted.” Dr. Mitchell added that common symptoms of anemia include extreme fatigue, shortness of breath, dizziness, decreased ability to concentrate and sleeplessness.

Artful Expression

With her red blood cell count

and energy increased, Baker returned to her daily routine, and her art. Baker is now inspiring others with cancer to live meaningful lives through her involvement in *The Art of Healing: Expressions of Cancer Survivors*.

“During my treatment, it was important for me to maintain a sense of normalcy in my life and continue doing the things that I enjoy,” Baker said. “I’m gratified that my art gave me an outlet for my emotions during a difficult time, and am proud that it was selected for online cards designed for cancer patients.”

PROCRIT stimulates red blood cell production and is the only therapy with the protein sequence identical to the body’s naturally occurring erythropoietin, which is produced in healthy kidneys. When more red blood cells are produced, more oxygen is carried through the body, which may increase energy levels.

PROCRIT is indicated for chemotherapy-related anemia in patients with most types of cancer.

PROCRIT is proven safe. PROCRIT is available by prescription only and is injected by your doctor or nurse. In studies, diarrhea, edema, fever, vomiting, shortness of breath, tingling, and upper respiratory infection occurred more often with PROCRIT than placebo. Although high blood pressure has been noted rarely in cancer patients treated with PROCRIT, blood pressure should be monitored carefully, particularly in patients with a history of high blood pressure or heart disease.

For full U.S. Prescribing Information and additional information on PROCRIT and anemia, visit www.procrit.com.



Note to Editors: Full prescribing information has been enclosed.