



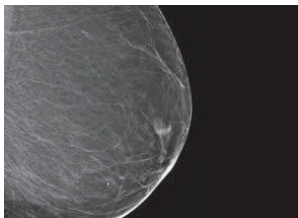
## Breast Density and The Genius™ 3D Mammography™ Exam

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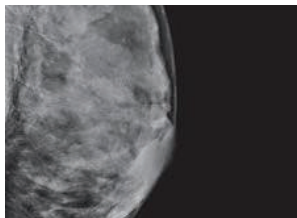
The ONLY mammogram  
proven to be more accurate  
for women of all ages and  
breast densities<sup>1,2</sup> compared to  
conventional 2D mammograms

## Breast Density Basics

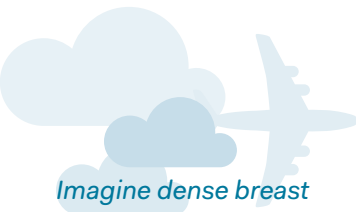
Breasts consist of two types of tissue that appear differently on a mammogram, including fatty and dense tissue. Dense breast tissue appears whiter on the mammogram image, making it more difficult for radiologists to see cancer (if present) and increasing the need for follow-up imaging. Cancer is easier to see in fatty breasts.



Not dense breast  
(fatty or scattered  
fibroglandular density)



Dense breast  
(heterogeneously dense  
or extremely dense)



*Imagine dense breast tissue as clouds in the sky and breast cancers as white planes in flight. When a plane flies through wispy clouds, you can still see the plane in the air, but when a plane flies through thick clouds, it can be nearly impossible to detect.*

## Why Does Breast Density Matter?

Having dense breasts is very common, but it does increase your risk for developing breast cancer. Knowing your density and discussing it with your doctor is important to ensure you are receiving the most effective screening.

**The Genius™ exam should be your first step when it comes to breast cancer screening.**

## The Genius™ 3D Mammography™ Exam: A More Accurate Mammogram for Women of all Ages and Breast Densities.<sup>1,2</sup>

A mammogram is the best way to determine if your breasts are dense and can help detect cancer at its earliest stages. Ask your doctor for the Genius™ 3D Mammography™ exam, the ONLY mammogram that is:



*Proven to detect more invasive breast cancers compared to 2D alone.<sup>2</sup>*



*FDA approved as superior for women with dense breasts compared to conventional 2D mammograms.<sup>1,2</sup>*



*Shown to reduce the chance of being called back for additional imaging.<sup>1-7</sup>*



### Breast Density Information and Legislation in Your State

Today, more than half of all states have passed legislation that requires patients receive some level of notification about breast density after a mammogram.

Find more information about dense breasts and if your state has a breast density law at [DenseBreast-info.org/Hologic](https://DenseBreast-info.org/Hologic)

**Visit [LocateMyGeniusExam.com](https://LocateMyGeniusExam.com) today to find a Genius™ exam near you.**

## Early Detection is Key

Early detection with the Genius™ 3D Mammography™ exam can help identify cancers at their earliest stages, reducing the need for more costly and invasive treatments later.

Visit [LocateMyGeniusExam.com](http://LocateMyGeniusExam.com) today to find a Genius™ exam near you.



**HOLOGIC®**  
The Science of Sure

**genius3D**  
MAMMOGRAPHY EXAM™

The Genius™ 3D Mammography™ exam (a.k.a. Genius™ exam) is acquired on the Hologic 3D Mammography™ system and consists of a 2D and 3D™ image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set. The Genius™ exam is only available on the Hologic 3D Mammography™ system. Please consult your physician for a full list of benefits and risks associated with mammography.

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1. FDA submissions P080003, P080003/S001, P080003/S005
2. Results from Friedewald, SM, et al. "Breast cancer screening using tomosynthesis in combination with digital mammography." JAMA 311.24 (2014): 2499-2507; a multi-site (13), non-randomized, historical control study of 454,000 screening mammograms investigating the initial impact of the introduction of the Hologic Selenia® Dimensions™ on screening outcomes. Individual results may vary. The study found an average 41% increase and that 1.2 (95% CI: 0.8-1.6) additional invasive breast cancers per 1000 screening exams were found in women receiving combined 2D FFDM and 3D™ mammograms acquired with the Hologic 3D™ Mammography System versus women receiving 2D FFDM mammograms only.
3. Zuckerman SP, Conant EF, Keller BM, et al. Implementation of Synthesized Two-dimensional Mammography in a Population-based Digital Breast Tomosynthesis Screening Program. Radiology. 2016 Dec;281(3):730-736.
4. Skaane P, Bandos A, Eben EB, et al. Two-view digital breast tomosynthesis screening with synthetically reconstructed projection images: comparison with digital breast tomosynthesis with full-field digital mammographic images. Radiology. 2014 Jun;271(3):655-663.
5. Bernardi D, Macaskill P, Pellegrini M, et al. Breast cancer screening with tomosynthesis (3D mammography) with acquired or synthetic 2D mammography compared with 2D mammography alone (STORM-2): a population-based prospective study. Lancet Oncol. 2016 Aug;17(8):1105-13.
6. McDonald ES, Oustimov A, Weinstein SP, et al. Effectiveness of Digital Breast Tomosynthesis Compared With Digital Mammography: Outcomes Analysis From 3 Years of Breast Cancer Screening. JAMA Oncol. 2016 Jun 1;2(6):737-43.
7. Rafferty EA, Durand MA, Conant EF, et al. Breast Cancer Screening Using Tomosynthesis and Digital Mammography in Dense and Nondense Breasts. JAMA. 2016 Apr 26;315(16):1784-6.