



### 1 IN 8 WOMEN

will develop breast cancer in her lifetime.9

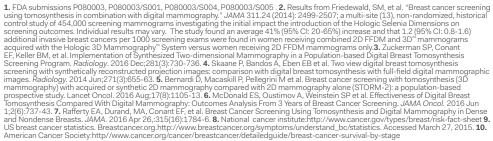


#### **8 OUT OF 9 WOMEN**

diagnosed with breast cancer have no family history.9



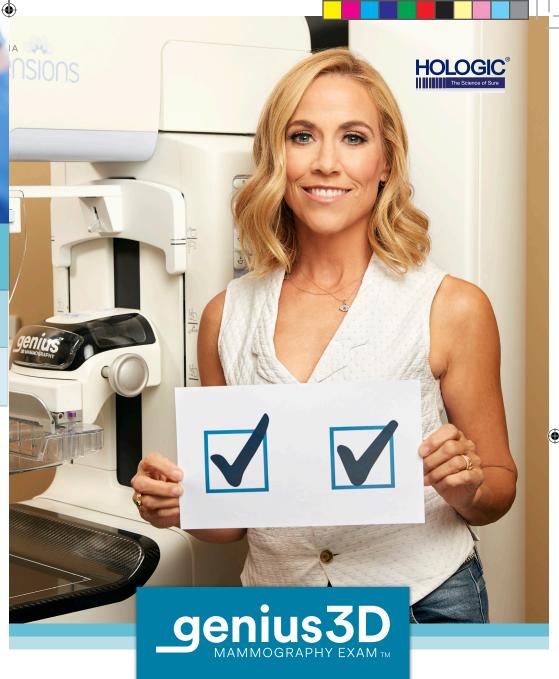
But, with early detection, the five-year survival rate is almost **100%.**<sup>10</sup>



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.

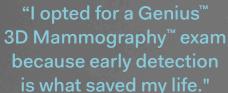
PP-01938 Rev. 002 (6/17) © 2017 Hologic, Inc. Hologic, 3D, 3D Mammography, Dimensions, Genius, Selenia, The Science of Sure, and associated logos are trademarks and/or registered trademarks of Hologic, Inc. and/or its subsidiaries in the US and/or other countries.





Breast cancer survivor and nine-time
GRAMMY® award winner Sheryl Crow chooses
the Genius™ 3D Mammography™ exam. ←





 BREAST CANCER SURVIVOR AND NINE-TIME GRAMMY®
 AWARD WINNER SHERYL CROW



## Why Choose the Genius™ Exam?

The Genius<sup>™</sup> 3D Mammography<sup>™</sup> exam provides better, earlier breast cancer detection compared to 2D alone.<sup>1-7</sup> It finds 20-65% more invasive breast cancers than 2D mammography alone.<sup>1-7</sup>
Genius exams have also been proven to reduce unnecessary callbacks by up to 40%.<sup>1-7</sup>



# How it Works

The Genius™ 3D Mammography<sup>™</sup> exam allows doctors to examine your breast tissue layer by layer. So, instead of viewing all of the complexities of your breast tissue in a flat image, as with conventional 2D mammography, fine details are more visible and no longer hidden by the tissue above or below. The Genius exam consists of a 2D and 3D<sup>™</sup> image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set.

More than 200 clinical studies have shown that by using this technology, **doctors** are able to screen for breast cancer with greater accuracy<sup>1-7\*</sup>— which means better breast cancer detection and a reduced chance of being called back for additional screenings.<sup>1-6\*</sup>



### What to Expect During Your Exam

The process of a Genius<sup>™</sup> 3D Mammography<sup>™</sup> exam is the same as your conventional 2D exam.

The technologist will position you, compress your breast, and take images from different angles. There's no additional compression required with the Genius<sup>™</sup> 3D Mammography<sup>™</sup> exam, and it only takes a few extra seconds for an exam, proven to be more accurate.¹-6\*

The technologist will view the images of your breasts at the computer workstation to ensure quality images have been captured for review.

A radiologist will then examine the images and report results to either your physician or directly to you.

Early detection saves lives. Ask about getting the Genius™ 3D Mammography™ exam today!