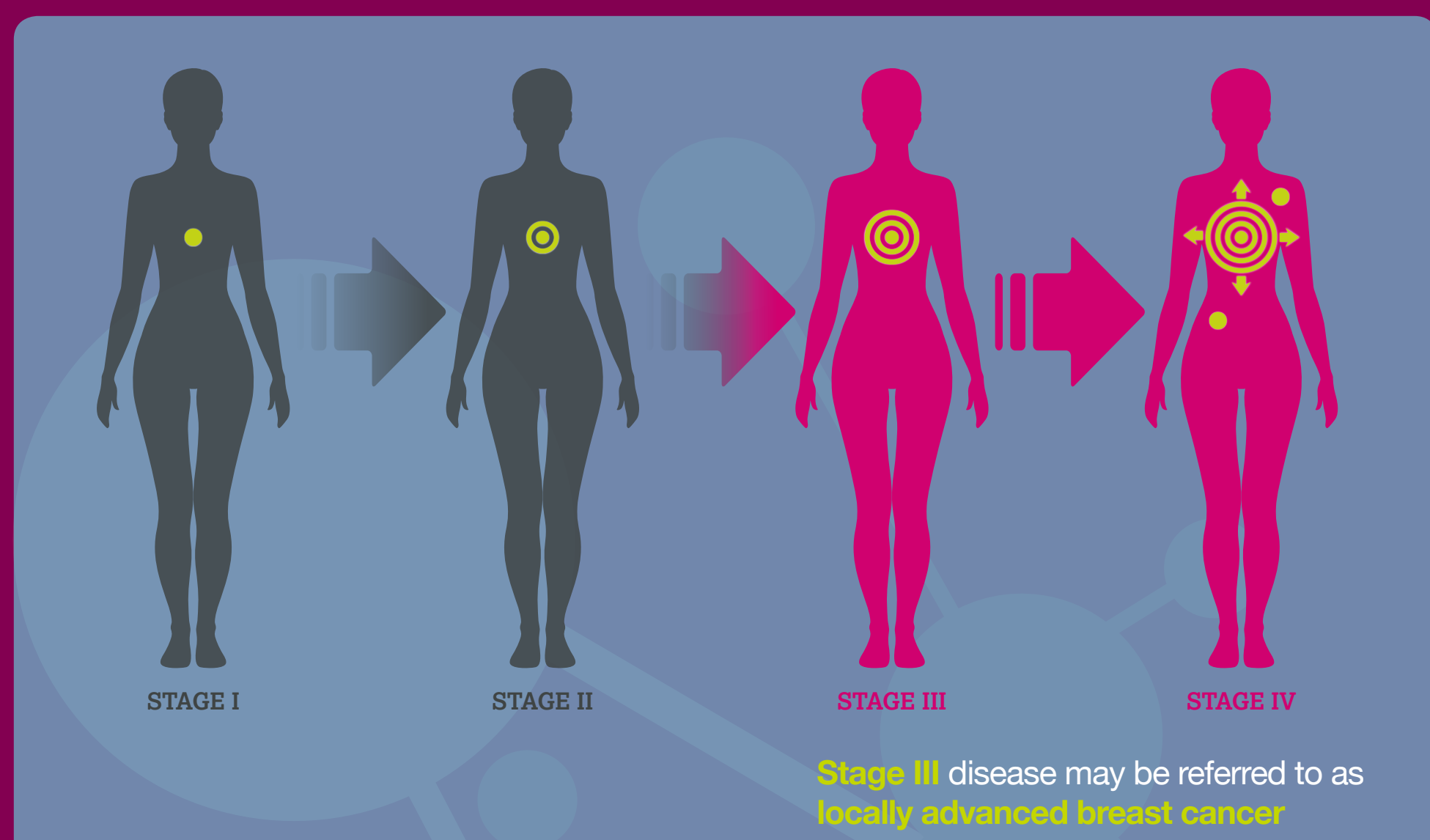
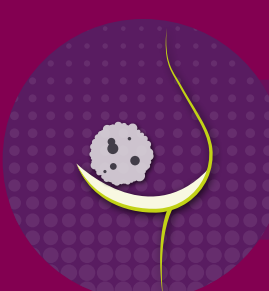


# Advanced or metastatic breast cancer refers to **Stages III or IV breast cancer**<sup>1</sup>

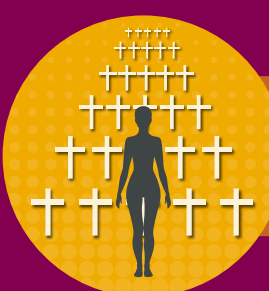


## Worldwide, breast cancer is the most common cancer among women<sup>2</sup>



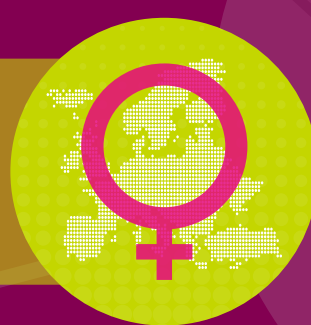
**5<sup>th</sup>** most common cause of death from cancer overall<sup>2</sup>

Approximately **1.6 million** new cases were diagnosed globally in 2012<sup>2</sup>

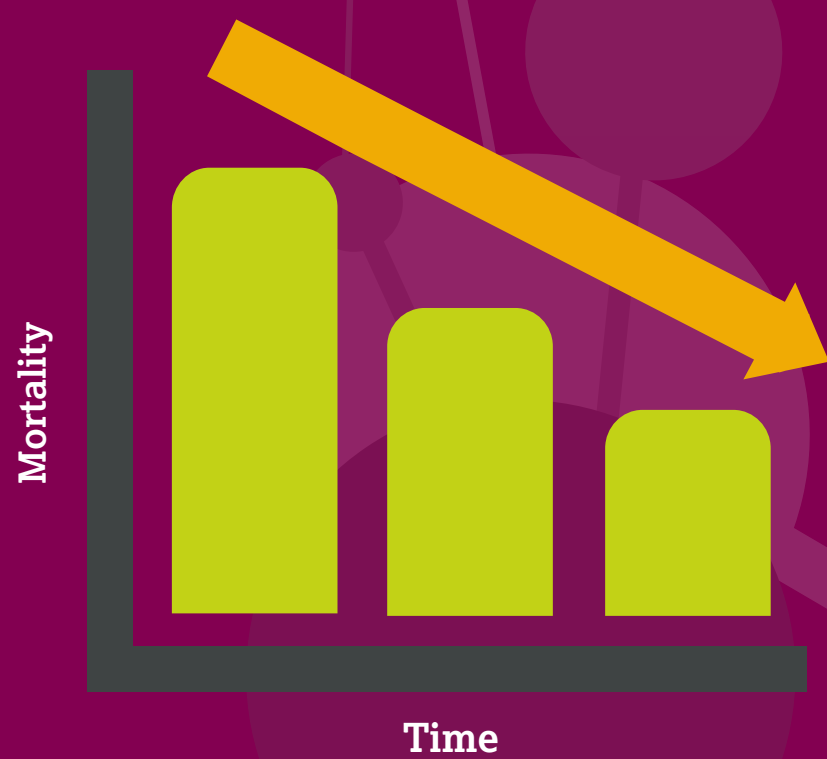


An estimated **522,000** women died from the disease in 2012<sup>2</sup>

In 2012, an estimated **458,337** women were diagnosed with breast cancer in Europe<sup>3</sup>



## Although breast cancer is **generally not curable**, it can be **controlled with treatment**<sup>4</sup>

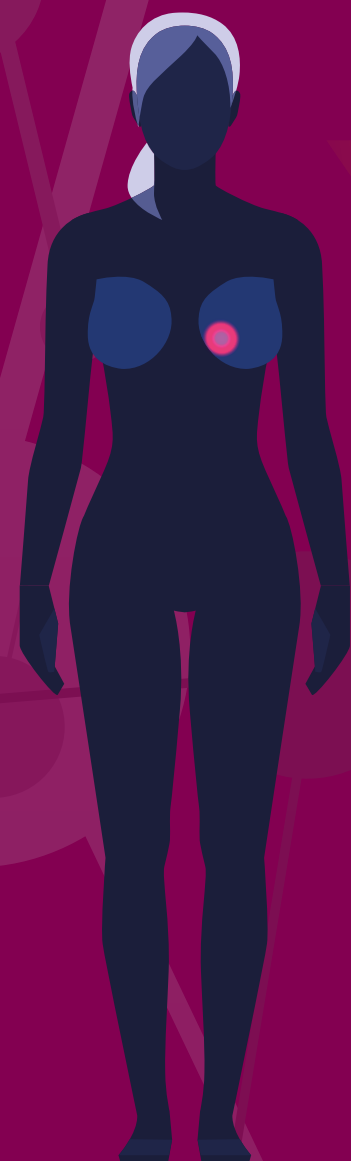


Over the last 30-40 years, **breast cancer mortality has declined** in both Europe and the US, thanks to **earlier diagnosis** and **better treatment**<sup>5,6</sup>

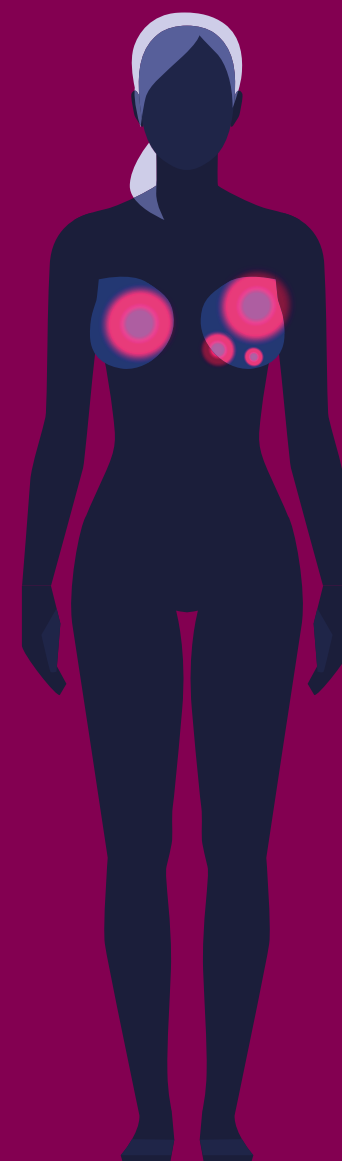
**Advances in treatment** could give women with advanced breast cancer and their doctors **more options than ever before**<sup>7</sup>



## Early stage breast cancer can recur as **advanced breast cancer** after treatment – sometimes years later<sup>8</sup>



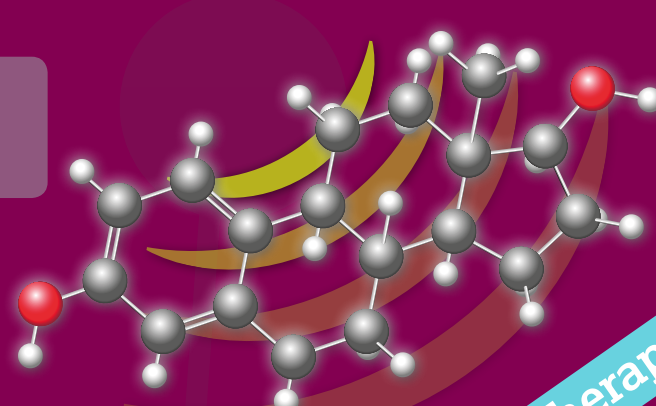
Approximately **30%** of women who are diagnosed with early stage breast cancer will eventually go on to develop advanced disease<sup>9</sup>



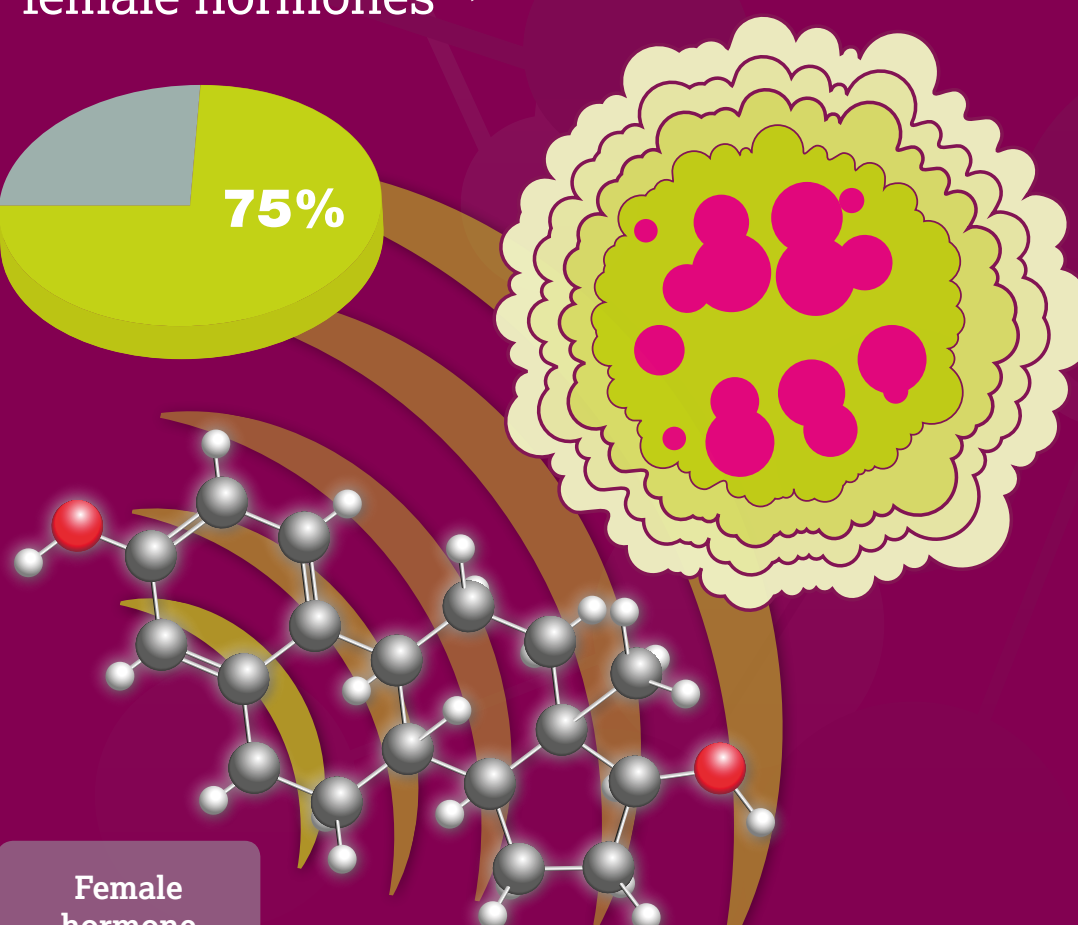
## The impact of **hormone-receptor positive breast cancer**

Approximately **75%** of breast cancers are **hormone-receptor positive**, which means that their growth may be fuelled by female hormones<sup>10,11</sup>

Female hormone



Endocrine therapy



**Hormonal therapy**, also called **endocrine therapy**, is a treatment for most tumours that are identified as hormone-receptor positive in both **early stage and advanced stage breast cancer**<sup>12</sup>

Female hormone

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