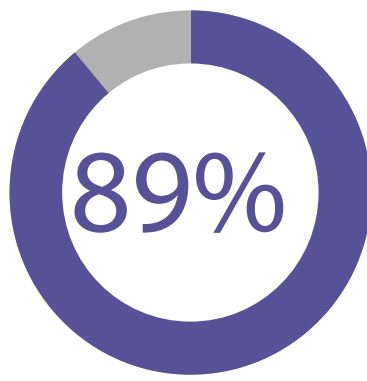


OF AMERICAN WOMEN HAVE NO IDEA WHETHER THEY HAVE DENSE BREASTS¹



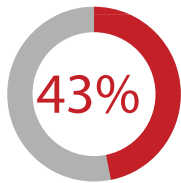
OF THOSE THAT HAVE DENSE BREASTS DON'T KNOW THEIR BREAST DENSITY¹

Dense breast tissue is a major contributor to breast cancer and yet awareness is still low.

IT'S TIME TO DEBUNK SOME OF THE MYTHS ABOUT DENSE BREAST TISSUE

MYTH

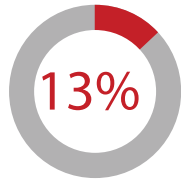
REALITY



43% more women think that women with large breasts tend to have dense breast tissue¹



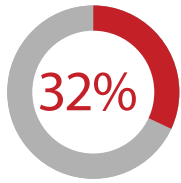
Actually, women with large breasts are LESS likely to have dense breasts²



Only 13% of women disagreed with the statement that breast density increases with age¹



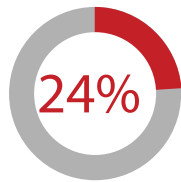
The reality is that the reverse is true – density actually DECREASES with age³



32% of women believe that breast density measures fatty tissue¹



Dense breast tissue is in fact a measure of all of the tissue in your breast that is NOT fatty tissue



Only 24% agree that a woman's race/ethnicity has an effect on breast density¹



Actually, ethnicity has a MEANINGFUL impact on the likelihood of having dense breasts⁴



Tellingly, only 13% think that women with dense breasts are at higher risk of breast cancer¹



The truth is that women with dense breasts are 4-6X more likely to get breast cancer⁵

1 WORKING MOTHER RESEARCH INSTITUTE
2 HARRIS ET AL., AM. J. EPIDEMIOL. OCT. 15 2011;174(8):909-18;
3 CHECKA ET AL. AJR AM J ROENTGENOL. MAR. 2012;198(3):W292-5.

4 DEL CARMEN ET AL. AJR WOMEN'S IMAGING APR. 2007;188:1147-1150.
5 BOYD, ET AL, NEJM JAN 2007; 18;356(3):227-36.
www.gettacklingcancer.com

For more information, please contact:
Baptist Women's Health Center
901-227-PINK



For more information on dense breasts or Invenia ABUS screening, please visit www.baptistonline.org/density



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Because each case is as individual as a fingerprint.

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901-227-PINK

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