Shield and Colon Cancer Language Guide

Recommended Use: Please feel free to use the provided language below to talk about colon cancer [aka colorectal cancer (CRC)] and Shield™.

You can also direct your patient to this Guardant Health resource for more information.

List of colon cancer statistic descriptions:

- 1 in 3 eligible adults do not complete recommended colon cancer screening because methods can be unpleasant, time-consuming and difficult to complete. (1)
- Colon cancer remains the second leading cause of cancer-related deaths in the U.S. (2)
- Each year, roughly 150,000 people are diagnosed with colon cancer in the U.S. (2)
- Over 75% of people who died from colon cancer were not up to date with screening. (3)
- When caught in early stages, colon cancer is often treatable in ~90% of people. (4)
- Cancer screening is a proven way to detect colon cancer early, when it's most treatable. (4,5)

List of Shield descriptions*:

- Shield™ is a new blood test that accurately detects colon cancer in early stages when it is most treatable. (6,7,8)
- Shield™ is a new blood test that accurately detects colon cancer and is easy to complete with a simple blood draw.
- Shield™ is a blood-based screening test for colon cancer that requires no stool or special preparation.
- Shield™ is the only blood test that detects colon cancer if it is present with high accuracy and can be completed with a simple blood draw at any office visit. (9)
- Shield™ is a novel blood test that detects colon cancer signals in the blood by looking for DNA and other markers shed by tumors. (10)

- Shield™ is a blood-based colon cancer screening test that achieves high accuracy by applying a multimodal approach to detect CRC signals in the bloodstream, including DNA that is shed by tumors. (7,9,10)

- Shield™ is a highly accurate blood-based colon cancer screening test that finds 94% of colon cancer in early stages. (9) The test can be completed during any office visit with a simple blood draw. (6,8) The blood sample is then analyzed by the Guardant Health Lab and results are ready in approximately two weeks.

Stacked layout language:
Shield™ is an accurate, blood-based colon cancer screening test. (6,7,8)
Easy-to-complete with a simple blood draw during any routine office visit
No prep. No stool. Simply done.

List of Guardant Health descriptions:

- Shield is made by Guardant Health, a leading precision cancer company that developed the first FDA-approved blood test for comprehensive genomic profiling across all solid cancers.

- Guardant Health is focused on helping to conquer cancer globally through use of its proprietary tests, and developed Shield to transform cancer screening by using highly accurate technology to detect early-stage cancers with a simple blood draw.

***For any language above that you post to your website or platforms, please include this language:**

- Shield was developed, and its performance characteristics determined, by the Guardant Health Clinical Laboratory in Redwood City, CA, USA, which is certified under the Clinical Laboratory Improvement Amendments of 1988 (CLIA) as qualified to perform high complexity clinical testing. This test has not been cleared or approved by the US FDA
- The assay is intended to be complementary to and not a replacement for current recommended colorectal cancer screening methods

References

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