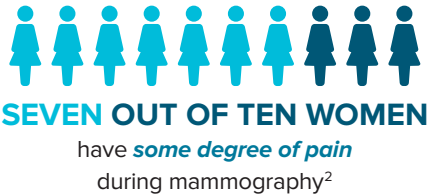


What Patients Want: A MORE COMFORTABLE MAMMOGRAM



Why Women Avoid Mammograms

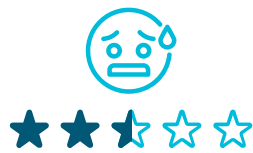
Pain is the #1 complaint during mammograms¹



The biggest contributors to pain and discomfort are:



What Does This Mean For You?



49% of women reported fear of anxiety and pain as the reason they have never had a mammogram¹

37% say a painful mammogram would result in a dissatisfied rating¹

49% of women said that they would switch facilities for a more comfortable mammogram¹

Introducing the SmartCurve™ Breast Stabilization System**

93% of women reported **increased comfort** with the SmartCurve™ system³



New curved design distributes pressure more evenly over the breast to **reduce pinching.**

95% of women would **recommend** facilities that use a SmartCurve™ system³

Available on Hologic's new 3Dimensions™ system or as an upgrade to Selenia® Dimensions® systems**

The SmartCurve™ System + The Genius™ 3D Mammography™ Exam = A Better Screening Experience

Only the Genius™ exam is clinically proven to detect **20-65% MORE BREAST CANCERS** compared to 2D mammography alone⁴

The Genius™ exam **REDUCES CALLBACKS BY UP TO 40%**^{4,5*}

BETTER FOR DENSE BREASTS
Only the Genius™ exam is FDA approved as superior for women with dense breasts^{4,6*}

The Genius™ exam scan time allows for the **least amount of time under COMPRESSION**⁷

MORE ACCURATE*, MORE COMFORTABLE

Contact your Hologic representative or email SmartCurve@Hologic.com to learn more.



SmartCurve™

* Compared to 2D alone

** Upon FDA approval and/or commercial availability

References: 1. Kadence International, Ten Thousand Quantitative Findings Research Study (5107), April 2017. 2. Kadence International, Patient Journey Research Study (1213), March 2015. 3. Smith, A. Improving Patient Comfort in Mammography. Hologic WP-00019 Rev 001 (2017). 4. 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% (95% CI: 20-65%) 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. 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. FDA submissions P080003, P080003/S001, P080003/S004, P080003/S005. 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.

The Genius™ 3D Mammography™ 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. MISC-04847 Rev. 002 © 2017 Hologic, Inc. Hologic, 3D, 3D Mammography, Dimensions, Genius, Selenia, SmartCurve, 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.