

For dense breasts, think 3D.

Dense tissue is not correlated with the size of your breast. And because having dense breasts increases your risk for breast cancer, an annual screening is critical. A Hologic 3D™ Mammogram produces high quality imaging—and it's the only mammogram FDA approved as superior for women with dense breasts.^{13,14}



Almost

50%

of women over 40 have dense breasts.¹⁵



Not your mama's mammo.

Today, you have the option to get a clearer, faster, and more comfortable mammogram than ever before. Hologic® mammography systems feature curved compression, which mirrors the shape of a woman's breast to reduce pinching and applies uniform compression over the entire breast for added comfort.¹⁶ Even if you have a disability or are in a wheelchair, you can—and should—get a mammogram. Just let your facility know if you need assistance.

85%

of women with breast cancer have no family history.¹⁷



bust
THE MYTH

Own your breast health.

hologic.com/bustthemyth



Bust a move.

Find a Hologic 3D™ mammogram near you.

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THE MYTH

Get the facts about breast health.



Let's go, girls.

There are a lot of myths and misconceptions out there about breast cancer and mammograms—so we'd like to get a few things off our chest and set the record straight. Early detection is powerful. Screenings find breast cancer early, which is key to saving lives. **It's time to take charge of your health. Because it's never too soon to have a conversation with your healthcare provider about your breast health.**

99%

is the 5-year survival rate when breast cancer is caught early.¹



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THE MYTH

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Risk Factors

myth

I'm too young to get breast cancer.

truth

Young women can and do get breast cancer. About 11% of all breast cancers occur in women under 45.²

myth

I have a healthy lifestyle, I can't get breast cancer.

truth

Healthy behaviors can lower breast cancer risk, but they cannot eliminate it.

1 in 8

women will develop breast cancer in their lifetime.³

myth

I don't have a family history, so I don't need to worry.

truth

While genetics can be a factor, 85% of women diagnosed with breast cancer have no family history.⁴

Breast Density

myth

My breast cancer risk isn't higher just because I have dense breasts.

truth

Actually, the denser the breast, the higher the risk.⁵ Breast density can change over your lifetime, so it's important to monitor it with regular screenings.

UP TO 65%

more invasive breast cancers are found with 3D™ mammograms compared to 2D alone⁶

myth

I can tell my density by feeling my breasts.

truth

Breast density cannot be felt. It can only be determined by a mammogram.⁷

myth

I'm overweight, so my breasts are fatty.

truth

Not necessarily. The best way to detect breast density is through a 3D™ mammogram.⁸

Mammogram Facts

myth

Mammograms expose me to harmful radiation.

truth

Every day we are exposed to low-dose radiation—from radon in our homes to taking a flight. While mammograms expose you to radiation, it's a very low and safe dose.⁹

myth

I'm not 40 yet, so I can't get a mammogram.

truth

If you have a genetic mutation or a family history of early breast cancer, talk to your healthcare provider about a risk assessment to see if earlier screening is right for you.

Routine screenings reduce the mortality rate of breast cancer by

40%¹⁰

myth

Mammograms hurt.

truth

While getting a mammogram may not be super comfy, they last only a few seconds, *and* many women don't find them painful.¹¹ Ladies, we endure painful beauty treatments like Botox or waxing—we can exchange the minor discomfort of a mammo for peace of mind.