

MEN & BREAST CANCER: THE UNTOLD STORY

Breast cancer occurs when normal breast cells grow and reproduce out of control, turning into cancerous, or malignant, cells. These malignant cells grow to fill the ducts (ductal cancer) or lobules (lobular cancer) of the breast.¹

WHAT MEN MAY NOT KNOW

ABOUT

2,470 MEN

will be diagnosed with breast cancer
IN THE U.S. IN 2017²

WHILE THERE HAS BEEN A DECREASE
IN THE NUMBER OF NEW CASES FROM

2016 TO 2017,
THE NUMBER OF DEATHS
DUE TO BREAST CANCER
IN MEN HAS INCREASED^{3,4}



SYMPTOMS OF BREAST CANCER IN MEN CAN INCLUDE:²

- A lump or swelling, usually (but not always) painless
- Skin dimpling or puckering
- Nipple retraction (turning inward)
- Redness or scaling of the nipple or breast skin
- Discharge from the nipple

METASTATIC BREAST CANCER

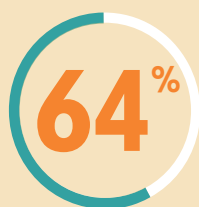
AT DIAGNOSIS, APPROXIMATELY
**5% OF MEN WILL HAVE
METASTATIC DISEASE:**
the most advanced form of the disease
in which the cancer has spread from
the breast to other parts of the body⁵

FOR MEN LIVING WITH
METASTATIC BREAST CANCER,
THE 5-YEAR SURVIVAL
RATE IS 20%²



SURVEY FINDINGS*

A 2014 SURVEY OF 2,090 RESPONDENTS IN THE U.S. – 999 OF WHICH WERE MALE – FOUND THAT:



OF MEN REPORTED THEY KNOW
LITTLE TO NOTHING ABOUT
METASTATIC BREAST CANCER⁶

MISPERCEPTIONS AMONG
MEN ABOUT BREAST CANCER
ARE PREVELANT⁶

MISPERCEPTION

72% of men believe metastatic
breast cancer is curable if
diagnosed early⁶

42% believe people with
advanced breast cancer
can live a long time⁶

52% believe breast cancer
progresses because patients either
did not take the right treatment or
preventative measures⁶

REALITY

Currently no cure exists¹

Once the cancer has spread
to a distant part of the body,
only 20% of men survive
5 years⁷

Breast cancer can spread
regardless of treatment or
preventative measures taken⁸

Men living with metastatic breast cancer often feel **lonely, isolated and sometimes embarrassed.** That's why it's important to **share their stories** and make sure they are included in the breast cancer conversation.

To learn more about male breast cancer, visit www.MaleBreastCancerCoalition.org. To hear the story of one man living with metastatic breast cancer, visit www.StoryHalfTold.com

1. American Cancer Society. Breast cancer. <http://www.cancer.org/cancer/breastcancer/detailedguide/index>. Accessed February 10, 2017. 2. American Cancer Society. About Breast Cancer in Men. <https://www.cancer.org/cancer/breast-cancer-in-men/about.html>. Accessed February 10, 2017. 3. American Cancer Society. Cancer Facts & Figures 2016. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2016/cancer-facts-and-figures-2016.pdf>. Accessed February 28, 2017. 4. American Cancer Society. Cancer Facts & Figures 2017. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2017/cancer-facts-and-figures-2017.pdf>. Accessed February 28, 2017. 5. Living Beyond Breast Cancer. Breast Cancer in Focus: Breast Cancer in Men. <http://www.lbbc.org/sites/default/files/MensFINALwebPDF2016.pdf>. Accessed February 10, 2017. 6. Breast Cancer Survey, sponsored by Pfizer Oncology, April 2014. 7. Cancer.Net. Breast Cancer – Statistics. <http://www.cancer.net/cancer-types/breast-cancer/statistics>. Accessed February 10, 2017. 8. O'Shaughnessy J. Extending survival with chemotherapy in MBC. *The Oncologist*. 2005;10:20-29. http://theoncologist.alphamedpress.org/content/10/suppl_3/20.long. Accessed February 10, 2017.

*The survey was commissioned by Pfizer, and conducted online by Kelton Global in April 2014. Study sample: 2,090 respondents aged 18+ (999 males and 1,091 females).