One Simple Test Can Help You Fight The Battle Against Colon Cancer

(NAPSA)—Colorectal cancer (CRC) is the second leading cause of cancer-related death in the United States for both women and men. This disease surpasses both breast and prostate cancer in mortality, second only to lung cancer in the number of cancer deaths. Despite the fact that it is preventable, it is estimated that 148,650 people will be diagnosed and 57,170 people will die from the disease in 2012. Colon cancer is a four-year survival rate of 62 percent if detected early and treated early. CRC has a five-year survival rate of 40 percent if left to spread to other organs.

For that reason, routine screening is vital to the early detection and prevention of this deadly disease.

CRC Screening
Access the American Cancer Society, “beginning at age 50, both men and women at average risk for developing colorectal cancer should follow one of these five screening guidelines:

• yearly fecal occult blood test (FOBT) or fecal immunochemical test (FIT) every five years
• flexible sigmoidoscopy every five years
• colonoscopy for FOBT or FIT plus flexible sigmoidoscopy every five years

• double-contrast barium enema every five years
• computed tomography (CT) colonography every 10 years

For FOBT, the take-home multiple sample method should be used.

The combination of yearly FOBT or FIT and flexible sigmoidoscopy every five years is preferred over either of these options alone.

All positive tests should be followed up with colonoscopy.

New Test
One simple, easy-to-use test is Quidel’s QuickVue® iFOB test. QuickVue® iFOB is a fecal immunochemical test (FIT) where the Baltimore-based, self-storage, day-to-day business is easy to use and takes minimal time—just collect the sample in the privacy of your own home and mail it in to your physician for testing.

The test detects the presence of blood in stool specimens, an indication of a number of gastrointestinal disorders, including colorectal cancer.

To use the QuickVue® iFOB test requires only one specimen. Because it is specific to human hemoglobin (blood), there are no dietary restrictions and only certain medication restrictions, distinguishing it from guaiac-based tests that have onerous restrictions. According to the American Cancer Society, in comparison with guaiac-based tests, commonly known as Fecal Occult Blood Tests (FOBTs), immunochemical tests are more patient-friendly.

“We are committed to saving lives through early screening and detection of colon cancer,” said John Tamerius, Ph.D., Vice President, Clinical and Regulatory Affairs, Quidel Corporation. “We believe our unique, patient-friendly sample collection device makes this screening process as easy as possible for the patient.”

Despite these recent advancements in CRC screening, less than 50 percent of people age 50 or older have had a recent test. There appears to be a significant opportunity for CRC prevention since it takes an average of 10 years for cancerous cells to develop. Therefore, if you’re over the age of 50 or have a family history of colon cancer, you should speak with your physician about taking an iFOB test.

The test is simple, takes a minimal amount of time and may help save your life.

For more information about the QuickVue® iFOB test visit, www.colorectal-test.com.

Did You Know?

(NAPSA)—Termites attack structures of all types, costing approximately $5 billion annually in termite damage and control. But insurance in this area is so common, the typical homeowner’s insurance policy does not cover termite damage. According to Orkin, Inc., warm weather signals the most important time to protect your house from becoming a feast for a kingdom of termites. Find information and tips at www.orkin.com. Free inspections are also available by calling (800) 880-ORKIN.

• Have an Online Presence. Virtually every business can be helped with a presence on the Web. This is easier than it seems if you work with a reputable Web solutions partner.

For example, Network Solutions focuses on small business owners by offering products and services such as Do-It-For-Me Web sites (DIFM), easy-to-use templates and $47 customer consultants. Such services are a Web partner that will enhance your business.

• Do it Your Way. A home-based business allows you to do everything from how much time you want to dedicate to your business to when and where you work.

• No More Office. Many experts believe that taking a business online is the easiest way to accommodate CRC-certified inspectors. Confirm that the technician’s training and certification are performed and always obtain a written estimate. To locate IICRC-certified inspectors, cleaning or restoration professionals in the area, visit www.certified cleaner.org or call (888) 835-4624.

For professional cleaning jobs, it’s a good idea to look for an IICRC-Certiﬁed service provider to ensure the technician’s training and certiﬁcation. These professionals have been trained and certiﬁed in the proper techniques to remove even the most stubborn of stains. A truly professional cleaning service will have a written estimate. To locate IICRC-Certiﬁed inspection, cleaning or restoration professionals in the area, visit www.certifiedcleaner.org or call (888) 835-4624.

Flower Power
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(NAPSA)—Tulips are a vibrant, timeless symbol of spring. They are available from January through May and join fresh grass, new leaves on trees as indicators that warmer weather is on its way. Their delicate shape, graceful posture and vibrant colors have inspired this flower’s popularity across cultures and throughout time.

With over 500 species and more than 500 different varieties, tulips are one of the largest members of the lily family. They are available from January to July. Depending on the variety, colors often found in shades of red, yellow, violet and white. Two-tone and variegated varieties of tulips are also becoming increasingly popular.

Tulips are unique in that they continue to grow after cutting. These flowers should last only two inches after they are clipped. Also, the flowers’ reflection to sources of light may cause tulip stems to bend, twist and turn into new and beautiful shapes.

To maximize the vase life of your flowers, the floral experts at 1-800-FLOWERS.COM recommend that you select tulips with tight flower heads. Cut off at least 1 inch of the flower stems before placing your tulips in a vase filled with cool water. It is necessary to add flower food or preservatives to cut tulips. Arranging tulips in a tall vase, as well as placing a penny in the bottom of the vase, will keep your tulips stems standing tall longer. With the weather cooler and handling, your flowers should last between four and seven days.