

Helena Fecal Occult Blood Tests

are the key to...



- **Sensitivity**
- **Compliance**
- **Lower Cost**

Leading medical institutions across the country are enjoying great performance, and even greater savings with ColoScreen and ColoScreen-ES occult blood tests. And when compliance is an issue, ColoCARE makes the difference.

Try our FOBT kits –
you'll like our
QUALITY
and love our
Low Prices!

Colorectal Cancer Facts*

- Colorectal cancer is the 3rd most common cancer in both men and women.
- An estimated 108,070 new cases of colon and 40,740 of rectal cancer are expected to occur in 2008.
- Over 49,960 Americans will die from colorectal cancer in 2008.
- With early detection and treatment, the 5-year survival rate for colorectal cancer is 90%; however, only 39% of colorectal cancers are diagnosed at this stage, mostly due to low rates of screening. After the cancer has spread regionally to involve adjacent organs or lymph nodes, the 5-year survival drops to 68%. For persons with distant metastases, 5-year survival is 10%.
- Regular screening, such as annual FOBT, is recommended for everyone over age 50.

*Colorectal Cancer Facts & Figures 2008. © 2008, American Cancer Society.

EARLY DETECTION
is the Answer

HELENA FOBT
is the Key



CROSS REFERENCE CHART

Product Description	HELENA COLOSCREEN	Beckman Coulter® Hemocult®
1000 Singles Lab Pack	5076	60152
100 Singles Lab Pack	5072	60151
Developer 20 x 15 mL	5077	62115
80 Triples w/Mailer	5073	N/A
40 Triples w/Mailer	N/A	61130
	ColoScreen-ES	Hemocult® Sensa®
100 Singles Lab Pack	5086	64151
80 Triples w/Mailer	5085	N/A
40 Triples w/Mailer	N/A	64130
Developer 20 x 15 mL	5088	64115

To order or for additional information, contact your local medical supply distributor or call Helena Laboratories, toll free 800-231-5663.
www.helena.com

Extra Sensitive

ColoScreen-ES



Need enhanced sensitivity? New ColoScreen-ES quaiac test provides greater sensitivity to minute amounts of blood in the stool. In the presence of blood, a vivid blue color quickly develops, improving readability for easy to interpret results. ColoScreen-ES offers laboratories and doctors' offices a high quality, low cost alternative to Beckman Coulter Hemocult® Sensa®.

EXTRA SENSITIVE	Helena ColoScreen-ES	Beckman Coulter Hemocult® Sensa®
Sensitivity	Equivalent	Equivalent
Specificity	Equivalent	Equivalent
Cost Savings	Up to 30%	

- Enhanced sensitivity to blood in the stool
- Vivid color development for improved readability
- High-quality, low-cost alternative to Hemocult® Sensa®
- Convenient packaging
- Positive and negative monitors

CAT. NO. 5085 ColoScreen-E.S. Take Home Kits

- 80 Take Home Kits, each containing: 1 mailing return envelope with instructions 1 E.S. triple slide with on-slide monitors, 3 applicators and tissues
- 6 x 15 mL bottles of E.S. developer

CAT. NO. 5086 ColoScreen-E.S., 100 Singles

- 100 E.S. single slides with on-slide monitors
- 2 x 15 mL bottles of E.S. developer
- 100 applicators

CAT. NO. 5088 ColoScreen-E.S. Developer, 15 mL

- 20 x 15 mL bottles of E.S. developer

High Compliance

ColoCARE



ColoCARE is the key to high patient compliance, giving you the accuracy you expect from a guaiac slide without the hassles.

With ColoCARE, there's no stool handling, no chemical developers and no laboratory processing. To use, the patient simply places a test pad into the toilet after a bowel movement, watches for a color change, records the observation and returns the reply card provided in the patient kit. The test pad is simply flushed away.

ColoCARE is clean, simple and accurate, dramatically increasing compliance.

HIGH COMPLIANCE	Helena ColoCARE	Beckman Coulter Hemocult®
Sensitivity	Equivalent	N/A
Specificity	Equivalent	N/A
Compliance	Superior	N/A

- Innovative technology
- No fecal sampling
- No laboratory processing
- Patient compliance as high as 90%
- Free physician support materials

CAT. NO. 5651 ColoCARE Take Home Kits

- 50 Take Home Kits, each containing: 3 ColoCARE test pads with instructions, response card, and mailing envelope
- 50 "ColoCARE Dispensed Today" Stickers

CAT. NO. 5650 ColoCARE Screening Pack

- 250 Take Home Kits, each containing: 3 ColoCARE test pads with instructions, response card, and mailing envelope

CAT. NO. 5656 ColoCARE, 100 Singles

- 100 ColoCARE test pads

Lower Cost

ColoScreen



In over 20 years of clinical use, ColoScreen has proven itself to be reliable and effective, with a cost that's 20-30% less than its higher-priced, name-brand counterpart.

For traditional guaiac slide testing you can't beat the price and quality of ColoScreen. After all, why pay more when you can buy the same test for less?

TRADITIONAL	Helena ColoScreen	Beckman Coulter Hemocult®
Sensitivity	Equivalent	Equivalent
Specificity	Equivalent	Equivalent
Cost Savings	Up to 30%	

- Low price alternative to more expensive name-brand counterpart
- Convenient packaging for single and triple slide dispensing
- Tape form for in-clinic digital exams
- Positive and negative quality assurance monitors with every test

CAT. NO. 5073 ColoScreen Take Home Kits

- 80 Take Home Kits, each containing: 1 mailing return envelope with instructions, 1 triple slide with on-slide monitors, 3 applicators and tissues
- 6 x 15 mL bottles of developer

CAT. NO. 5072 ColoScreen, 100 Singles

- 100 single slides with on-slide monitors
- 2 x 15 mL bottles of developer
- 100 applicators

CAT. NO. 5076 ColoScreen, 1000 Singles

- 1000 single slides with on-slide monitors
- 20 x 15 mL bottles of developer
- 1000 applicators

CAT. NO. 5077 ColoScreen Developer, 15 mL

- 20 x 15 mL bottles of developer

CAT. NO. 5078 ColoScreen Developer, 2 mL

- 50 x 2 mL bottles of developer

CAT. NO. 5079 ColoScreen Tape

- Perforated tape segments with monitors
- 2 x 100 test dispenser
- 2 x 15 mL bottles of developer