



# What You Need to Know About Bladder Cancer

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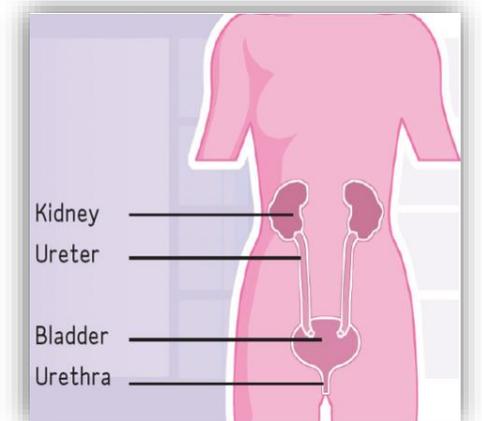
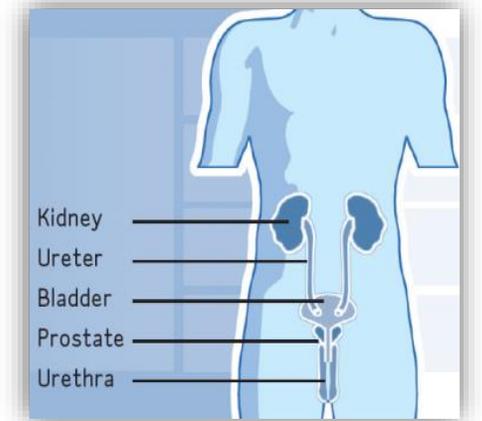
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# When It's About Your Bladder<sup>1</sup>

Your bladder plays an important role in your body by collecting urine from the kidneys, then holding it until you are ready to urinate.

When your doctor suspects that there's a problem with your bladder, he/she may want to:

- examine your bladder more closely to help find the cause of symptoms you are having or to treat or monitor conditions
- inspect the bladder lining more closely for any abnormal growths or suspicious areas that may indicate bladder cancer





# What Is Bladder Cancer?<sup>1</sup>

Bladder cancer occurs when cancer-causing agents become concentrated in the urine and cause cells in the bladder to start growing out of control

- Almost all bladder cancers first develop in the bladder layer that is in contact with urine
- Some can grow into harder-to-treat areas such as deeper bladder layers and bladder wall

The most common sign of possible bladder cancer is blood in the urine



# Risk Factors for Bladder Cancer<sup>1,2</sup>

- **Cigarette smoking** is the #1 cause of bladder cancer
- **Workplace exposure**
  - Dye, textile, tire, rubber, leather, and petroleum workers
  - Painters
  - Hairdressers
- **Age**
  - About 9 out of 10 people with bladder cancer are over age 55
  - The risk increases with age

1. American Cancer Society. Bladder Cancer. <https://www.cancer.org/cancer/bladder-cancer>. Accessed on Sept 9, 2018.

2. Bladder Cancer Advocacy Network. <https://www.bcan.org/knowledge-base>. Accessed Sept 9, 2018.



# How Common Is Bladder Cancer?

Bladder cancer is one of the most commonly diagnosed cancers, with an estimated **80,470** new cases in the US in 2019<sup>1</sup>

**4th**

most commonly  
diagnosed cancer in  
men in the US<sup>1</sup>

**12th**

most commonly  
diagnosed cancer in  
women in the US<sup>2</sup>

There are over **708,000** bladder cancer survivors in the US<sup>3</sup>

1. American Cancer Society. Key Statistics for Bladder Cancer 2019. Website accessed on March 25, 2019.

2. National Cancer Institute. Age-Adjusted SEER Incidence Rates and Trends for the Top 15 Cancer Sites: Females by Race/Ethnicity (Table 1.26). Website accessed on April 11, 2019.

3. National Cancer Institute. SEER Stat Facts: Bladder Cancer 2017. Website accessed on March 25, 2019.



# How Bladder Cancer Is Diagnosed<sup>1</sup>

## Urine cytology test

- Patient provides a urine sample to be tested for abnormal cells

## Radiology tests (two types)

- Intravenous pyelogram (IVP), which uses a contrast dye and an x-ray to evaluate the urinary tract system
- Computed tomography (CT) scan to examine the kidneys, bladder, and the tube that runs between them

## Cystoscopy procedure

- A long, thin tube is inserted into the area where urine leaves the body
- The doctor looks through the tube and then uses a white light to see abnormalities and take samples for further testing



# About White Light Cystoscopy (WLC)

WLC is currently considered the "gold standard" for diagnosing bladder cancer, but it does have an important limitation:

## **Some tumors can be missed under white light**

- Missed tumors
  - can grow and become more dangerous
  - if detected later, may require additional procedures for patients

**However, now there is a way to overcome this limitation**



# Blue Light Cystoscopy with **CYSVIEW**<sup>®</sup> Hexaminolevulinate HCl

Cysview is an imaging agent that makes non-muscle invasive bladder cancer tumors **glow bright pink** under blue light during a cystoscopy. Because the cancer is more visible, urologists can remove it more completely than if they weren't using Cysview.

Cysview is not a replacement for random biopsies. Full Prescribing Information can be found at [www.Cysview.com](http://www.Cysview.com). For more information review the Important Safety Information.



# Cysview Detects More Bladder Cancer<sup>1</sup>

Cysview is clinically proven to detect bladder cancer missed by white light alone

- Administered as a solution directly into the bladder
- Absorbed by cancer cells
- Glows bright pink under blue light

Cysview is used for patients suspected or known to have a certain kind of bladder cancer called non-muscle invasive bladder cancer

1. Cysview® [prescribing Information]. Photocure Inc. Princeton, NJ; 2018.

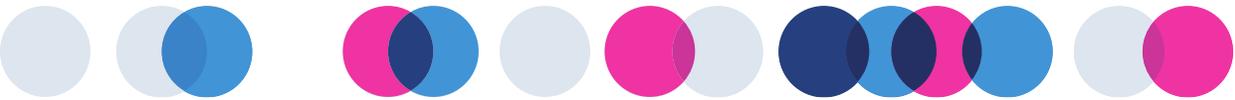


# The Cysview Experience

About one hour prior to a cystoscopy, the bladder cancer patient has about 2 oz of the Cysview solution placed into the bladder via a catheter.

One to three hours later, the urologist conducts the cystoscopy procedure to examine the bladder, first under white light to observe anything suspicious.

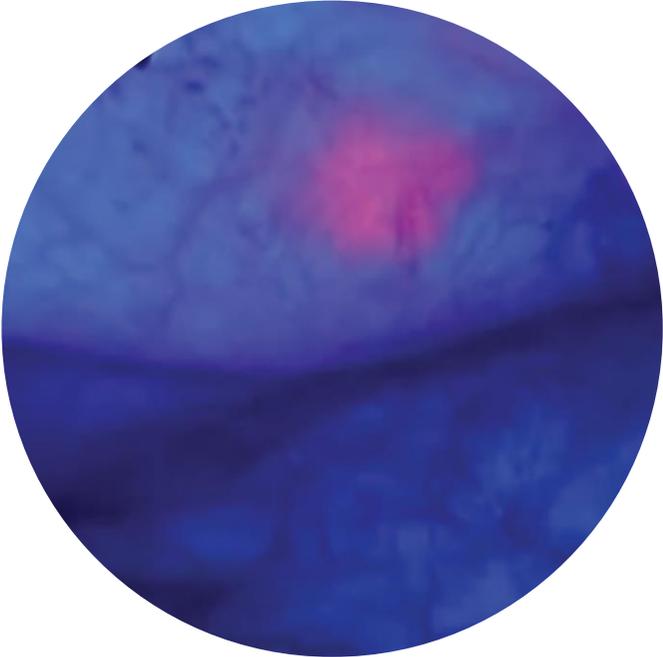
Then, when the urologist switches to blue light, the Cysview causes tumors to glow bright pink, thereby making easier for the doctor to remove affected areas.



# See the Difference



Bladder image using white light



Same image using blue light and Cysview



# Is Cysview Safe?<sup>1</sup>

Any procedure may have some risks. You should consult your doctor regarding the risks and benefits of this procedure.

- The most common patient complaints include bladder spasm and bladder pain, discomfort when urinating, and frequent urination
- Hypersensitivity reactions may occur in some patients

Cysview is not a replacement for random biopsies. Full Prescribing Information can be found at [www.Cysview.com](http://www.Cysview.com). For more information review the Important Safety Information.

1. Cysview® [prescribing Information]. Photocure Inc. Princeton, NJ; 2018.



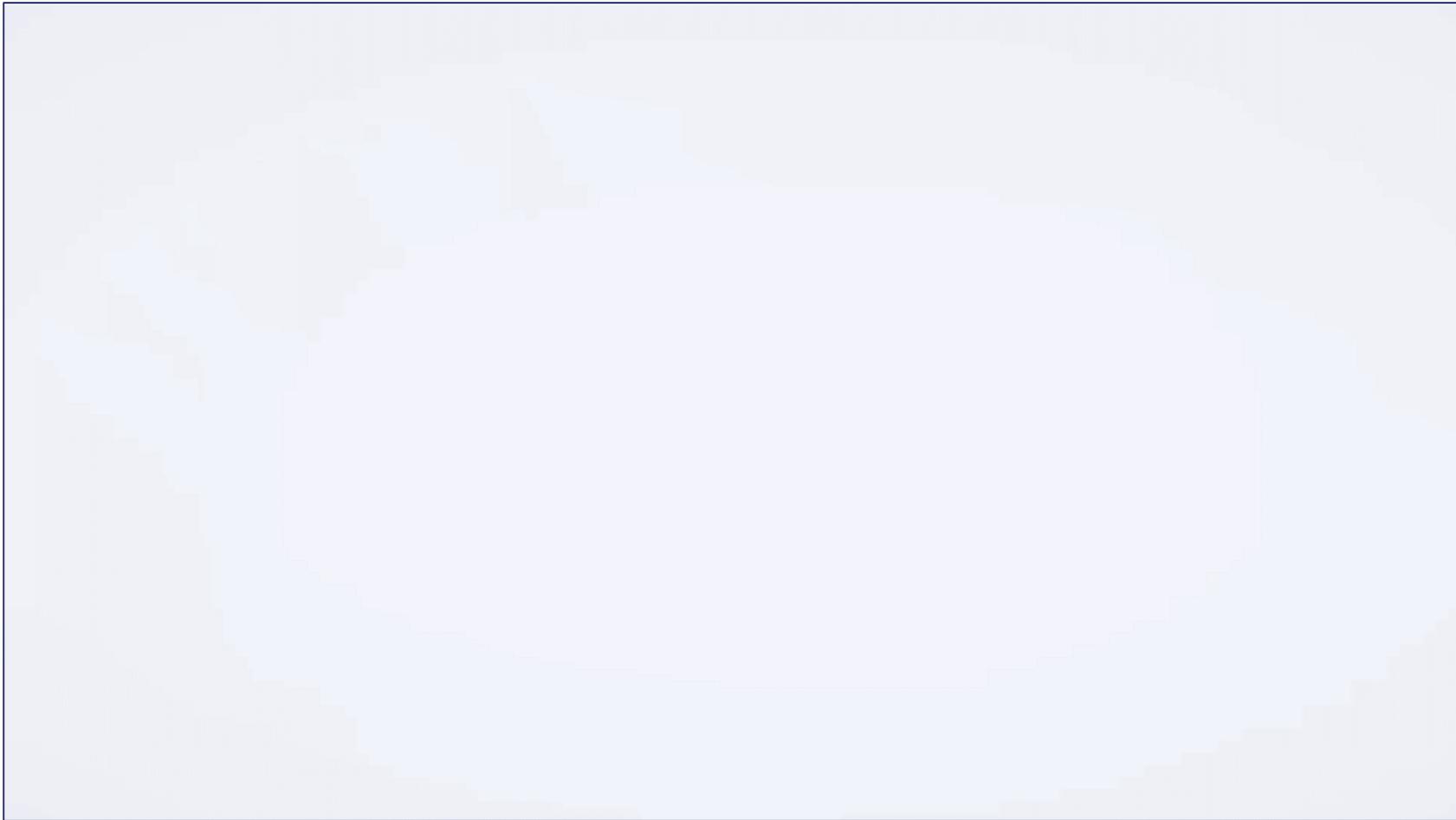
# Can Anyone Get a Blue Light Cystoscopy?

Blue Light Cystoscopy with Cysview is recommended for anyone who is suspected of having or is known to have bladder cancer based on a previous cystoscopy.





# The Cysview Patient Experience





**Ask your Urologist if  
Blue Light Cystoscopy with Cysview  
would be right for you**

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# Additional resources

[www.bcan.org](http://www.bcan.org)

[www.Cysview.com](http://www.Cysview.com)

Photocure Medical Affairs contact:

Telephone: 1-855-CYSVIEW

Fax number: 1-609-799-0816



# Important Risk & Safety Information<sup>1</sup>

Cysview<sup>®</sup> (hexaminolevulinate) is not a replacement for random bladder biopsies or other procedures used in the detection of bladder cancer.

Anaphylactoid shock, hypersensitivity reactions, bladder pain, cystitis, and abnormal urinalysis have been reported after administration of Cysview. The most common adverse reactions seen in clinical trials were bladder spasm, dysuria, hematuria, and bladder pain.

Cysview should not be used in patients with porphyria, gross hematuria, or with known hypersensitivity to hexaminolevulinate or any derivative of aminolevulinic acid. Cysview may fail to detect some malignant lesions. False positive fluorescence may occur due to inflammation, cystoscopic trauma, scar tissue, previous bladder biopsy and recent BCG therapy or intravesical chemotherapy. No specific drug interaction studies have been performed.

Safety and effectiveness have not been established in pediatric patients. There are no available data on Cysview use in pregnant women. Adequate reproductive and developmental toxicity studies in animals have not been performed. Systemic absorption following administration of Cysview is expected to be minimal. There are no data on the presence of hexaminolevulinate in human or animal milk, the effects on a breastfed infant, or the effects on milk production. The development and health benefits of breastfeeding should be considered along with the mother's clinical need for Cysview and any potential adverse effects on the breastfed infant from Cysview or from the underlying maternal condition.

Cysview is approved for use with the KARL STORZ D-Light C Photodynamic Diagnostic (PDD) system. For system set up and general information for the safe use of the PDD system, please refer to the KARL STORZ instruction manuals for each of the components.

Prior to Cysview administration, read the [Full Prescribing Information](#) and follow the preparation and reconstitution instructions.

For more information please [visit Cysview.com](http://Cysview.com).