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# WE'RE THINKING **Pink**

GE Healthcare is supporting advancements in cancer research by donating \$1.00 to the Breast Cancer Research Foundation (BCRF) for every box of GE's Whatman™ lab filtration products purchased during the month of October\*.

**OUR GOAL:** *to raise \$75,000 for breast cancer research*

## Advancing Our Understanding

Ever since cancer emerged, science and medicine have been there uncovering clues along the way. Today, more rapidly than ever, research is revolutionizing our understanding and bringing us closer to a cure. Discover how far we've come.

### 1860

Gregor Mendel pioneers the study of inheritance, forming the cornerstone of modern genetics.

### 1982

BCRF grantee Dr. Robert Weinberg identifies and characterizes the first oncogene and tumor suppressor gene.

### 2011

The number of U.S. cancer survivors reaches an all-time high of nearly 12 million.

### 2500 B.C.

The first description of cancer is recorded in an ancient Egyptian scroll.

### 1953

James Watson and Francis Crick hypothesize the double helix as the molecular structure of DNA.

### 1994

BCRF grantee Mary-Claire King discovers the location of the BRCA 1 gene and uncovers its role in breast cancer.

# WHY BREAST CANCER RESEARCH?

INVESTING IN RESEARCH PRODUCES REAL RESULTS.

From exploring ways to prevent the disease to learning why some families are more susceptible, we know more about breast cancer today than ever before. Research is improving care, producing better outcomes and transforming lives—every day.

Check out the progress and impact BCRF is having on breast cancer research at:

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



**GE Healthcare makes a difference.** GE's Whatman™ lab filtration products are used in labs around the globe supporting critical work in areas from cancer research to drug discovery and development. Request a product sample at:  
[www.gelifesciences.com/whatmanfilterselector](http://www.gelifesciences.com/whatmanfilterselector)

*\* This program is sponsored by GE Healthcare and all donations will be made by GE Healthcare. Whatman purchases placed thru any of our GE Healthcare Life Sciences participating partners in the U.S., Canada, and Puerto Rico, between October 1st – October 31st 2017 are eligible.*

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