

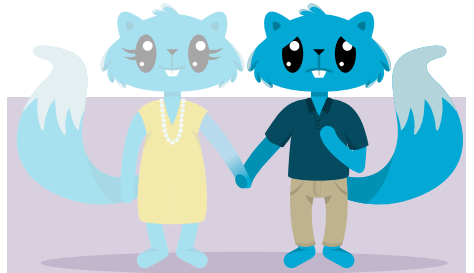
Did you know that...



89%
OF CANADIANS
aged 55 to 75 consider
themselves in good health.



73%
**OF CANADIAN
BABY BOOMERS**
take medication continually,
using an average of
**3.5 DIFFERENT
MEDICATIONS.**



**ONE IN TWO
CANADIANS**
will develop cancer,
with a 90% probability
of a positive diagnosis
after age 50.



26%
OF CANADIANS
believe they have a high
risk of developing cancer
over the next 20 years.



68%
OF THOSE
diagnosed with cancer
survive their disease.



58%
OF THOSE
diagnosed with
cancer are retired.

Do you have the financial means to cover the costs associated with cancer?

Sources: Léger Marketing survey, Canadian Cancer Society, Media factsheet: Canadian Cancer Statistics: 2018 special report