

Press Information

Bowel cancer – time to test at an earlier age

measure: the UK's first and only digital, home test kit gives a fuss free result in checking for bowel cancer

Bowel cancer is on the increase among young people, according to new research^{1,2}, and expanding waistlines are thought to play a role in the rise, especially in women³. The new studies^{1,2,3} have shown an annual increase of six per cent between 2008 and 2016 in 20-39 year olds who have been diagnosed with bowel cancer.

The news comes as the UK's original and only digital test for bowel cancer – **measure** – has been re-launched following a recent takeover by Oxford University spin-out company Oxford MESTar which has been able to mass produce the ground-breaking test.

Following its hugely popular launch in 2014, the **measure** Bowel Health Test remains the UK's only digital home testing kit for the early stages of bowel cancer, and offers significant improvement over current screening products. **measure** is a discreet, fuss-free, at-home test that makes it simple and easy for individuals to self-check for early indications of bowel cancer and other gastrointestinal problems.

Using proprietary electrochemical technology, the **measure** Bowel Health Test is a safe, clean and reliable way to test your bowel health in the privacy of your own home. It checks for Faecal Occult Blood (FOB), which is low level bleeding invisible to the human eye. This is an early indicator of various gastrointestinal diseases including bowel cancer and stomach ulcers. In just three simple steps the user will obtain results, clearly displayed with simple LED symbols.

GP and author Dr Ellie Cannon commented: "Since its original launch, I've been very interested in **measure** bowel health test and I'm pleased to see that it has returned and is now available more widely. We know early diagnosis for bowel cancer increases survival rates, but many believe this is an 'older' person's disease. In fact bowel cancer can affect any adult although it is more common over 50 and the national screening programme starts for most people at 55. "

"The **measure** Bowel Health Test offers a discreet and clean test as there's no messy handling or sample storage. You can do this at home and it will pick up potential health issues to be discussed with a GP promptly. In terms of preventative measures, it's vital to remember that dietary and lifestyle factors are also important. Having a diet full of fibre, eating less processed meat, exercising regularly and not smoking have all been proven to help reduce the risk of bowel cancer," Dr Cannon confirms.

¹ Research presented by the Erasmus medical centre in Rotterdam, 2018

² <https://academic.oup.com/jnci/article/109/8/djw322/3053481>

³ <https://jamanetwork.com/journals/jamaoncology/article-abstract/2705608>

⁴ <https://www.nhs.uk/conditions/bowel-cancer-screening/fob-test/>

⁵ <https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/bowel-cancer>

The **measure** Bowel Health Test has been designed to give users a hygienic, fuss-free experience and includes a simple and disposable stool collection sheet and sampler. To give them maximum confidence in the overall result, it offers triplicate testing (the same as the NHS testing standard⁴) plus in-built error detection. The device electrochemically analyses samples from three separate bowel movements and then provides clear digital displays of whether bleeding is detected or not and the recommended follow-up actions outlined.

A donation from the sale of each **measure** Bowel Health Test will go to Bowel and Cancer Research, a charity dedicated to funding innovative research into bowel cancer and other bowel diseases.

Chief Executive of Bowel & Cancer Research, Deborah Gilbert, welcomed the takeover by Oxford MESTar to ensure the product is available widely across the UK.

“It’s fantastic that **measure** continue to support Bowel & Cancer Research by donating a proportion of the sale of each testing kit to our charity, especially in light of the increased incidence of bowel cancer reports in young people. There is evidence to show that regular bowel screening can reduce bowel cancer deaths by about 16% and given the significant difference in survival between late and early diagnosis, catching the disease early is a major weapon in our armoury. “

Measure is available online at measurebowelhealth.com, and via Amazon priced at £34.99 (ex. delivery). Each kit includes instructions for use, one digital reader, and three cartridge and sample collection kits for analysis of three consecutive bowel movements.

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For further press information, images, samples, case studies or interviews, please contact **Eye PR** on **0203 780 4641** Andrea Kilbride andrea@eyepr.co.uk 07801 548967 or Kerry Milliken Kerry@eyepr.co.uk 07799 714006

NOTE TO EDITORS

Bowel Cancer and Bowel Disease⁵:

- Bowel cancer affects 41,000 people a year in the UK. It is the third most common cancer in men and women. Surgery is the only definitive cure.
- 16,000 people in the UK die from bowel cancer every year, which is one person every 30 minutes. Bowel cancer takes more lives than any other cancer, with the exception of lung cancer.
- Though it is one of the easiest cancers to cure, only half of those with bowel cancer survive five years after diagnosis, making it the second biggest killer. If caught early when surgery can be effective, survival rates increase to approximately 80%.

About Oxford MESTar

Oxford MESTar Ltd is a spin-out company from the Institute of Biomedical Engineering at the University of Oxford developing new handheld in vitro diagnostic devices to empower patients and meet the needs of medical professionals. The company is also working on new technologies in cell therapy and regenerative medicine.

About Bowel & Cancer Research

Bowel & Cancer Research is a registered charity (no. 1119105) and leading bowel research authority. It funds the best science nationally, shining a light on new ideas and supporting our future experts through a dedicated PhD studentship programme. Much of its funding is made possible through the generosity of its individual supporters; it receives no funding from government [bowelcancerresearch.org.uk](https://www.bowelcancerresearch.org.uk)

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