

PREVENTION IS GOOD EVEN FOR THE WELL

More advanced than a traditional magnetic resonance (MR) examination, DWB is the product of years of research that have seen it established as a leading diagnostic technique in cancer patients; but it is performed only in highly specialized centres because it requires an expensive, sophisticated MR scanner, and a team of specialized radiologists with the experience essential for the interpretation of the images.

DWB has been performed at the **European Institute of Oncology (IEO)** in Milan since 2009, where it is used primarily for research and for cancer patients.



With time, the enormous potential of DWB for **preventing tumours in healthy individuals** has become clear through its ability to depict small lesions, its non-invasive nature and safety. Currently, DWB is used to prevent tumours in healthy individuals only in a few pioneering centres worldwide. DWB does not substitute for public health screening programs. Those who want to do more for their health than follow standard screening can now undergo a **Diffusion Whole Body** examination.

DWB IN BRIEF

- A non-invasive examination of the entire human body, without using radiation and without contrast agent
- Performed using latest generation MRI equipment
- A fast examination (about 30 minutes), without discomfort or pain
- Provides highly accurate diagnosis, thanks to multi-planar and three-dimensional morphological and functional images
- Able to detect tumours as small as 3-4 millimetres in diameter

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FOR INFORMATION AND TO BOOK
AN APPOINTMENT

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ASC Italy S.r.l. (Advanced Screening Centers - ASC) has its origin in the passion and commitment of a **group of entrepreneurs** who have long been leaders in the fight against cancer. They have embraced the idea, widely shared in the medical and scientific communities, that the cure of many tumours is best achieved through prevention in healthy people. Years of research by leading medical scientists and radiologists at the **European Institute of Oncology (IEO)** has led to the development of **Diffusion Whole Body (DWB)**, a non-invasive examination performed using the latest generation MRI technology, that permits exploration of the human body in a few minutes with a resolution that allows tumours as small as a few millimetres to be identified without using radiation or contrast agent.



Today DWB is available at the **ASC Centre** in Castelli Calepio, in the Italian province of Bergamo. ASC's goal is to play an active role in promoting the culture of cancer prevention. To do so, our company statutes specify that profits will be re-invested to create of other centres in Italy and to reduce the cost of the examination in order to make it as widely accessible as possible. ASC aims to introduce **advanced cancer prevention** into the normal lifestyle of healthy individuals.

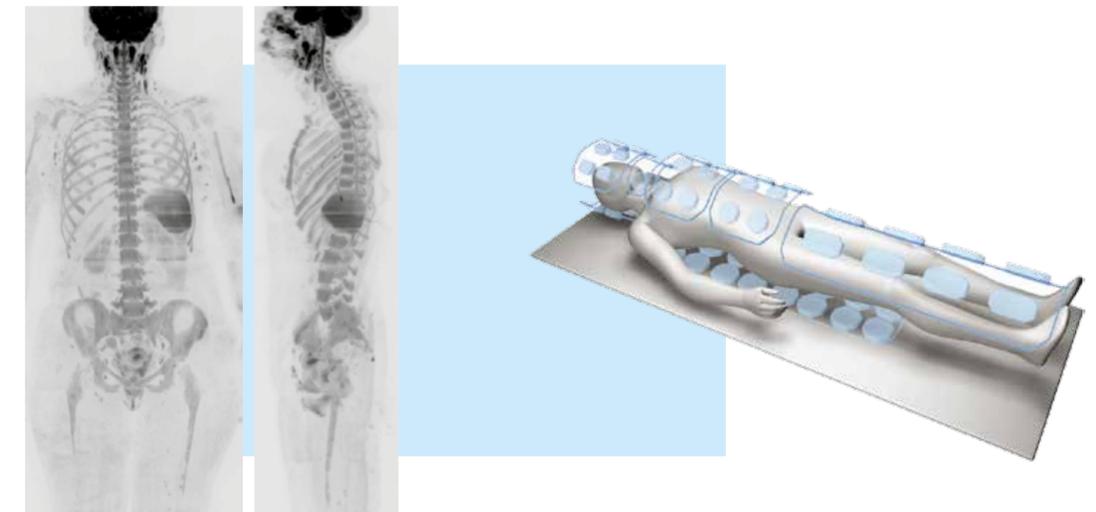
The clinical activity of **ASC** will be overseen by two specialist radiologists who fostered the experimental use of **Diffusion Whole Body** in Italy through international collaborations based at the **European Institute of Oncology (IEO) in Milan**.



ADVANCED TECHNOLOGY SERVING HEALTH

Diffusion Whole Body (DWB) is a cutting-edge, non-invasive diagnostic examination that uses latest generation magnetic resonance imaging equipment to produce detailed, panoramic, three-dimensional images of the entire human body, thus facilitating the identification even of just a few millimetres in size, **without the use of radiation or contrast agent**.

DWB provides high-resolution **images sensitive to the microscopic diffusion of water molecules**, in which hypercellular tissues (typical of tumours) are much brighter than the surrounding tissues. The acquired images are processed on a dedicated computer to generate three-dimensional, multi-planar reconstructions of the entire human body that permit specialized radiologists to identify even small tumours.



Thanks to the **Diffusion Whole Body** examination, it is possible to diagnose asymptomatic tumours, including those that are not usually the target of conventional screening programmes.

A SAFE, SIMPLE, RELIABLE EXAMINATION

A DWB examination lasts roughly 30 minutes, without discomfort or pain for the person being examined. As no specific preparation is required, there is no fasting, medication, or enema; and once completed, one can return to normal activity without restrictions.