



OF ALL *bowel cancer* CASES IN THE UK



CAN BE ATTRIBUTED TO EATING PROCESSED AND UNPROCESSED **RED MEAT**

FOR PEOPLE WHO CONSUME A DAILY HELPING OF *processed meat* THE RISK OF **CANCER DEATH** IS ELEVATED BY

16%

MORE THAN
40,000
new diagnoses of
COLORECTAL CANCER
in the UK alone
EVERY YEAR

AT LEAST **TWO** STUDIES FOUND THAT EATING PROCESSED RED MEAT CAN AS MUCH AS *double* YOUR CHANCES OF DEVELOPING **BOWEL CANCER**

BOWEL CANCER
IS THE
3rd

MOST COMMON CANCER
IN THE UK, FOR BOTH
MEN AND WOMEN

ONLY 54%

OF PEOPLE
DIAGNOSED WITH
BOWEL CANCER SURVIVE FOR
FIVE OR MORE
YEARS