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People with the inherited condition known as Lynch syndrome predisposes them to a range of cancers. However, they may avoid developing colon cancer by taking a daily aspirin. Although researchers found that aspirin's colon cancer-fighting benefit exerted itself only after several years, it could have widespread implications for the general population. Colorectal cancer is the second leading cause of cancer deaths in both the United States and Europe, where a total of 560,000 people develop the disease each year. Some scientists think that aspirin reduces the risk of developing colon cancer by blocking the enzyme cyclooxygenase2 (COX-2), which is found in high levels in tumors. Others think that aspirin combats faulty stem cells before they mutate into cancer cells.

Aspirin continues to provide new benefits. At BAYBERRY PHARMACY we believe our customers should be informed about the latest pharmaceutical findings and how they may be affected. In addition to prescription and over-the-counter medicines, we also carry nutritional and herbal supplements, sports medicines, and specialty medical supplies. Did you know you may qualify to receive your diabetic supplies and shoes with little or no out-of-pocket expense? We file Medicare, Medicaid, and some private insurances. We are located at 8 Jefferson Parkway, West Groton. You can reach us at 255-7800. We will handle all the necessary paperwork for your comfort and convenience.

The Red Cross Blood Drive will be at the High School all week from 10-5. HINT: Aspirin's potential benefits are offset by its propensity for causing stomach upset. Hence, no one should take daily aspirin without consulting with a physician. ATTRACTIVE HEADER ESTABLISHES YOUR TRADEMARK

YOUR BY-LINE AND ATTENTION GETTING HEADLINE

#### TIMELY COPY WRITTEN IN A FRIENDLY AND INFORMATIVE MANNER PERTAINING TO YOUR PROFESSION

#### LEAVING OUT ALL CONTROVERSIAL MATTERS!

## CLOSING PARAGRAPH WRITTEN SPECIFICALLY FOR YOUR PROFESSION OR BUSINESS

### LOCAL ITEMS ABOUT LOCAL NAMES AND EVENTS

#### AN ADDITIONAL ATTENTION-GETTER

