



Longbow Company Profile

pwbHealth

Providing a hand held retail device that emits a bright red light to shine through the breast to illuminate the tissue and give the user the opportunity to view abnormalities.

PWB Health & the BreastLight

PWB Health Ltd (PWB) was established to bring novel consumer healthcare products to market. The first product, called the BreastLight is a device that helps women with routine self examination for abnormalities or lumps on their breasts.

The product works by highlighting the presence or absence of angiogenesis. Angiogenesis is the chaotic mass of blood vessels that appear in the region of a tumour to supply it with an adequate supply of nutrients and oxygen with which to feed its growth. Importantly angiogenesis is essential to any cancer and can be seen through the tissue when highlighted. The product is protected by a patent which describes the use of a battery operated handheld device for examining living tissues by shining light through the tissue.



Market

Women are advised to examine their breasts every month and look for changes or lumps that can emerge. This is typically done manually, but research suggests that a high percentage of women are not confident in their ability to do this properly. In the US and UK, women over 50 are encouraged to have a mammogram every 3 years in order to screen for possible abnormalities. Mammograms are not 'diagnostic', but they can detect most cancers. The combination of regular personal examinations and mammograms has significantly increased the chances of patient survival and reduced the number of mastectomies by detecting the cancer before it is too late.

Worldwide there are more than 1m women diagnosed with breast cancer every year, accounting for one tenth of all cancers and 23% of female cancer cases. In Europe alone there are 361,000 new cases and 210,000 in the USA every year. Breast cancer is more prevalent in women over 50 years old. This is because of a likely link between hormone levels and breast cancer, with menopause being the trigger for hormone changes.

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