

Don't Swallow Your Discomfort

HOUK
HEARTBURN
CANCER UK

Is it really
only Heartburn?

Learn how **persistent heartburn** can be **#MoreThanJustHeartburn**

Oesophageal cancer is the **7th deadliest cancer in the UK¹**

The longer you have persistent heartburn, the higher your risk of developing oesophageal cancer²

In 2020, around **70%** of newly diagnosed oesophageal cancer cases occurred in men³



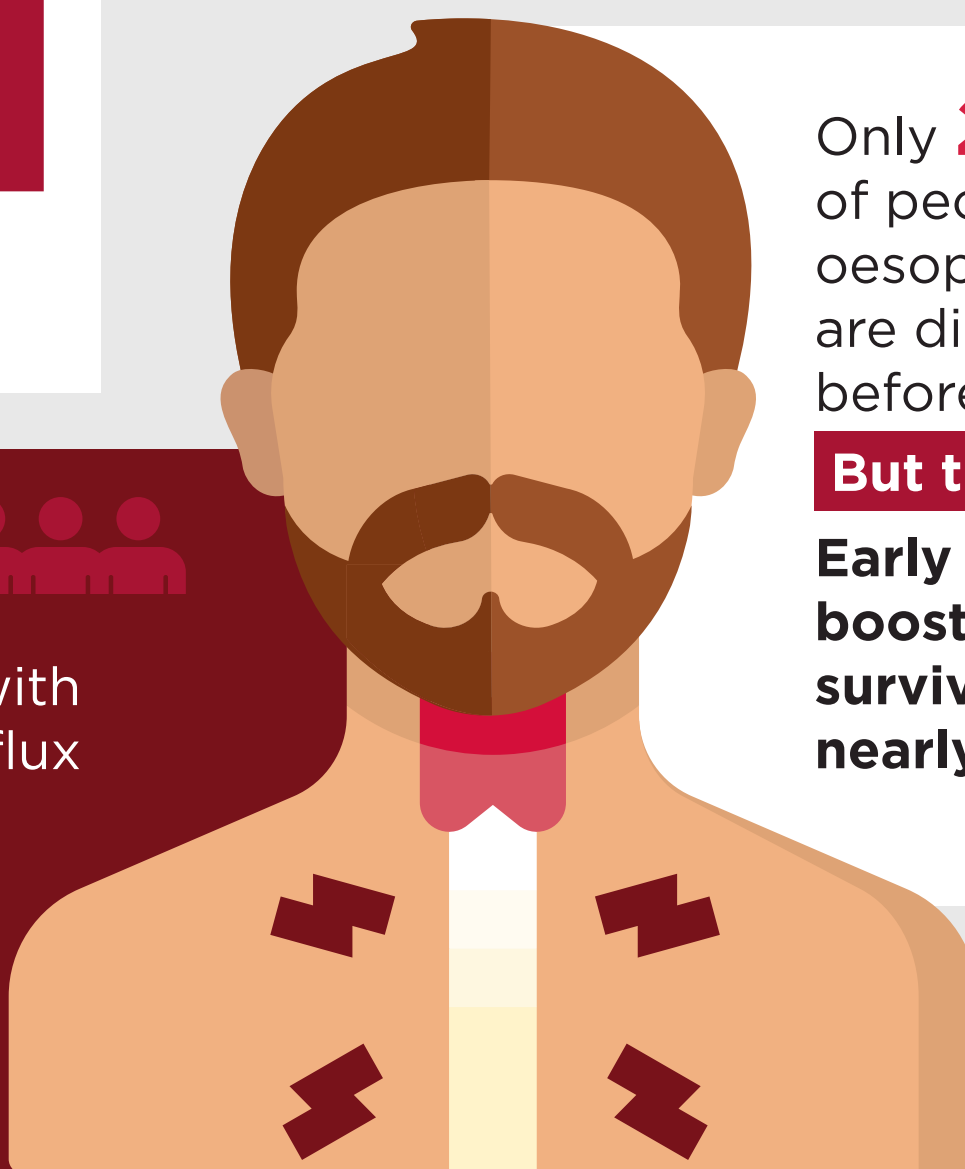
By 2040, oesophageal cancer rates are projected to rise by over **60%³**

Only **25%** of people with oesophageal cancer are diagnosed before it spreads⁴

But there is hope

Early diagnosis boosts 5-year survival to nearly 65%⁵

1 in 10 people with gastro-oesophageal reflux disease will develop Barrett's oesophagus, the only known precursor for oesophageal cancer^{6, 7}



For more information, please visit HeartburnCancerUK.org



References: **1.** Oesophageal cancer statistics. Cancer Research UK. Available from: <https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/oesophageal-cancer>. [Accessed January 2025]. **2.** Lagergren J et al. Symptomatic gastroesophageal reflux as a risk factor for esophageal adenocarcinoma. N Engl J Med. 1999;340(11):825-831. **3.** Liu C-Q et al. Epidemiology of esophageal cancer in 2020 and projections to 2030 and 2040. Thorac Cancer. 2023;14(1):3-11. **4.** Esophageal Cancer. Cleveland Clinic. Available from: <https://my.clevelandclinic.org/health/diseases/6137-esophageal-cancer>. [Accessed January 2025]. **5.** Survival for oesophageal cancer. Cancer Research UK. Available from: <https://www.cancerresearchuk.org/about-cancer/oesophageal-cancer/survival>. [Accessed January 2025]. **6.** Oesophageal cancer. NHS inform. Available from: <https://www.nhsinform.scot/illnesses-and-conditions/cancer/cancer-types-in-adults/oesophageal-cancer/#causes-of-oesophageal-cancer>. [Accessed January 2025]. **7.** Iyer P.G. and Chak A. Surveillance in Barrett's esophagus: challenges, progress, and possibilities. Gastroenterology. 2023;164(5):707-718. Charity Registration Number: 1136413