

Early cancer detection in the spotlight in the wake of actor Chadwick Boseman's tragic death

New technology offers hope for early detection and survivability

The recent passing of Black Panther star Chadwick Boseman at only age 43 from colon cancer has shone the spotlight again on this deadly disease. Many are asking why we cannot detect and cure cancer. Surely if we find it early it can be cured? Cancer is a terrible disease that now kills one in six people globally. In 2017 cancer killed 9.6 million people. The statistic alone is staggering but the sad part is, with early detection many cancers could be treated and cured. The problem is a lack of awareness that results in a lack of early testing.

One company is hoping to change that with their next generation "10 in 1" early stage cancer blood test called Aristotle®.

That company is StageZero Life Sciences Ltd. (TSX: SZLS). StageZero is best known for their early stage cancer testing. In particular their Aristotle® "10 in 1" blood test to detect any of 10 early stage cancers. Using their diagnostic expertise, in 2020 StageZero also successfully began doing COVID-19 testing.

StageZero Life Sciences is able to screen for cancer and test for COVID-19

 <p>Cancer Doesn't Stop For Anything. Neither do We.</p> <p>Our next-generation blood test (Aristotle™) is a panel for the early detection of 10 cancers from a single sample of blood. Aristotle was recently selected for online publication at the 2020 annual meeting of the American Society of Clinical Oncology (ASCO).</p> <p>LEARN MORE</p> <p>(TSX:SZLS)</p>		 <p>COVID-19 Testing Is Now Available</p> <p>As a CLIA certified, CAP accredited laboratory, we are uniquely qualified to provide testing during the COVID-19 pandemic. We offer COVID-19 PCR and Antibody testing for employers and organizations through our telehealth platform.</p> <p>LEARN MORE</p> <p>(TSX:SZLS)</p>
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Source

Aristotle® 10 in 1 cancer screening

Aristotle® is a panel for simultaneously screening for 10 different cancers from a single sample of blood. Aristotle® has been built on StageZero's proprietary mRNA technology platform, which was validated in more than 10,000 patients for the development of the first liquid biopsy for colorectal cancer (ColonSentry®).

Aristotle® is the result of 15 years of development and StageZero believes its test is more accurate and better than standard cancer screening tests. It also has the advantage of screening for ten cancers in one test, compared to competitors' single test/single cancer detection. It is little wonder that StageZero chose the name 'Aristotle' after the Greek philosopher, as it means 'best' in Greek.

StageZero expects to begin commercializing their Aristiotle® test by the end of this year. Examples of the cancers covered by the Aristotle test include colo-rectal (bowel), bladder, prostate, liver, nasopharyngeal, stomach, breast, ovarian, cervical, and endometrial cancers.

StageZero Life Sciences Aristotle® has very high accuracy testing for 10 cancers in 1 blood test



Source

Given that Aristotle® is still relatively new, one of the challenges is increasing awareness both among the medical community but also among potential patients to inform them that there is now a new and very effective way to do an early screening for not one, not two, but TEN cancer tests in one simple blood test.

Step by step, the word is beginning to get out about StageZero's revolutionary 10 in 1 cancer screening test. For example, an abstract entitled "Aristotle: A Single Blood Test for Pan Cancer Screening" was selected for online publication at the annual meeting of the American Society of Clinical Oncology ("ASCO").

StageZero has a growing network of partners including those on the telehealth platform such as with 10,000 mobile phlebotomists, physician groups, and small and large businesses such as Mercer. Ironically, COVID-19 has helped accelerate the number of new partners and awareness for StageZero's products.

Applying the technology to COVID-19 testing

In April 2020, in response to the COVID-19 pandemic, StageZero announced that they will offer both the PCR-based nucleic acid tests as well as qualitative antibody testing for COVID-19. Since that time StageZero has initiated COVID-19 testing with both PCR and antibodies, with initial interest received by the company represented by approximately US\$18m+ in revenue. Other StageZero achievements include:

- Beckman Coulter received the EUA from the FDA for its SARS-CoV-2 IgG Antibody Test.
- Partnered with 5 initial groups.
- City of Alpharetta offered StageZero COVID-19 testing to its first responders.
- Partnership with UDo Test connected the Company to a network of 50,000 physicians.

- Mercer VIP Program included StageZero COVID-19 testing and connected the company to numerous employers who have ordered tests. StageZero is now a preferred lab for Mercer.

StageZero has been busy raising capital to support the above recent activities and expansion. In late June StageZero successfully raised C\$4.6m from an equity placement. The funds will be used for hiring staff, purchasing equipment, test reagents, and consumable materials (for COVID-19 Tests and Aristotle®).

Closing remarks

There is little doubt that early screening for cancer can save lives. Even better is if a patient can be tested for 10 cancers all in 1 simple blood test. It makes routine screening ten times more worthwhile and it may just help to save your life, your relative's life, or a celebrity's life.

StageZero is steadily gaining awareness and distribution of their COVID-19 and soon Aristotle® cancer screening test with plans to commercialize Aristotle® by end 2020. The fact that they are also currently providing COVID-19 screening is both boosting revenues and awareness about StageZero. StageZero has potential for revenues to surge in 2020 and beyond as their testing and screening tests potentially become more widely used. The company is cashed up after a June C\$4.6m capital raise.

The current market cap of StageZero is just C\$35m. Analyst price target is C\$0.50, which is well above the current stock price of C\$0.09. StageZero Life Sciences is a very exciting company at a very exciting time in their development. They have huge potential to help society and at the same time be a big winner for early investors. Don't miss this one.

Further learning

- James Howard-Tripp on applying StageZero's cancer diagnostics expertise to COVID-19 testing
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StageZero Life Sciences teams up with resources giant Mercer to detect cancer early

As coronavirus is getting all the attention right now there is another disease that is far more deadly. It killed **9.6 million** people in 2017, and **every sixth death is because of this disease** globally. That disease is Cancer. The sad part is many of these deaths can be prevented if detected and treated early. This is why the world badly needs companies such as StageZero Life Sciences to succeed.

StageZero Life Sciences Ltd. (TSX: SZLS) is a Canadian company focused on developing and commercializing diagnostic tests for early detection of cancer. StageZero has developed the 'Sentinel Principle' platform technology which determines biomarkers from whole blood. StageZero's Aristotle® test is being well received as it is a panel for simultaneously screening for 10 cancers from a single sample of blood with high sensitivity and specificity for each cancer. The Aristotle® platform has been validated on 10,000 patients and used to develop the first liquid biopsy for colorectal cancer.

StageZero's Aristotle can test for 10 cancers from a single blood sample

1 Test - 10 Cancers - Unlimited Possibilities



Our next-generation test, Aristotle®, is a panel for simultaneously screening for 10 cancers from a single sample of blood. Aristotle has been built on our proprietary mRNA technology platform, which was validated in more than 10,000 patients for the development of the first liquid biopsy for Colorectal Cancer (**ColonSentry®**).

Colorectal, Prostate, Cervical, Endometrial, Breast, Ovarian, Liver, Bladder, Nasopharyngeal, and Stomach Cancer.

StageZero to join with global health and benefits marketplace leader Mercer to help screen for cancer

In recent news, StageZero announced: “StageZero Life Sciences to participate in Mercer’s new vendor database in the U.S.” The purpose is for Mercer Consultants to be able to do streamlined health and benefits vendor research on behalf of their clients in the U.S.

This is a big deal as Mercer is a world leader in the health and benefits marketplace, delivering innovative solutions that address the health and wellness needs of organizations and their employees. Mercer’s clients include a majority of the companies in the Fortune 1000 and FTSE 100. Mercer is also reported to be the world’s largest global asset manager with over US\$300 billion outsourced and US\$15 trillion under advisement in total. Mercer’s more than 25,000 employees are based in 44 countries, and the firm operates in over 130 countries.

James Howard-Tripp, Chairman and CEO of StageZero, stated:

“The improved availability of our solution information to Mercer Consultants may help increase our exposure with employers in the U.S. We are very excited to be included in this valuable platform to connect with Mercer consultants.”

Early stage cancer detection helps you become a cancer

survivor



Closing thoughts

As the world focuses its attention on the coronavirus and billions of dollars are wiped from global markets, should we not ask why we are not using StageZero's 10 in 1 early cancer Aristotle® test. Mercer clearly thinks it is a good idea.

For investors with foresight, we should be able to envisage the day that everyone over 50 should undergo the Aristotle test. If that was to happen then StageZero would suddenly be overrun with orders and anyone who bought the stock now could be investment winners.

Certainly, the latest news of StageZero teaming up with one of the world's largest human resources companies may be the catalyst to get things moving. At the current market cap of just C\$9 million, the upside for StageZero Life Sciences could potentially be very rewarding.

StageZero's early cancer detection tests and telehealth platform are growing fast

Cancer is a terrible and common disease. According to the WHO: "One in 5 men and one in 6 women worldwide develop cancer during their lifetime; and one in 8 men and one in 11 women die from the disease." Experts all agree early detection is the key. I know from personal experience in my family that two lives have already been saved from detecting cancers early.

StageZero Life Sciences Ltd. (TSX: SZLS) is a Canada-based company focused on developing and commercializing molecular diagnostic tests for early detection of cancer. StageZero has developed the 'Sentinel Principle' platform technology which determines bio-markers from whole blood.

StageZero's diagnostic tests

Aristotle® is a panel for simultaneously screening for 10 cancers from a single sample of blood with high sensitivity and specificity for each cancer. The Aristotle® platform has been validated on 10,000 patients and used to develop the first liquid biopsy for colorectal cancer.

Chairman and CEO of StageZero Life Sciences, James Howard-Tripp, stated: "There is significant interest in being able to screen easily and routinely for multiple cancers, and our tests meet this need." Other StageZero diagnostic tests for early cancer detection include ColonSentry, BreastSentry, Prostate Health Index, and Early CDT-Lung.



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**The Answers You Need...
Without the Wait.**

Order Your Test. Get Your Results. Know Your Risk.

StageZero expands partner agreement with Oncore Pharma

StageZero has now expanded its multi-year licensing agreement with Oncore Pharma Inc., a company that specializes in the research, development, and commercialization of oncology (cancer) products and services. In addition to the current agreement to commercialize ColonSentry® under an exclusive 5-year licensing agreement, Oncore Pharma will now add StageZero's BreastSentry and the Prostate Health Index to its portfolio of offerings. With two new products on offer through Oncore Pharma, test numbers should rise significantly. StageZero's diagnostic tests in Q3, 2019 were ~1,500.

Under the terms of the agreement, StageZero will receive a fee for processing and reporting of the tests and has received 1 million common shares of Oncore Pharma and will receive a special royalty payment equal to 10% of Oncore's yearly profits. Oncore Pharma's partner in the Benelux countries of Western Europe, BodyCheck NL, has indicated they will initiate

testing during the first quarter of 2020.

Martin Verronneau, the President and CEO of Oncore Pharma Inc., stated: “We created Oncore Pharma to focus specifically on research, development and commercialization of oncology products and ColonSentry is exactly the type of diagnostic test the market needs and our customers demand.”

StageZero expands its telehealth network

‘Telehealth’ allows long-distance patient and clinician contact, care, advice, reminders, education, intervention, monitoring, and remote admissions.

StageZero’s telehealth network can be used by patients to get the test ordered via a physician, then have their blood drawn at a nearby lab or in the comfort of their home, and then receive their test results online. Patients with elevated scores are encouraged to do a follow up with a telehealth physician online or over the phone to discuss results.

StageZero recently expanded its reach by signing new contracts with ARCPoint Labs and Phleb-Finders to build StageZero’s blood draw network to 500 locations and 10,000 mobile phlebotomists.

The telehealth program is beginning to show significant patient adoption as the program puts the patient in control by providing a convenient and private process for getting tested. The telehealth market is growing rapidly from a market of US\$49 billion in 2018 to a projected market of US\$266 billion by 2026, with 66% of Americans willing to use a telehealth platform.

How telehealth works for StageZero’s clients



StageZero also has its own laboratory. Their CAP-accredited and CLIA certified laboratory offers the ColonSentry® test as well as licensed biomarker tests for lung, breast and prostate cancer.

I am expecting big things from this company both as an investment and also as they are helping save lives by detecting cancer early. Q1 2020 should see a steady rise in diagnostic tests as the Oncore Pharma deal kicks in.

One test, ten cancers, unlimited possibilities – should be a big hit!

One test, ten cancers, unlimited possibilities. A new way to screen for many cancers all in one go should be a big hit.

StageZero Life Sciences Ltd. (TSX: SZLS) is dedicated to the

early detection of cancer and multiple disease states through whole blood examination. StageZero's next-generation test, Aristotle® is a panel for simultaneously screening for 10 cancers from a single sample of blood.

StageZero – Ten cancers detected from just one test

Aristotle is built on a proprietary mRNA technology platform, which has been validated in more than 10,000 patients for the development of the first liquid biopsy for colorectal cancer. For years the healthcare community has been waiting for a test that can find ovarian and other cancers early. That wait is now over.

StageZero's Prostate Health Index

This past September was prostate cancer awareness month and StageZero participated in a direct consumer marketing campaign awareness program. There are over 3 million men living with prostate cancer in the U.S. with 1 in 9 men being diagnosed in their lifetimes. Deploying both paid organic search and social media campaigns, the program was designed to create awareness for the Prostate Health Index. Approved by the FDA the Prostate Health Index is a blood test that can help differentiate prostate cancer from benign conditions in men with elevated PSA that will help both patients and their physicians decide if a prostate biopsy is indicated.

James-Howard-Tripp, CEO of StageZero Life Sciences states: "We were delighted to see the amount of interest this generated in such a short period of time."

The campaign featured a select number of Facebook and Google ads targeting patients looking for more information on prostate cancer and prostate health. During the September period, StageZero inspired the interest of over 150,000 people searching for more information on prostate cancer resulting in more than 6,700 prospective patients hyper-linking through to the companies landing pages (2.6% Facebook and 8.5% Google ads

compared to the industry average of 2.5%).

StageZero CEO James-Howard-Tripp continues: "This is exciting. We are engaging directly with a large number of consumers for the first time and helping to educate and empower patients who fall into the diagnostic gap of prostate cancer screening."

StageZero is in the process of contacting potential patients who asked about having the test done. Those that completed the intake form will have their information reviewed in a HIPAA compliant portal by a qualified physician. From there, patients will be invited to proceed with the \$299 Prostate Health Index test. This includes the telehealth physician consult/prescription and the blood draw at one of the Company's national draw sites.

StageZero Life Sciences partners with Coastal Medical

To increase the Company's reach to physician practices, StageZero is also partnering with Coastal Medical, a privately held sales organization in Savannah, Georgia. This regional sales organization specializes in selling advanced diagnostic testing solutions throughout the Southeast where initial efforts will be concentrated on selling StageZero testing in Atlanta and South Carolina.

Coastal Medical has relationships with primary care practices in the region as well as having inroads into some of the larger hospital systems in the Southeast.

Coastal Medical's CEO Paul Ewaldsen comments: "We are fully committed to helping physicians incorporate early cancer detection programs into their practice. We believe that StageZero offers a unique testing program and advanced diagnostics that address non-compliant patients and gaps in current screening methods."

StageZero is detecting early stage cancer

Headquartered in Richmond Hill, ON Canada; StageZero Life Sciences believes their proprietary blood testing could change the lives of the whole planet. The Company has a market cap of just C\$ 16.65 million.

It's all about detecting cancers early as GeneNews changes name to StageZero Life Sciences

GeneNews Limited (TSX: GEN) has announced that the company will change its name to "StageZero Life Sciences, Ltd." The Company also changed its ticker symbol on the TSX to "SZLS" which has literally just become active this morning on June 26, 2019, along with a new website www.StageZeroLifeSciences.com. The new name change also applies to the Company's U.S. Lab.

Often companies will change their name to reflect a new direction, a new industry focus, or even after a bad year. In this case, GeneNews has had a blockbuster 2019 with the stock up a whopping 177% year to date, thanks to some stellar agreements for their colorectal cancer detecting kit 'ColonSentry®', and progress with 'Aristotle®'.

Why the new name change?

The name change will reflect and emphasize the Company's dedication to finding cancer and other diseases through whole blood testing at the earliest possible stages (Stage Zero or Stage 0) when it is still non-invasive.

James R. Howard-Tripp, Chairman and CEO of GeneNews, comments: "While our focus remains on commercializing advanced diagnostics for early cancer detection, our primary mission is to finalize the validation of our next generation test, Aristotle™."

Aristotle can simultaneously screen for 10 specific cancers from a single blood sample

Built on the Company's proven proprietary Sentinel Principle Technology, which has been validated on 10,000 patients, and was used to develop the first liquid biopsy for colorectal cancer, Aristotle can simultaneously screen for 10 specific cancers from a single blood sample. The Aristotle application will also be explored on other disease conditions including Neurology, Gastroenterology, Cardiology, and Autoimmune Disorders. The Company is not just building a pipeline of products for early cancer detection, they also operate a CAP accredited and CLIA certified reference Diagnostic Laboratory based in Richmond, Virginia. The lab offers the ColonSentry® test and in-licensed biomarker tests for lung, breast and prostate cancers.

The ColonSentry® liquid biopsy test uses advanced gene expression technology for the early identification of colorectal cancer, by requiring a simple, in-office blood draw. If the score is elevated in a patient at average risk, there is an increased probability the patient may have a pre-cancerous lesion or colorectal cancer. Studies have shown that up 95% of patients who refuse a traditional Colonoscopy test will actually comply with the test after receiving a ColonSentry test.

StageZero Life Sciences new name will give a greater understanding and emphasis on what the company's focus is; stage zero cancer and disease detection.