

**Press Release**

**HLL collaborates with UE LifeSciences, USA**

**to launch iBreastExam**

An innovative solution for early breast cancer detection

Thiruvananthapuram, 01 July 2023: HLL Lifecare Limited, a Government of India ‘Mini Ratna’ Public Sector Enterprise joined hands with UE LifeSciences, a leading women’s health innovator based in USA to combat the high mortality rates associated with breast cancer by introducing ‘iBreastExam’, a revolutionary device for early detection.

India witnesses more breast cancer-related deaths than any other country, with a significant number of women under the age of 50 succumbing to the disease, as per the Global Cancer Observatory study. The majority of cases are detected at a later stage resulting in poor survival rates. To find out an innovative solution to this, HLL has empanelled UE LifeSciences for five years to bring iBreastExam to the forefront for nationwide reach.

iBreastExam offers a standardized process for clinical breast exams, eliminating variabilities in the examination process. Given the challenges associated with mammogram screening in low resource settings, this device serves as a practical alternative. Clinically validated through independent studies involving over 25,000 women, iBreastExam is a unique technology that promises to revolutionalise breast health screening.

K.Beji George IRTS, C&MD HLL expressed happiness in the collaboration, stating “We are delighted to partner with UE LifeSciences to expand our women’s health product portfolio. With iBreastExam, we can provide access to early detection of breast cancer to every woman right at their doorstep at the most affordable rates. The collaboration is set to benefit millions of women across India and save numerous lives.

iBreastExam incorporates Dynamic Co-Planar Capacitive Sensor Technology to measure the differences in tissue elasticity in real-time, at the point of care and without requiring manual interpretation. It helps in identifying and triaging for clinically relevant breast lumps in healthy, asymptomatic women.Being hand-held, non-invasive and radiation-free, it helps to bring early detection to women, in the communities where they live and work. iBreastExam also facilitates seamless patient followup by securely storing data on the cloud.

The device is designed for use by frontline health workers, nurses, primary care doctors and NGOs operating in the women’s health areas.

iBreastExam has undergone over 8 independent clinical studies to check for its accuracy, effectiveness and acceptability in women. These independent studies were conducted by prestigious cancer research centers such as the Malabar Cancer Center (India), The Memorial Sloan Kettering Cancer Center (USA) and others. The results have been published in peer-reviewed high-impact international journals such as The Lancet Global Health, The American Society of Breast Surgeons, San Antonio Breast Symposium, The Journal of Clinical Oncology and others.

The iBreastExam has obtained approvals in more than 12 countries. It has received clearance from US FDA and holds certifications including CE Mark, ISO 13485 and WHO GMP. It has also been recognised by WHO Compendium as “Innovative Health Technology for Low Resource Settings’.

This cost effective solution has the potential to bring down the average cost per test for a breast examination screening to approximately Rs 500 per examination.

HLL plans to offer the product to various state governments for the implementation of early detection programmes at various states. Furthermore, HLL will be directly collaborating with private healthcare players and NGOs in order to expand the reach of iBreastExam.

**About HLL Lifecare Limited**

HLL Lifecare Limited (HLL) formerly known as Hindustan Latex Limited, is a Mini Ratna Government of India Enterprise under the Ministry of Health & Family Welfare. HLL was established in 1966 for the manufacture and supply of condoms under the National Family Planning Programme of Govt. of India. Over the years HLL has emerged as one of the foremost providers of healthcare products and services in India. With a wide spectrum of activities, HLL touches the lives of millions across the world thereby rightly realising its motto of ‘Innovating for Healthy Generations’. The foundation of HLL’s legacy is its focus on high quality and affordable costs. HLL has an exclusive women healthcare division that offers products including female condoms, sanitary napkins, menstrual cups, pregnancy test kits, and others.

**About UE LifeSciences**

[UE LifeSciences](http://www.uelifesciences.com/) is an award-winning women’s health company making early detection of leading cancers in women, equitable and accessible globally. UE LifeSciences is a member of the American Cancer Society and UICC (Union for International Cancer Control). Recently the company has announced [US distribution partnership with Siemens Healthineers](https://www.medgadget.com/2022/01/ue-lifesciences-and-siemens-healthineers-launch-ibreastexam-in-the-u-s.html) and has won [Global Women’s HealthTech award](https://www.ifc.org/wps/wcm/connect/news_ext_content/ifc_external_corporate_site/news+and+events/news/winning-solutions-for-women-health) from The World Bank, IFC and CTA. UE LifeSciences has also developed the CervAIcal, a hand-held mobile Colposcope to screen for Cervical abnormalities. The product has already obtained CDSCO approval and European CE Mark. Official product launch is expected in 2023.To learn more visit <https://www.uelifesciences.com/>

**Photo Caption:** Shri K. Beji George IRTS, C&MD, HLL along with Mr Mihir Shah, Mr Bhaumik Sanghvi and Mr Madhu Kumar of UE LifeSciences in Thiruvananthapuram after signing the empanelment agreement for iBreastExam. Dr S.M Unnikrishnan, Vice President (International Business) is also seen.