

Blue November

Doing more for men's health

MAKING MEN AWARE OF THE IMPORTANCE OF TAKING GOOD CARE OF THEIR HEALTH, ESPECIALLY WHEN IT COMES TO THE PREVENTION OF PROSTATE DISEASES, IS THE GOAL OF THE BLUE NOVEMBER CAMPAIGN.

Inspired by the international movement "Movember" (a joining of the words mustache + November), the campaign is already present in over 20 countries.

Prostate and cancer development

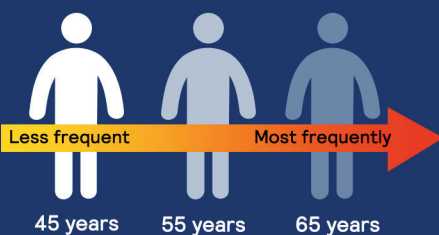
Bladder: the prostate is located below the bladder and surrounds the upper part of the urethra

Prostate: It's an exclusively male gland that produces the seminal fluid that the semen is composed of

Tumor: it is the result of an abnormal division of the cells in a given region

It is worth mentioning that, under normal conditions, the prostate usually has the size of a plum, but it tends to grow with age.

This growth can lead to a problem known as benign prostatic hyperplasia, which also requires treatment. This is why it is important that men do regular check-ups, especially after the age of 45.



Symptoms in the advanced stages

- Difficulty urinating
- Trouble starting or stopping urination
- Blood in the urine
- Weak urine stream
- Urgent urination throughout the day and night



The Digital Rectal Exam (DRE) is quick and painless and complements the PSA test, since it can identify small tumors that are sometimes not detected by the latter. If you are 40 years or older, see your doctor!



Prevention is the best treatment:

As prostate cancer only begins to display symptoms at its final stages, it is very important to have periodic consultations with a urologist and perform screening tests, such as digital rectal exam and PSA (Prostate-Specific Antigen).