

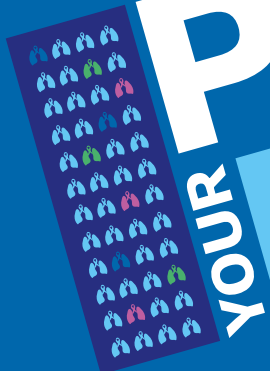


LABORATOIRES

Pierre Fabre

presents

PROTECT YOUR LUNGS



After reading this, you'll see your lungs differently!

MYTHS & FACTS ABOUT LUNG CANCER

MYTH

VAPING IS SAFE !

FACT

Vaping is not risk-free. E-cigarettes were initially promoted as a less harmful alternative for people who smoke, but now, growing evidence shows that **vaping can have serious health consequences!** E-cigarette aerosols may contain harmful substances that can damage the lungs and other organs, increasing the risk of conditions such as lung disease, asthma, cardiovascular disease, and potentially cancer. Young people are attracted to vaping because of flavored products and the belief that they are harmless. However, these flavors can make vaping more appealing and lead to nicotine addiction.^{2,3}

MYTH

YOUNG PEOPLE DON'T GET LUNG CANCER

FACT

Although lung cancer is more common in older adults, this doesn't mean that it is restricted to them. **Lung cancer can occur in people younger than 40.** We observe that genetic alterations and family history have a link with lung cancer in younger patients. If you have persistent symptoms, talk to your doctor!⁶

MYTH

I DON'T SMOKE, I CAN'T GET LUNG CANCER

FACT

You don't have to be a smoker to have lung cancer! **Around 1 in 5 of lung cancer cases occur in people who never smoked,** even those who had a healthy lifestyle! These patients are more likely to have genetic alterations or other risk factors such as family history, exposure to second-hand smoke, radon, asbestos or even air pollution.¹

MYTH

I WOULD KNOW IF I HAD LUNG CANCER, IT WOULD BE PAINFUL

FACT

Usually, symptoms of lung cancer don't appear until the disease is already at an advanced stage. Even when they do, people may mistake them for other problems, such as an infection, asthma. The most common symptoms include but are not limited to: a cough that does not go away, chest pain, shortness of breath, coughing up blood, fatigue, weight loss with no known cause, and lung infections that keep coming back.^{4,5}

MYTH

LUNG CANCER IS NOT COMMON !

FACT

Lung cancer is one of the most commonly diagnosed cancers worldwide, **with more than 2.6 million new cases in 2024.** It is the most diagnosed cancer in men and the second most common cancer in women, after breast cancer. **Lung cancer is also the deadliest form of cancer,** remaining the leading cause of cancer-related death worldwide, with more than 1.8 million deaths each year.⁷

MYTH

LUNG CANCER IS ALWAYS TERMINAL

FACT

No, when lung cancer is found at an early stage, when it is small and before it has spread, **it is more likely to be treated successfully.** Also, many countries have screening programs for high-risk individuals that can detect the cancer in an earlier stage and before symptoms appear, improving the chances of effective treatment.^{8,9}

References : **1.** Murphy C, et al. Lung cancer in non-smokers. JAMA. 2025;334(20):1836–1845. doi:10.1001/jama.2025.17695. **2.** Bittoni MA, et al. Vaping, smoking and lung cancer risk. J Oncol Res Ther. 2024;9(3):10229. doi:10.29011/2574-710x.10229. **3.** World Health Organization. Sweet flavours and bright colours lure youth into nicotine addiction. 2025 May 30. Available at: <https://www.who.int/europe/news-room/feature-stories/item/sweet-flavours-and-bright-colours-lure-youth-into-nicotine-addiction>. (Accessed September, 2026). **4.** American Cancer Society. Lung Cancer Early Detection, Diagnosis, and Staging. 2024. Available at: <https://www.cancer.org/cancer/types/lung-cancer/detection-diagnosis-staging/detection.html>. (Accessed September 4, 2026). **5.** NHS. Symptoms of lung cancer. London: NHS UK. Available from: <https://www.nhs.uk/conditions/lung-cancer/symptoms/>. (Accessed September 4, 2026). **6.** Laguna JC, et al. Tackling non-small cell lung cancer in young adults: from risk factors and genetic susceptibility to lung cancer profile and outcomes. 2024. doi:10.1200/EDBK_432488 **7.** Sung H, et al. Global cancer statistics 2024: GLOBOCAN estimates of incidence and mortality worldwide for 34 cancers in 186 countries. CA Cancer J Clin. 2026. doi:10.3322/caac.70090. **8.** National Cancer Institute. Cancer stat facts: lung and bronchus cancer. Bethesda (MD): SEER; Available at: <https://seer.cancer.gov/statfacts/html/lungb.html> (Accessed September 4, 2026). **9.** World Health Organization. Lung cancer. WHO fact sheets. 2024. Available at: <https://www.who.int/news-room/fact-sheets/detail/lung-cancer> (Accessed September 4, 2026).

Your lungs are like an amazing upside-down tree! Their tube-shaped airways branch out like a tree, carrying air deep into the lungs, where oxygen begins its journey to the rest of your body.⁴

Tobacco doesn't only harm our health, it also harms our planet. Every year, **the tobacco industry contributes to the loss of 600 million trees** and 200,000 hectares of farmland, consumes 22 billion tonnes of water, and releases 84 million tonnes of CO₂ into the atmosphere.¹

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If we spread out **all the alveoli in the lungs**, this represents **100 m²**, like for example a tennis court.³

Tobacco smoke has more than 7,000 chemicals compounds, and around 70 chemicals that cause not only lung cancer but are also related to 12 different types of cancers, making tobacco use the single greatest avoidable risk factor for cancer mortality.^{8,9}

Figure 1 - Chemicals Contained in Second-hand tobacco Smoke, WHO, 2009⁷





Thank you to our partner, Asociación Española de Afectados de Cáncer de Pulmón,
in patient perspectives and insights, and to its members
for their collaboration.

YOUR LUNGS. YOUR LIFE.

Keep exploring:



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Hear from a patient



*Watch the Myths & Facts
explained by a oncologist*



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