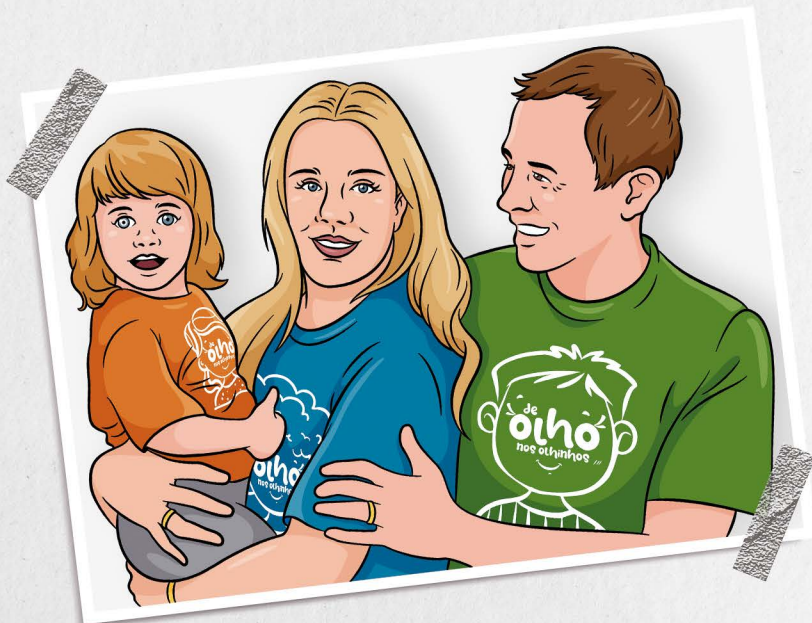


Retinoblastoma

Early detection is the key to curing this malignant eye cancer that affects young children

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Lua was 11 months old when she was diagnosed with advanced bilateral eye cancer. **RETINOBLASTOMA** is a cancer that develops in the retina, and approximately 90% of cases are diagnosed in children under 5 years of age.

Her parents, Daiana and Tiago Leifert, had never heard of the disease. They decided to create an **Awareness Campaign** to inform families about signs and symptoms and help children find treatment quickly.





HOW TO IDENTIFY RETINOBLASTOMA

The Famous “Cat’s Eye” Reflex (Leukocoria)

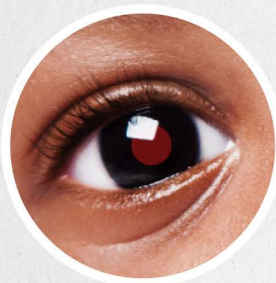
One of the most noticeable signs of retinoblastoma is a white reflection in the pupil, often seen in flash photography or even in everyday situations.

White reflex

Seek an ophthalmologist
immediately



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Red reflex
Usually considered normal

Another possible sign is:

Strabismus (misaligned eyes)







OTHER LESS COMMON SIGNS AND SYMPTOMS

Eye redness

Abnormal eye movements

Reduced vision

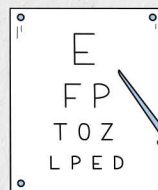
Different-colored irises (heterochromia)

Eye pain

IMPORTANT!

Even if your child has no symptoms, don't forget to schedule regular eye examinations starting in the first year of life.

Children's eye health should always be a priority.



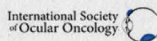




Early diagnosis of
RETINOBLASTOMA leads to a
 cure rate of up to 90%.
 Remember: This booklet is
 intended for educational purposes
 only and does not replace a
 consultation with a qualified
Keep an eye on the little eyes!

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Medical and Scientific Support



Created by: Ogilvy

For more information, visit deolhonosolhinhos.org