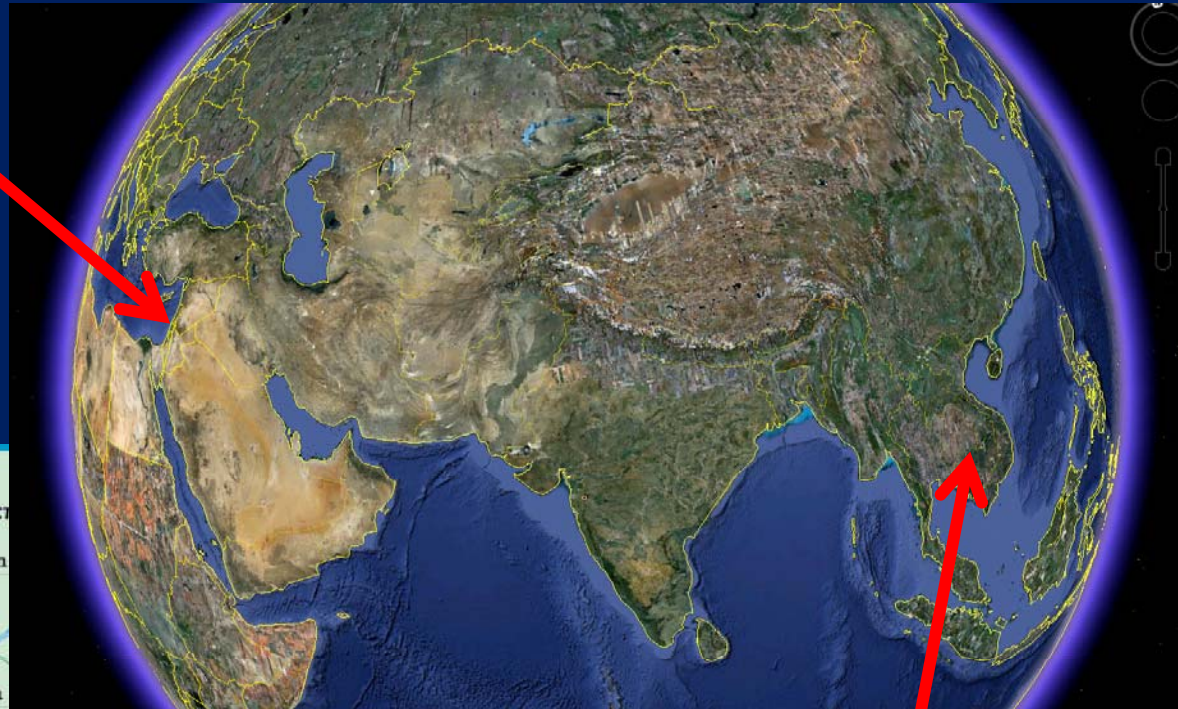


**Israel:**  
**7.4 million people**  
**20,500 sq.km**  
**400 mm rain/year**



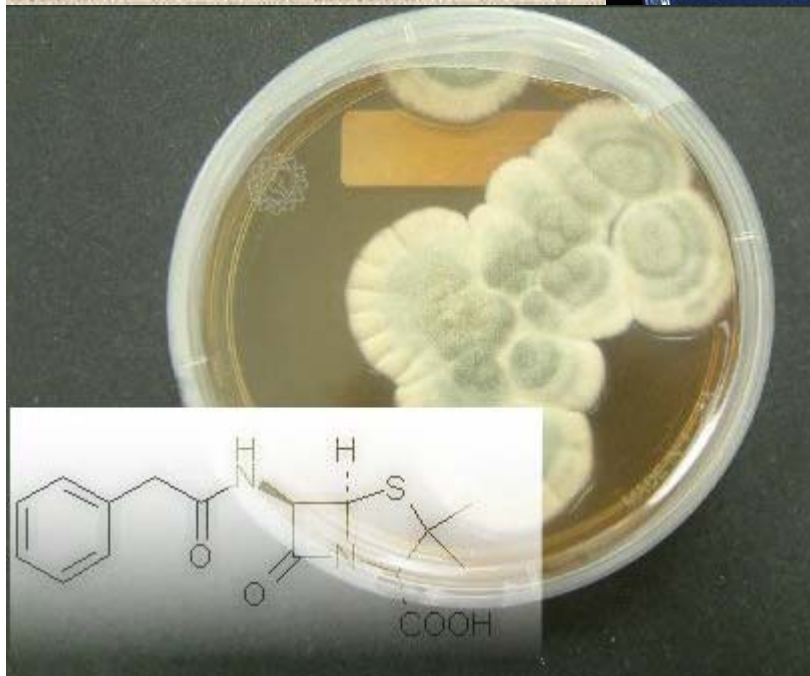
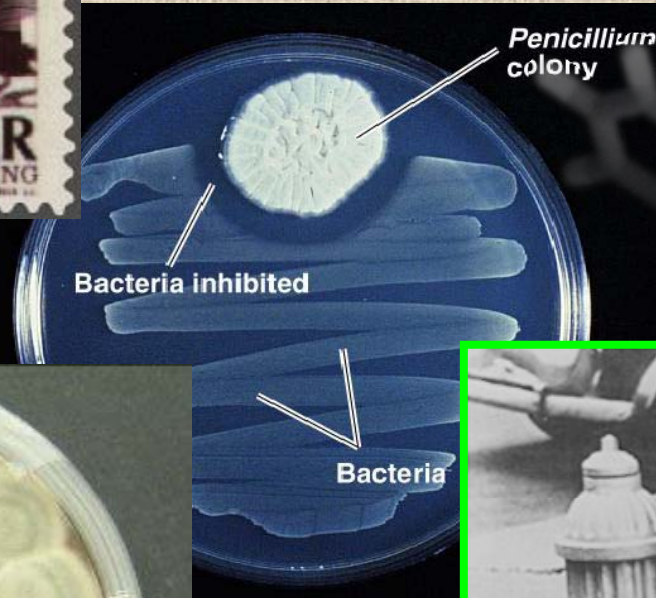
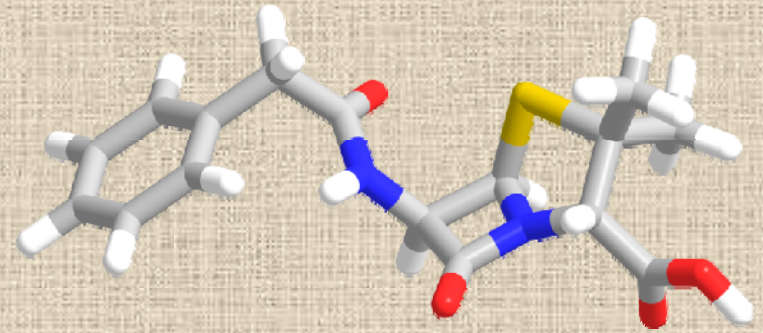
**Cambodia:**  
**13.9 million people**  
**181,300 sq.km**  
**1,500 mm rain/year**







# Penicillin



***Future  
medicine-  
Targeted and  
Personally  
“fitted” and  
medicine –***



***Personalized Medicine***



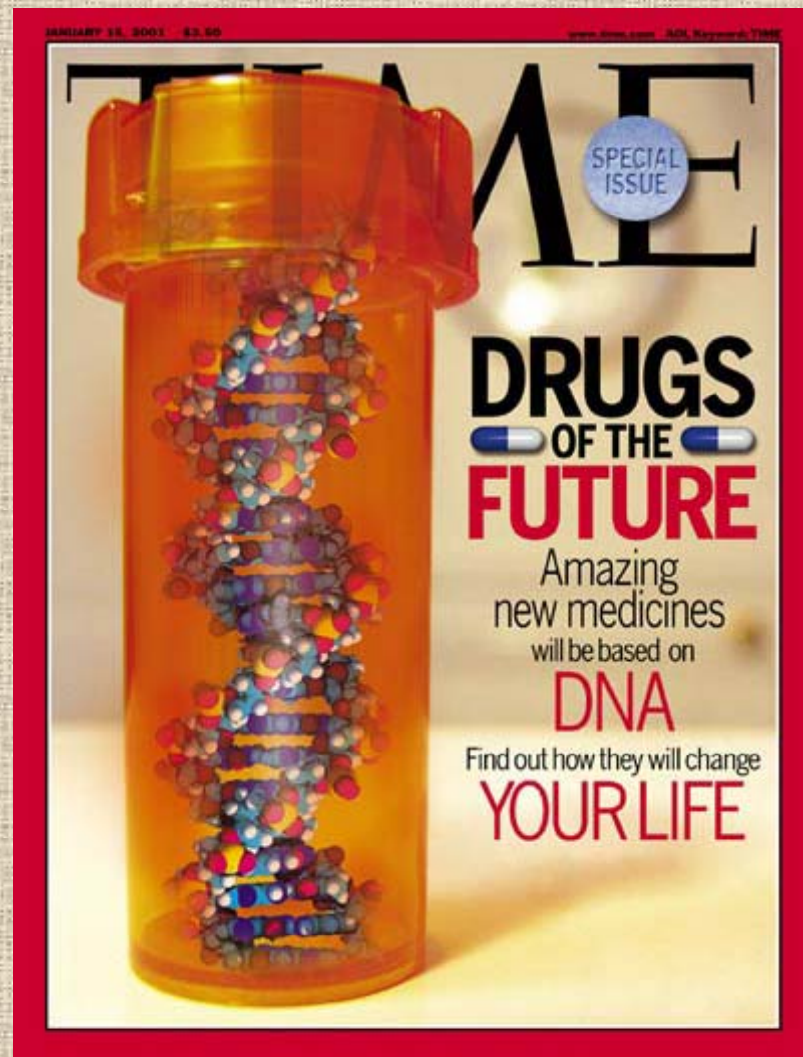
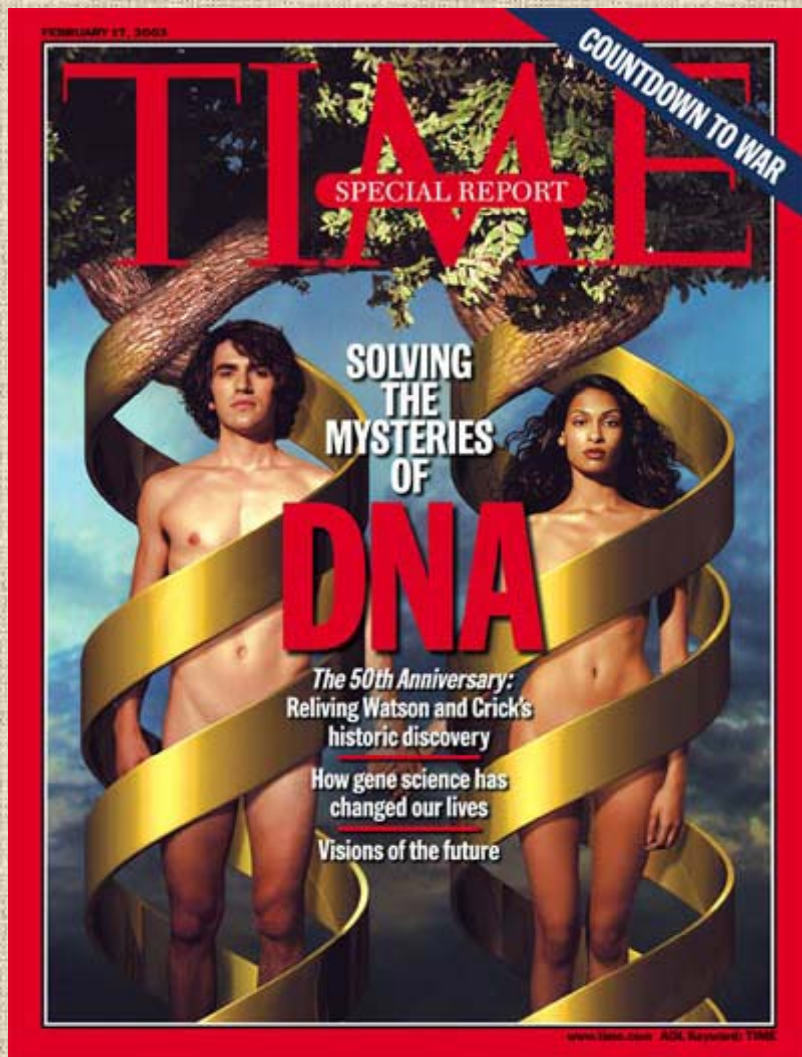
*Current medicine –*

*One size fits all*



# ***Drug Discovery in the 21<sup>st</sup> century?***





FEBRUARY 18, 2002

www.time.com AOL Keyword: TIME

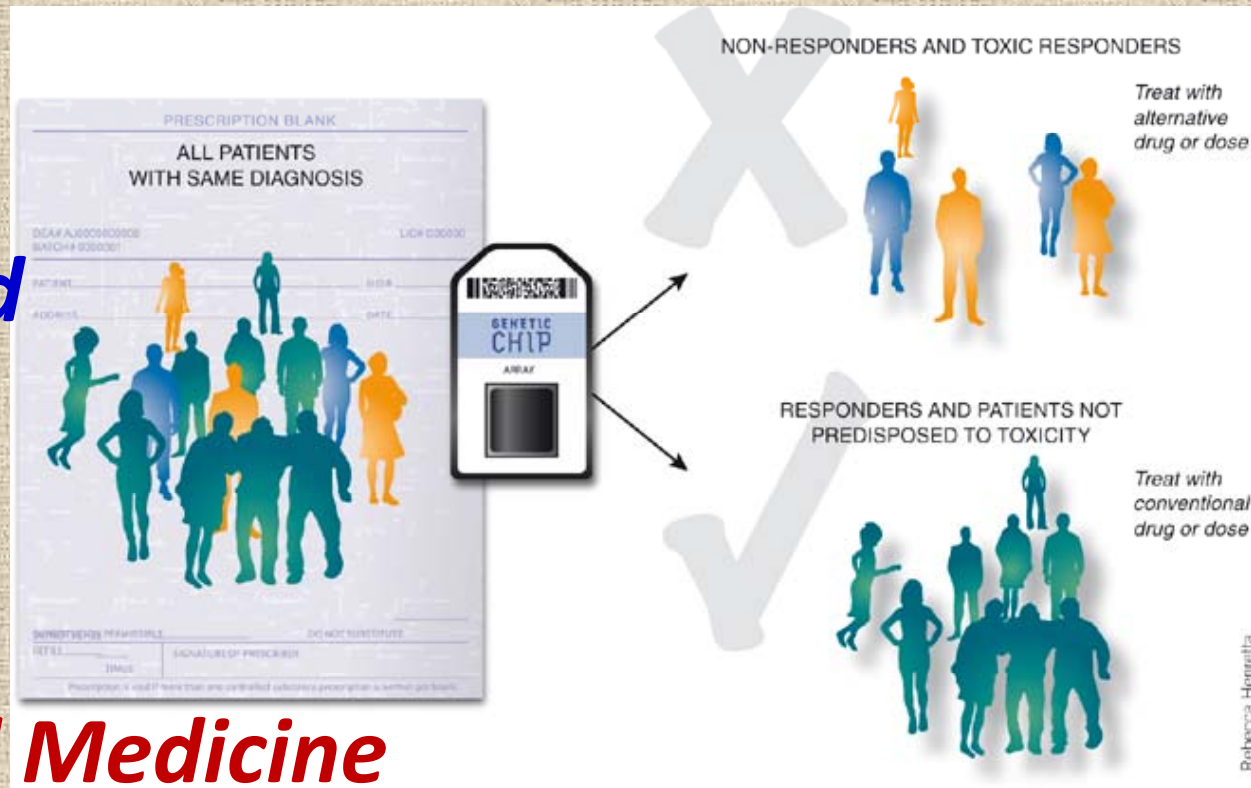


THE NEW  
THINKING ON  
**BREAST  
CANCER**

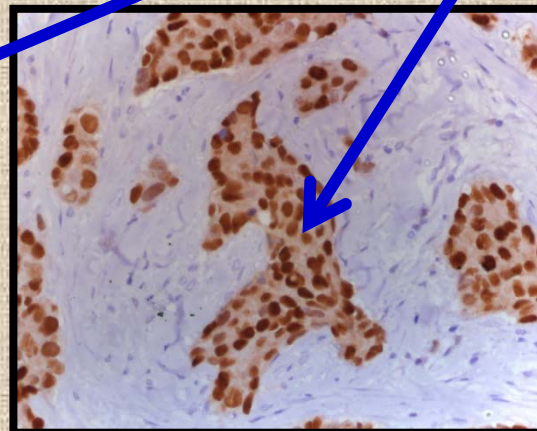
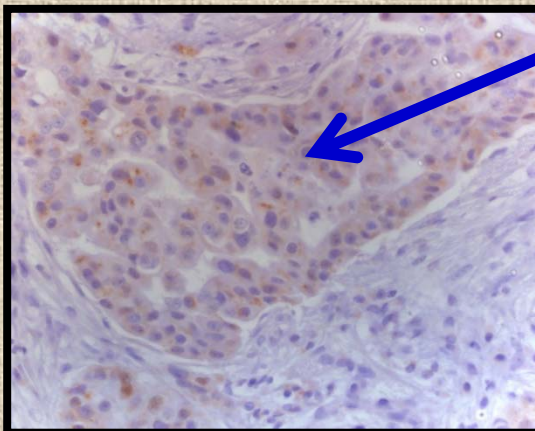
- The Smartest Drugs
- The Gentlest Treatments
- The Latest on Mammograms



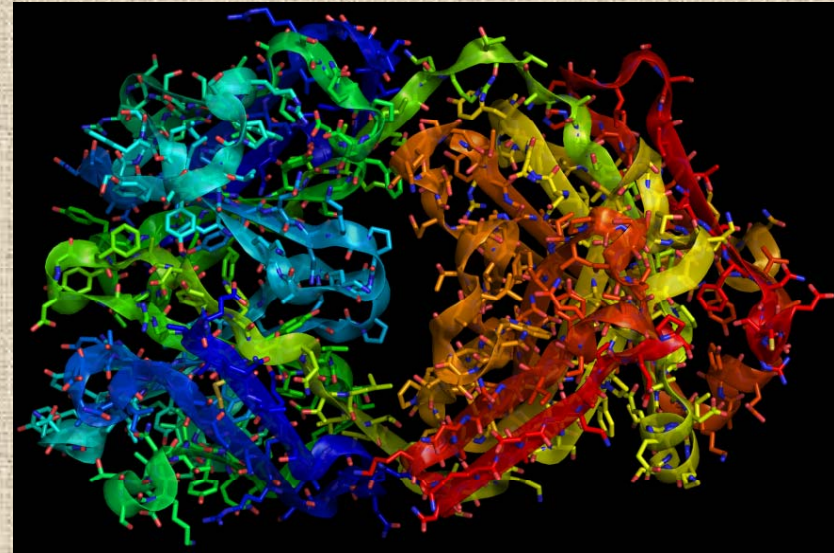
**Future  
medicine-  
Targeted and  
Personally  
“fitted” and  
medicine -  
Personalized Medicine**



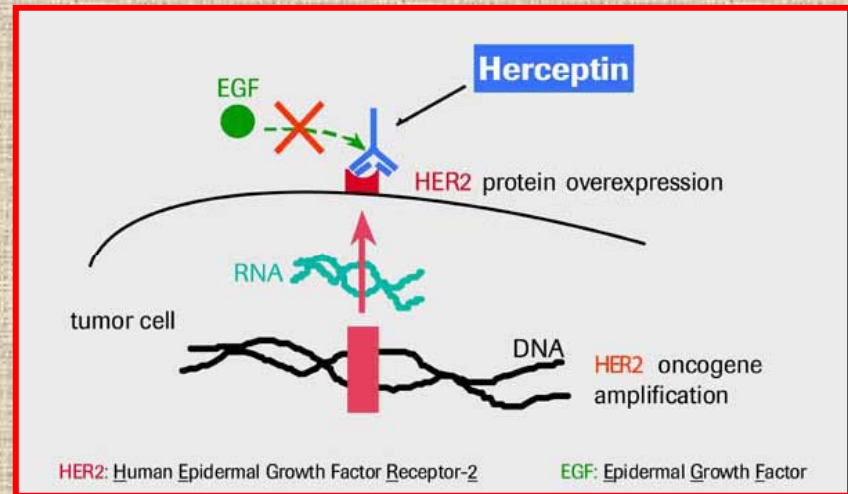
**Breast Cancer – Estrogen Receptor Negative and Positive (predicts sensitivity to Tamoxifen)**





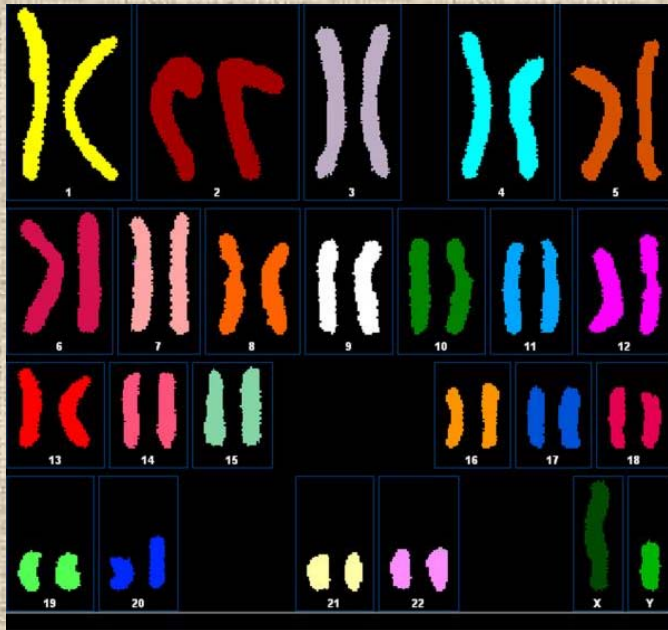


# Herceptin (targeted)

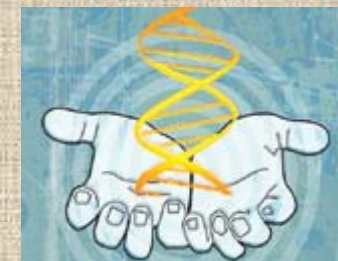
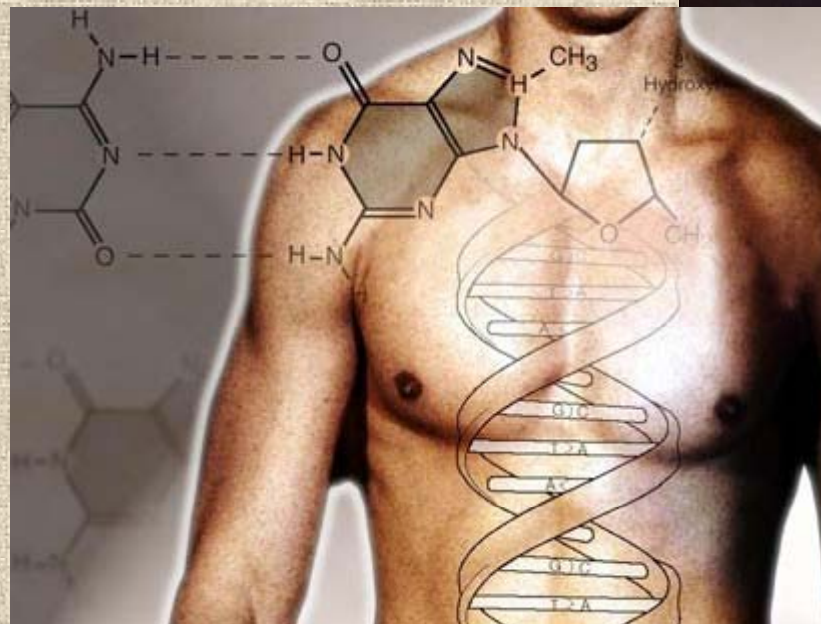




# The Human Genome

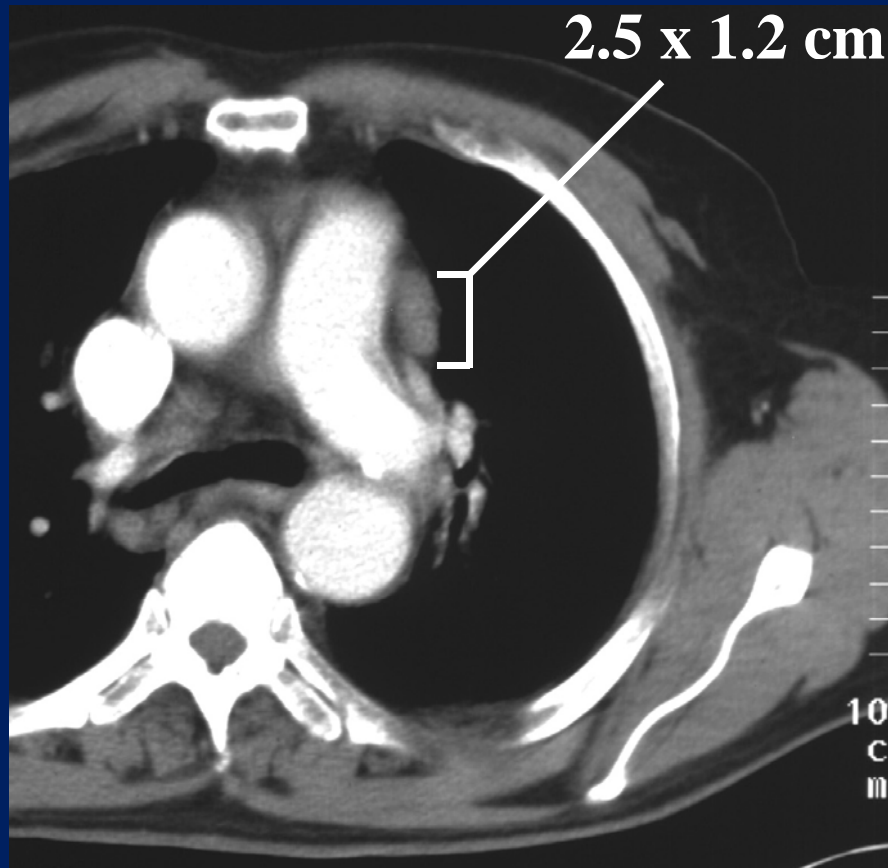


**Size of the entire Human Genome = 3 Billion Bases**

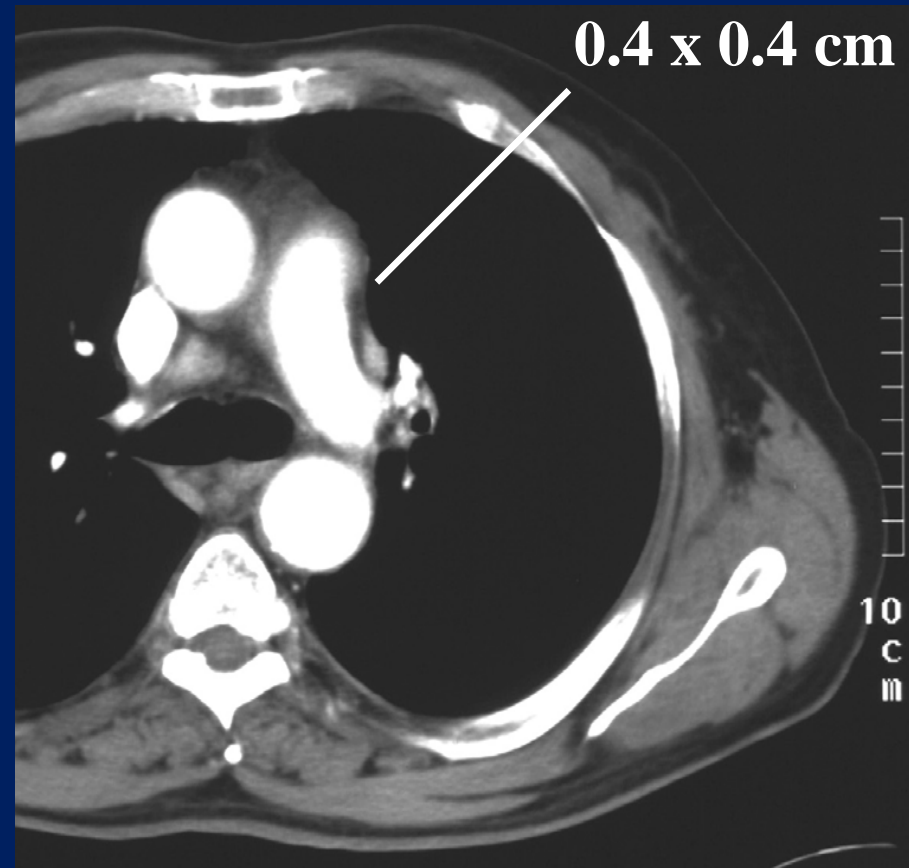




# atient 010: Refractory Follicular NHL



- Pre-treatment



- After cycle 1 of PS-341