

News you can't ignore:

One American dies every hour from oral cancer.

The American Cancer Society estimates a 5.5% increase in new cases of oral cancer and a 1.5% increase in deaths associated with oral cancer.*

And if you think you aren't at risk for oral cancer, think again: **25% of oral cancers occur in people who don't smoke and have no other lifestyle risk factors.** Virtually everyone is at risk for oral cancer, including you. That's why your dentist recommends a simple, potentially life-saving screening exam: an annual ViziLite Plus exam.

If you're sexually active, here's another reason to think about oral cancer.

The human papilloma virus (HPV) is an extremely common sexually transmitted infection and especially prevalent in young adults. Few people even know they have it. HPV has long been known to cause cervical cancer and now studies suggest it also plays a role in more than 20% of oral cancer cases.†

*ACS Cancer Facts & Figures 2006

**2006 SEER data

†Herrero R, et al., for the IARC Multicenter Oral Cancer Study Group. Human papillomavirus and oral cancer: the International Agency for Research on Cancer multicenter study. J Natl Cancer Inst. 2003 Dec 3;95(23):1772-83.

For your health.

Your dentist recommends annual ViziLite[®] Plus exams.

- ViziLite Plus is a simple technology that assists dental professionals in the early detection of oral abnormalities including premalignant lesions and oral cancer.
- Quite simply, early detection can save lives. When oral cancer is found early, treatment is 90% successful.
- The ViziLite Plus exam improves the examiner's ability to identify, evaluate and monitor abnormal areas that are difficult to see under conventional lighting.

For example:



Appearance of lesion in incandescent light



Under ViziLite illumination



Better screening saves lives

www.vizilite.com

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To optimize identification of all abnormalities, ViziLite Plus must be used in conjunction with a careful visual examination using direct incandescent light. ©2007 Zila Pharmaceuticals, Inc. ZILA-31-2006

There's one step in your dental visit you can't live without: oral cancer screening.



Better screening saves lives

Talk to your dental professional today about early detection of oral cancer.