

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.†

For your health.

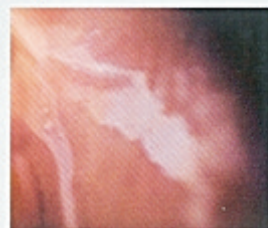
Your dentist recommends annual ViziLite[®] Plus exams.

- 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

ViziLite Plus
ORAL LESION IDENTIFICATION AND MARKING SYSTEM
WITH TBLVE⁶³⁰

Better screening saves lives

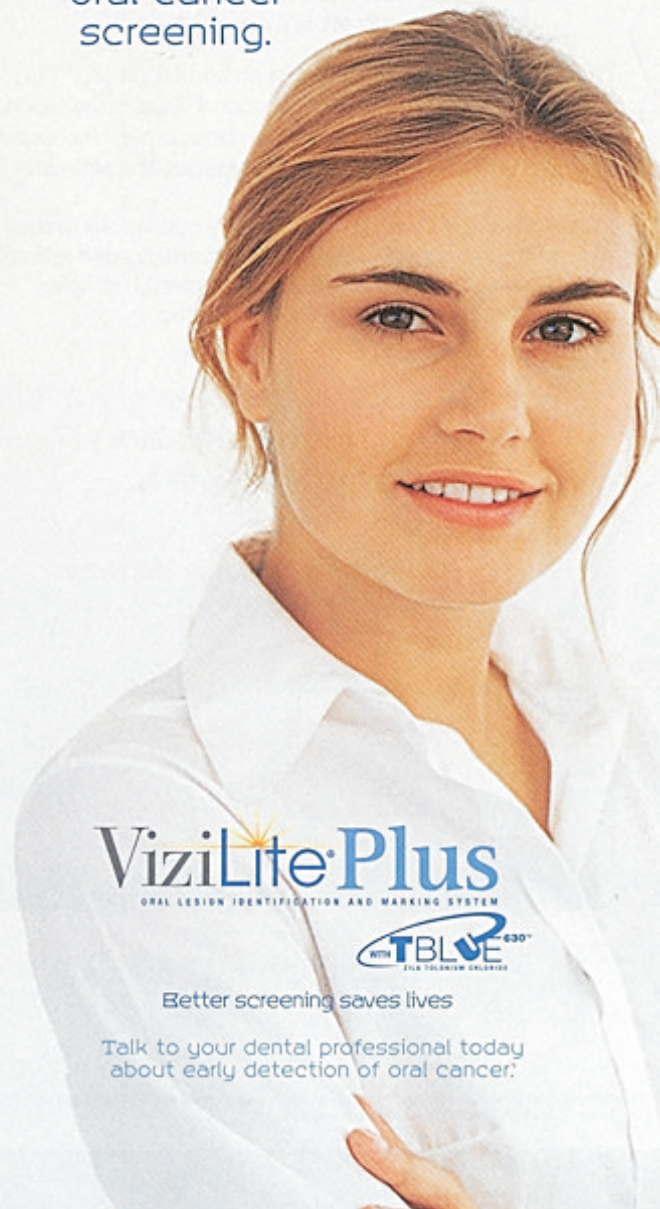
www.vizilite.com

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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.



ViziLite Plus
ORAL LESION IDENTIFICATION AND MARKING SYSTEM
WITH TBLVE⁶³⁰

Better screening saves lives

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

*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.

Oral cancer screening is key.
 Early detection with
 ViziLite Plus makes it simple.

Oral cancer is one of the most curable diseases when it's caught early.

That's why your dentist performs an annual ViziLite® Plus exam, in combination with a conventional visual examination. ViziLite Plus uses technology that has been proven successful in identifying precancerous and cancerous abnormalities.

ViziLite Plus helps your dentist identify oral lesions at their earliest stage of development. When premalignant lesions or early stage oral cancer is found, treatment is simpler, less invasive and more than 90% successful.

**Are you at risk for oral cancer?
 Virtually everyone is.**

INCREASED RISK

- Patients age 18-39 without lifestyle risk factors*
 - Sexually active (HPV16/18)

HIGH RISK

- Patients age 40 and older without lifestyle risk factors
- Tobacco users (any age, any type)

HIGHEST RISK

- Patients age 40 and older with lifestyle risk factors (tobacco use/alcohol consumption)
- Patients with history of oral cancer

*Lifestyle risk factors are defined as tobacco use, chronic alcohol use of at least two ounces of alcohol three times per week and HPV

An annual ViziLite Plus exam is performed immediately following a regular visual examination and is quick and painless:



1 First, you rinse with a cleansing solution.



2 Then, your dental professional will examine your mouth using ViziLite, a specially designed light technology.



3 If a suspicious lesion is detected, it will be marked with T-Blue⁶³⁰, a blue dye, and documented.

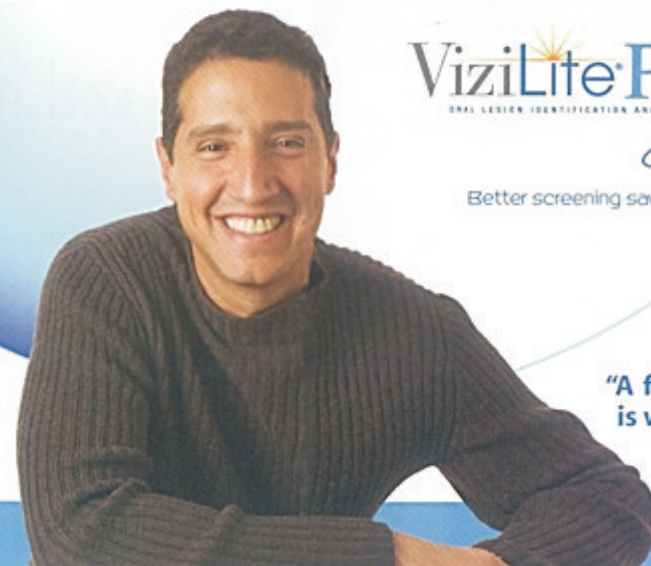
Have a complete oral soft tissue examination during your dental checkups.

EARLY DETECTION TECHNOLOGIES SAVE LIVES

CANCER SCREENING TECHNOLOGY	
BREAST CANCER	Mammogram
PROSTATE CANCER	PSA Test
CERVICAL CANCER	Pap Smear
ORAL CANCER	ViziLite® Plus



Better screening saves lives



"A few minutes once a year, is worth it for a healthier life."