

# The cold hard facts about oral cancer...

Each year, 30,000 Americans will be diagnosed with oral cancer. \*

When detected in it's early stages, oral cancer is very curable. However, 70% of oral cancer lesions identified during visual examinations are detected in late stages, when the survival rate is just 50%.

\* The Oral Cancer Foundation, Inc.  
([www.oralcancer.org](http://www.oralcancer.org))

**INTRODUCING**  
an advanced oral lesion screening exam - perhaps the most important 3 minutes of your life!

The new **Orascope DK** oral lesion screening exam is now available at this dental office. Using the **Orascope DK**, along with a visual oral lesion examination improves the ability to identify soft tissue abnormalities at their earliest stages. Early detection of abnormal tissue can minimize or eliminate their disfiguring effects and possibly save your life.

*The DK exam is fast, painless, and affordable. Read the back of this pamphlet for more information.*

The logo for Orascope DK features the word "Orascope" in a bold, sans-serif font, followed by "DK" in a larger, stylized font. A curved line arches over the "Orascope" text. A small "TM" trademark symbol is positioned to the upper right of the "DK".

**Orascope DK™**

***What it is:*** A painless, non-invasive 3-minute exam that can save lives.

The Orascoptic DK exam uses advanced LED technology to assist your dental care provider in determining the presence of soft tissue abnormalities.

***How it works:*** Advanced LED technology helps take the guesswork out of soft tissue abnormalities.

Immediately following a regular visual examination, you rinse with the Orascoptic DK solution. Your dental care provider will then use the DK oral lesion screening instrument to illuminate the oral cavity. If a suspicious lesion is detected, your dentist will document the findings and proceed accordingly.

***Why it matters:*** With this examination, your dentist could prevent a serious condition from developing at an early stage.

Twenty-five percent of people diagnosed with oral cancer have none of the traditional risk factors associated with the disease, including smoking, tobacco chewing and drinking alcohol. According to the Oral Cancer Foundation, "When found early, oral cancers have an 80% to 90% cure rate. Unfortunately, at this time, the majority are found as latter stage cancers, accounting for a very high death rate."

Each year, oral cancer claims as many lives as Melanoma and cervical cancer. The oral cancer survival rate is a dismal 57% because the disease is detected too late. However, if found early, the survival rate increases to 81%.

Health care professionals who discover dangerous oral tissue abnormalities sooner, rather than later, are providing you with an invaluable service – treatment when it is most effective. Your physician does not perform this examination; it is up to your dentist to include this exam with your annual visit.

***What it costs:*** There is a minimal cost to add this advanced soft tissue examination to your regular checkup.

Some insurance plans already cover all or parts of the procedure. Ask your dentist for further details.