

The oral cancer death rate is high due to late discovery.

The solution...**early detection.**

### Sapphire<sup>®</sup> Plus Lesion Detection

is new adjunctive technology that, in addition to a thorough visual and physical oral exam, allows your dentist to potentially discover oral lesions early. Without the aid of Sapphire Plus Lesion Detection, cancerous and pre-cancerous lesions could go undetected and possibly spread, causing pain, disfigurement or death. The earlier cancerous and pre-cancerous lesions are detected, the greater the chances of successful prevention, treatment and recovery.

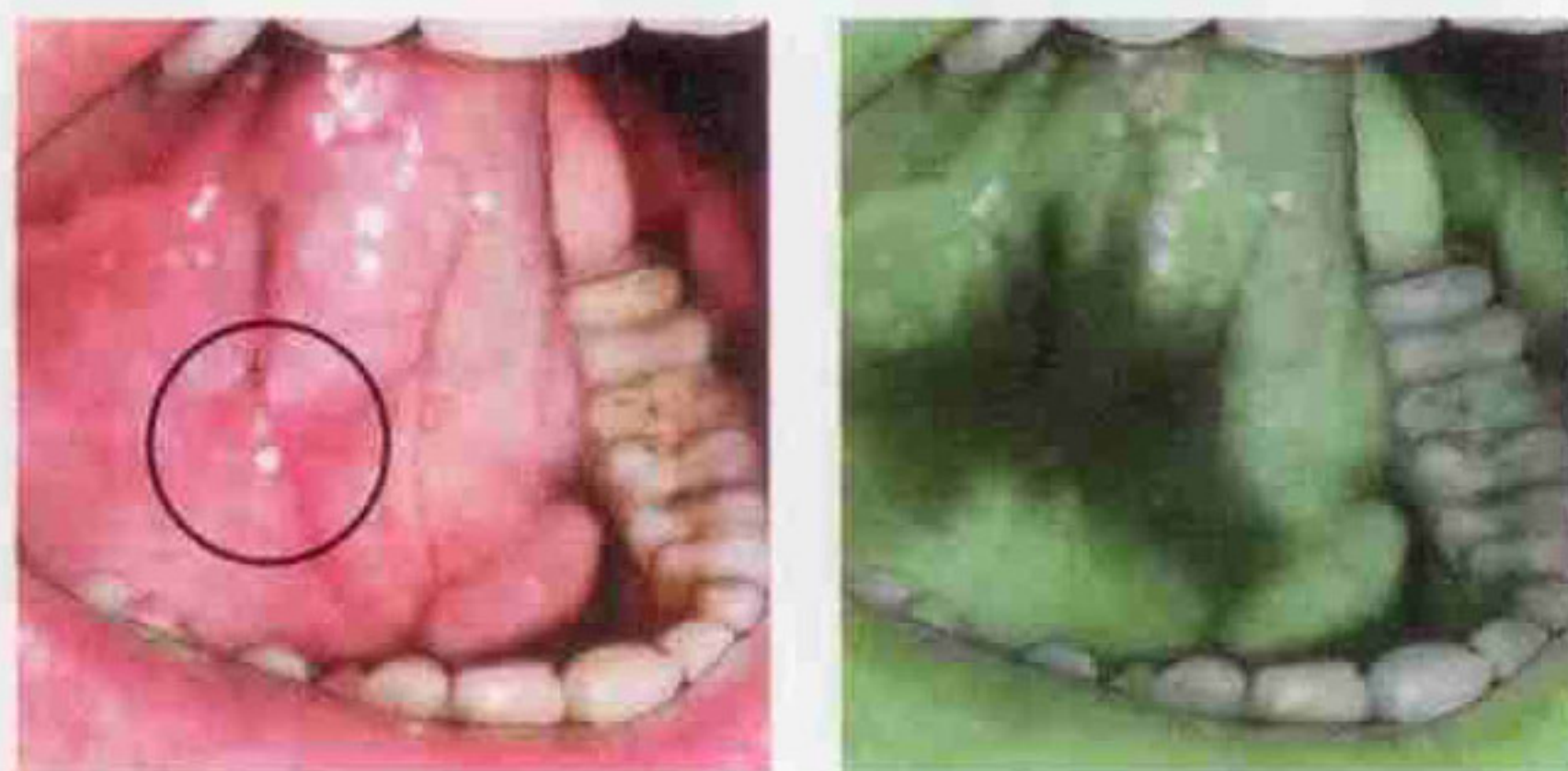
#### Why should I get screened with Sapphire Plus Lesion Detection?

- Early detection is vital for successful prevention and treatment of oral cancer—it could save your life!
- Oral cancer can disfigure the face and neck
- It's proven to help discover oral lesions—even lesions that aren't visible<sup>2</sup>
- Procedure is painless and takes only minutes
- HPV has been linked to oral cancer and is on the rise
- Insurance coverage may be available for yearly oral cancer exams
- Gives your dentist a clear, up-close look at the condition of your mouth
- Digital camera allows your dentist to document findings for records and to ensure more accurate treatment

# Sapphire<sup>®</sup> Plus Lesion Detection

It's painless, takes minutes and it could save your life.

When it comes to oral cancer, early detection is key. Getting screened is an effective way to discover oral cancer at an early, highly curable stage. With Sapphire Plus Lesion Detection, your dentist can even detect lesions before they produce any pain or symptoms. So see your dentist for regular screenings that include a thorough visual and physical oral exam and Sapphire Plus Lesion Detection.



Lesion that didn't look suspicious that turned out to be cancer

*"I found lesions that I could not see under normal lighting conditions. Based upon my clinical experience using Sapphire, I find this device to be an indispensable tool for doctors screening for and treating oral pathologic conditions."*

**-Andrew K. Chang, MD, DDS, San Diego, CA**

#### HPV increases incidence of oral cancer in young adults and non-smokers

Human papillomavirus (HPV), the sexually transmitted infection commonly associated with 95% of cervical cancer cases, has been linked to oral cancer. HPV has caused an increase of cases in young, non-smoking individuals, a group that, until recently, had a low rate of oral cancer incidence.

**The death rate for oral cancer is higher than that of cervical cancer, Hodgkin's lymphoma, laryngeal cancer, cancer of the testes, endocrine system cancers and melanoma.**

**Oral Cancer Foundation**

**Protect yourself...**

**Ask your dentist for regular screenings that include Sapphire Plus Lesion Detection.**

<sup>1</sup> The Oral Cancer Foundation [Internet]. [Updated 2009 Dec 4; cited 2009 Dec 4]. Available from: <http://oralcancerfoundation.org>

<sup>2</sup> Poh, CF, et al: "A real-time application of fluorescence visualization (FV) to identify a novel optical field for subclinical extension in high-risk oral lesions." University of BC, BC Cancer Agency & Research Centre, Vancouver. AAOMP Annual Meeting, 2008.



## Risk Factors

- More common in men than women
- Most common in African Americans
- Greater risk after age 35
- Tobacco use
- Frequent alcohol consumption
- Prolonged exposure to sunlight (lip cancer)
- A diet low in fruits and vegetables
- The sexually transmitted infection HPV

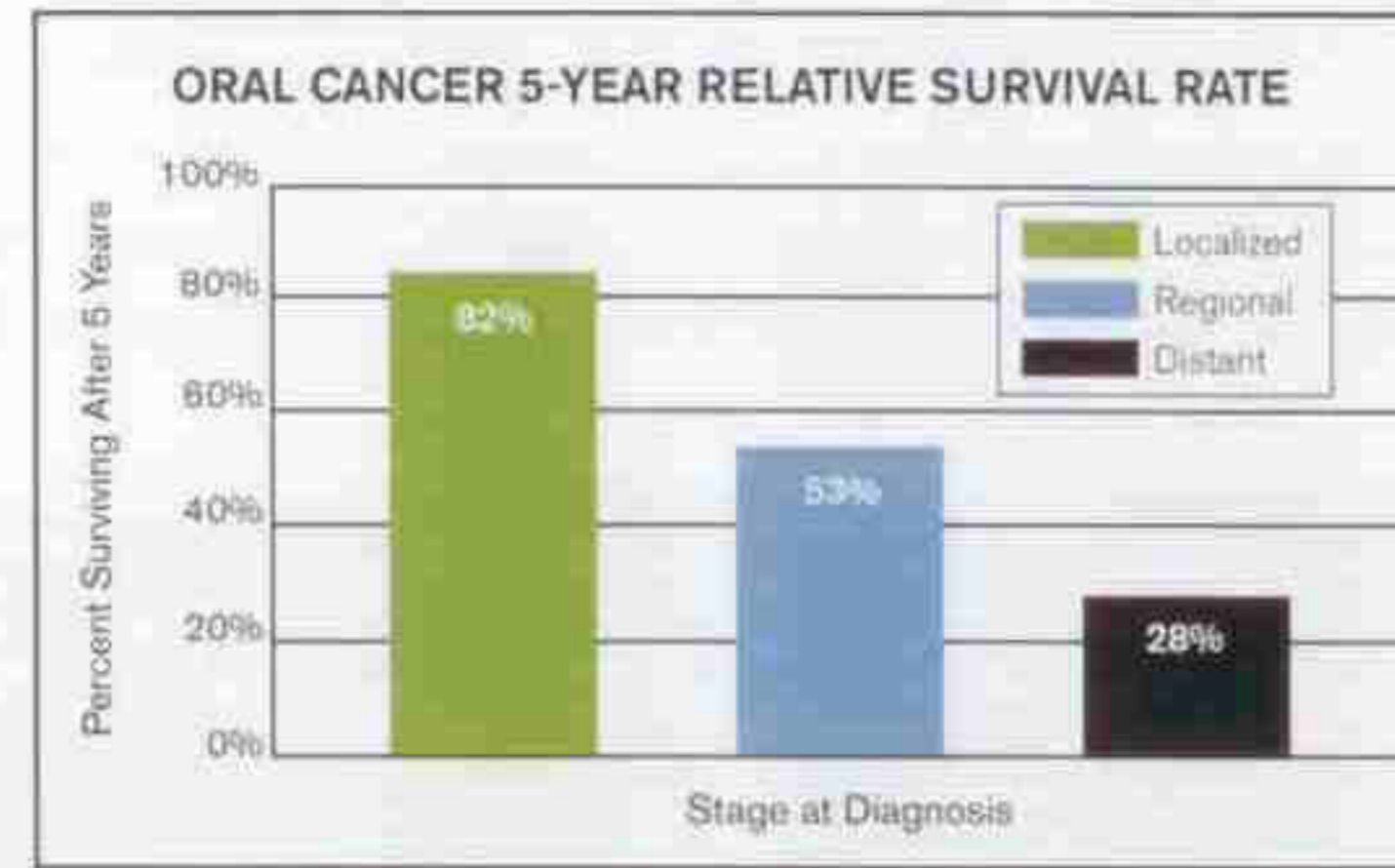
**Approximately 25% of oral cancer cases have no known risk factors.**

## Symptoms

- Red and/or white patches in the mouth
- Any sore that doesn't heal within 14 days
- Persistent hoarseness
- Feeling like something is caught in the throat
- Difficulty moving the jaw or tongue
- Difficulty in swallowing
- Ear pain on one side only
- A sore under a denture that doesn't heal
- A lump or thickening in the mouth or on the neck

## Oral cancer 5-year relative survival rate

- Localized cancer (before it spreads): 82%
- Regional cancer (spread to nearby organs): 53%
- Distant cancer (spread to distant organs): 28%



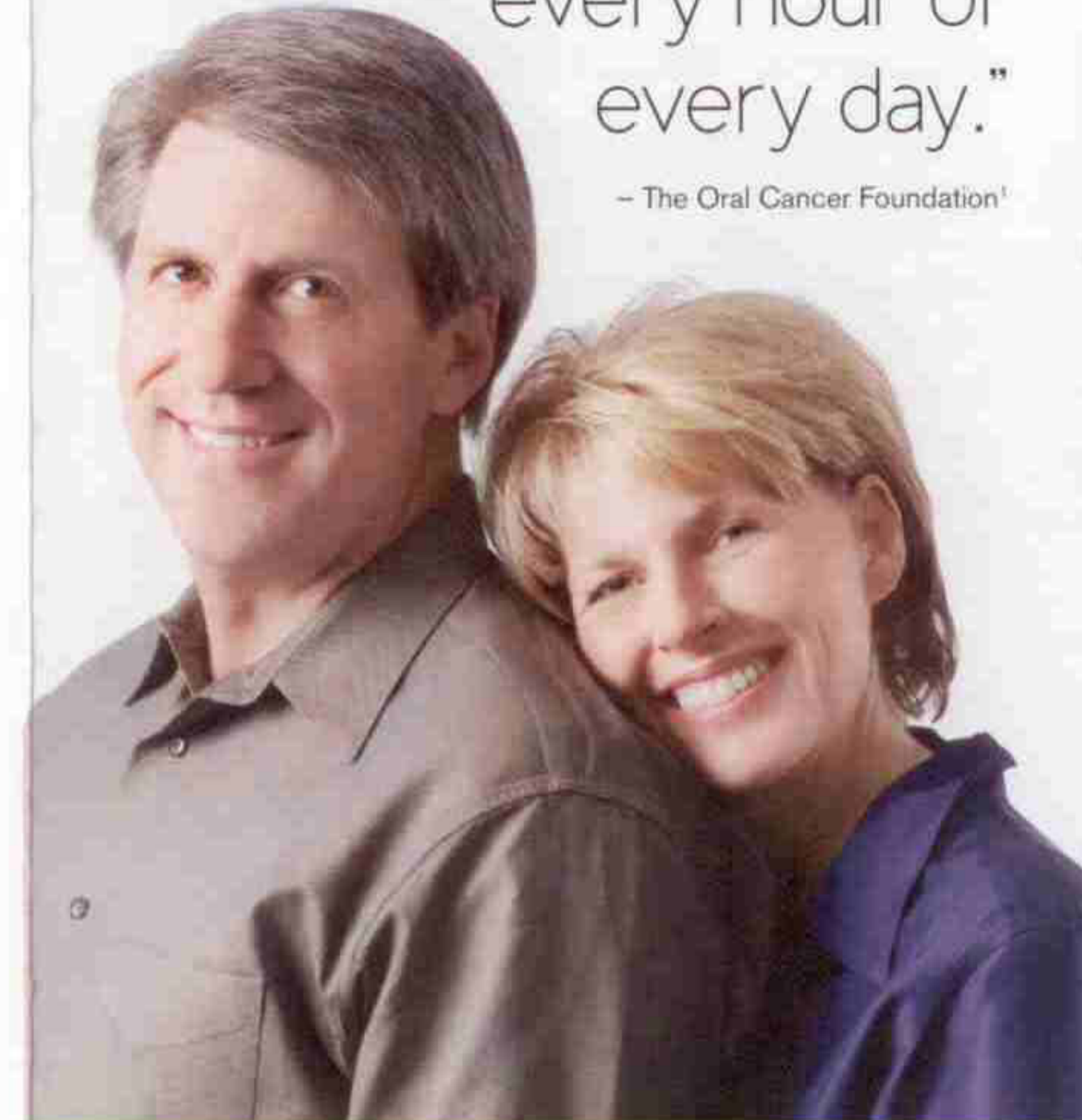
Source: National Institute of Dental and Craniofacial Research  
[http://www.nidcr.nih.gov/OralHealth/Topics/Oral\\_Cancer/OralCancerStatistics.htm](http://www.nidcr.nih.gov/OralHealth/Topics/Oral_Cancer/OralCancerStatistics.htm)

Ask your dentist for an oral exam including Sapphire Plus Lesion Detection...because early detection is vital.

For more information, ask your dental professional.

“A person dies from  
**oral cancer**  
every hour of  
every day.”

– The Oral Cancer Foundation<sup>1</sup>



The good news...  
Your dentist could save your life  
through early detection

*Sapphire* plus  
LESION DETECTION

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