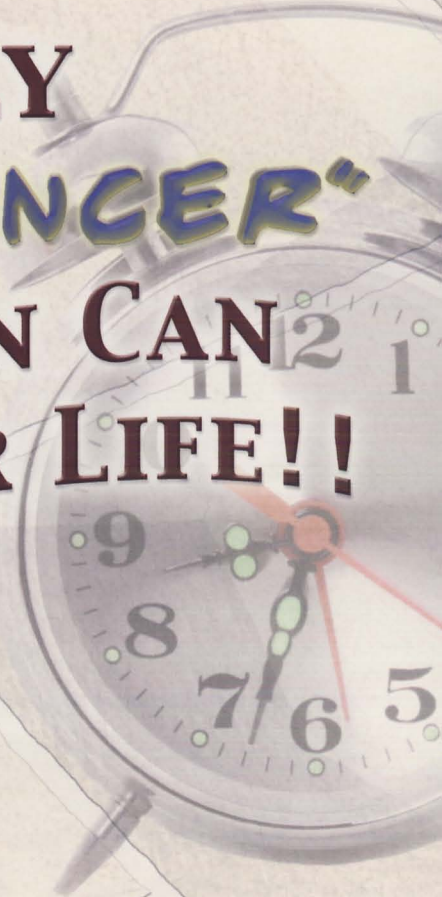


DENTAL NEWS & VIEWS™



Vol. 16, Issue 4

EARLY "ORAL CANCER" DETECTION CAN SAVE YOUR LIFE!!



Oral cancer strikes an estimated 34,360 Americans EACH year and ONE simple step can help you minimize YOUR risk!!

As you read this newsletter, it's possible that you could have a dangerous oral lesion in your mouth—**that you're not even aware of!**

The fact that you aren't aware of it is the key here, because oral cancer always begins as a tiny, white or red patch or sore in the mouth. **Early signs of it can appear in any area of your mouth including the lips, gums, cheek lining, tongue and the palate.**

Cancer is never an easy subject to discuss, but doing so may help you prevent it. Thankfully, oral cancer **can be detected early** and

we want you to know that we include oral cancer screening as part of your comprehensive dental exam.



"...we include oral cancer screening as part of your comprehensive dental exam..."

You should also know that oral cancers can lead to facial disfigurement, can spread to other areas and, of course, can be fatal. If not detected early, only half of the patients with oral cancer survive more than five years. Radiation therapy and surgery are the primary methods of treating oral cancers.

Read on to find out how we can help you minimize your risk!

Inside...what every patient must know ...

Oral Cancer is "MORE COMMON" Than You Think

Oral cancer is, by no means, considered rare.

In fact, it's **as common** as leukemia and claims more lives each year than either melanoma or cervical cancer! That's why the *American Cancer Society* recommends oral cancer screening as a part of routine

cancer-related check-ups. But doctors don't examine you for oral cancer, dentists do.

Let Us Help You Win the Battle Against Oral Cancer...

Our oral health professional staff is **trained to detect early signs of cancer and pre-cancerous conditions.**

Fortunately, oral screening in this office is a routine part of every dental exam. There is no doubt that **regular check-ups are essential for early detection of oral cancer.**

Typically, the earlier cancer is diagnosed, the more successful the treatment, thus increasing the survival rate.

Warning Signs of Oral Cancer...

- A sore that bleeds easily or doesn't heal
- A color change of any oral tissues
- A lump or thickening of oral tissues
- A white patch, red spot or small sore
- Pain, tenderness or numbness anywhere in the mouth or on the lips
- Difficulty chewing, swallowing, speaking or moving the tongue or jaw
- A change in the way your teeth fit together

You Could be at Risk

- Oral cancer most often occurs in people who use tobacco in any form
- Alcohol use, combined with smoking, greatly increase risk
- Prolonged exposure to the sun increases the risk of lip cancer
- Oral cancer is more likely to strike people who do not smoke and have no other risk factors
- More than 25% of oral cancers occur in people who do not smoke and have no other risk factors
- Pre-cancerous spots can develop in the mouth if not detected early and removed

We Have "GOOD NEWS"!

Most oral cancers can be prevented by **avoiding the risk factors.** In addition, according to the *American Cancer Society*, eating a healthy, balanced diet of at least five servings of fruits and vegetables daily may provide some protection against oral cancer.

Lip cancers can be prevented by **avoiding unprotected sun**

exposure, as well as pipe and cigar tobacco.

In order to detect oral cancer at an early, curable stage, we'll routinely examine your lips, mouth and tongue for abnormal changes every six months. **Prevention is so important that oral self-examinations between visits are a good idea.** We'll show you how it's done.

Whether you notice something unusual or

we detect a lesion upon examination, the good news is that most of these spots are, in fact, harmless! The problem is that harmful spots or sores look identical to those that are harmless. Only specialized lab testing can tell them apart. ❖

Don't Delay!

For your peace of mind, schedule your complete dental exam and oral cancer screening today!!



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A Bright Smile is Worth Having!!

by Andrea Vartanian

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Now that I'm in college and working in a professional capacity, I realize how important it is to have a great smile. I'm now making contacts that are important to my future and my career.

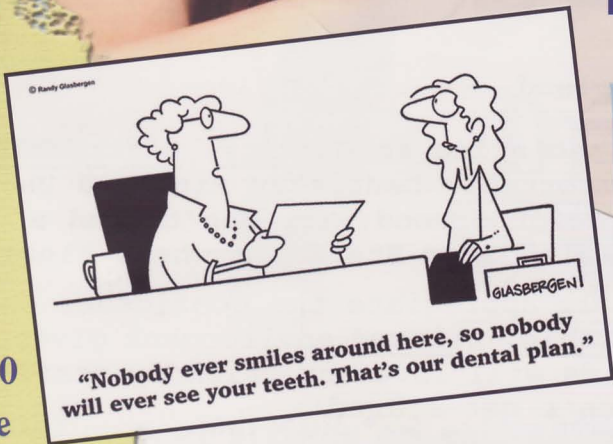
I notice that people zero in on my smile. Having whiter, brighter and straightened teeth gives me the confidence I need when meeting new friends or co-workers.

A combination of keeping regular dental and cleaning appointments, as well as daily home care, really does make a difference in my smile.

It sure helps to have a dental office that can accommodate my hectic schedule!

And it's always a pleasure interacting with a dental staff that knows me by name and makes me feel so relaxed and comfortable! ❖

"I notice that people zero in on my smile!"



A Small Note with a... **BIG "Thank You!!"**

We'd like to take this opportunity to **THANK YOU** for choosing our dental practice for your family dentistry. We appreciate your business. And your personal referrals have not gone unnoticed!! It's our pleasure to give you—and those whom you refer to us—the beautiful, healthy smiles you all deserve!

Your Dental Team

Here's Something to Chew On... Three Times a Day!



It's finally here...the scientific proof you've been waiting for. Now we have solid evidence about the oral health benefits of chewing gum!

The American Dental Association (ADA) Council on Scientific Affairs has awarded the ADA "Seal of Acceptance" to Wrigley™ Orbit™, Extra™, and Eclipse™ gum. These sugarless chewing gum products have **now been proven to help prevent**

cavities, reduce plaque acid and strengthen teeth!

You may be wondering, how in the world do they come up with this stuff?

Rigorous scientific and clinical studies, that's how!

Researchers actually showed that **chewing these gum products for 20 minutes, three times a day, after meals, increases saliva production.** Saliva helps neutralize and wash away plaque acid. Saliva also helps bathe the teeth in minerals known to strengthen enamel and prevent cavities.

So there you have it... proof positive that some gum does more than give you a blast of fresh breath.

But before you toss your floss or give your toothbrush the brush off, the **ADA says gum chewing will not replace daily brushing and flossing.**

Until such time that science figures out a way to grow new teeth, the ADA is sticking with their old standby, *"Brush twice a day...clean between teeth daily with floss or an interdental cleaner...eat a balanced diet...and see your dentist regularly."*

Since that would be us...we look forward to seeing you really soon! ❖