

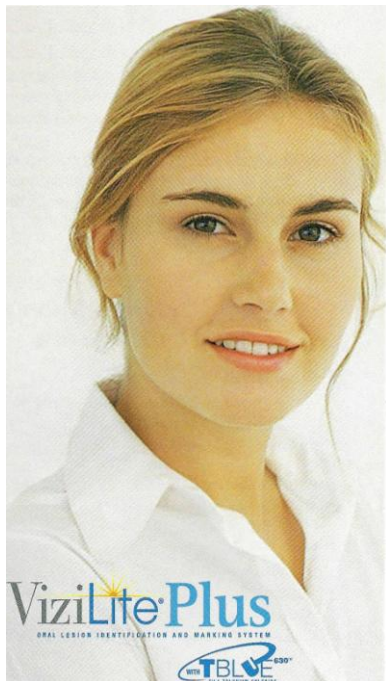


# ViziLite® Plus

## Oral Lesion Identification and Marking System

There one step in your dental visit you can't live without:

### Oral Cancer Screening.



Better screening saves lives

[www.vizilite.com](http://www.vizilite.com)

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**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 **for your health**; your dentist recommends we perform 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. It is quick and painless.

ViziLite Plus helps your doctor 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.

- 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.

**Are you at risk** for oral cancer? 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. Talk to your dental professional today about early detection of oral cancer.

#### 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.** \*\*

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

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 ZZILA-31-2006

#### Resources:

\*ACS Cancer Facts & Figures 2006

\*\*2006 SEER data