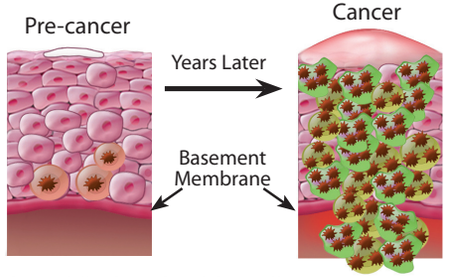
Dentistry has great news for patients:

Routine testing of small oral spots is helping to find pre-cancerous cells, years before oral cancer can start.

WHAT YOU CAN EXPECT AS PART OF YOUR ROUTINE EXAM:

- Your dentist and hygienist look for spots in your mouth
- If a spot is observed, your dentist may recommend further testing
- The BrushTest® sample is then sent for computer-assisted laboratory analysis
- Even if the lab identifies abnormal cells, they can typically be removed - years before they can harm you



If the BrushTest® finds unhealthy cells, they can typically be removed, years before they can penetrate the basement membrane and become oral cancer.

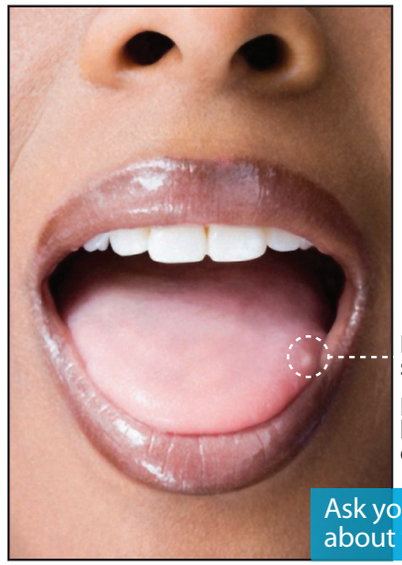
The OralCDx® BrushTest® is a laboratory test which is used to assist in a professional oral examination. Some cases of oral cancer may not be prevented or detected. Not every lesion may be fully characterized by this test. Persistent lesions, even with negative results, require adequate follow-up evaluations.

What You Should Know:

1 **MOST PEOPLE WILL HAVE** tiny white or red spots in their mouth at one time or another.

2 **SEE YOUR DENTIST REGULARLY** for a thorough oral exam. Although the vast majority of these spots do not contain unhealthy cells, your dentist may recommend further testing.

3 **EVEN IF THE LAB IDENTIFIES** abnormal cells, they can then typically be removed - years before they can harm you.



It's a harmless spot now.

Don't let it become oral cancer.

Ask your dentist about the BrushTest®

For more information please visit **www.BrushTest.com**

[1] American Cancer Society. Cancer Facts and Figures 2010, Estimated New Cancer Cases and Deaths by Sex for All Sites, US, 2010. Available at: http://www.cancer.org/research/cancer-factsfigures/cancerfactsfigures/cancer-facts-and-figures-2010

[2] http://www.ada.org/2607.aspx

[3] Altekruse SF, Kosary CL, Krapcho M, Neyman N, Aminou R, Waldron W, Ruhl J, Howlader N, Tatalovich Z, Cho H, Mariotto A, Eisner MP, Lewis DR, Cronin K, Chen HS, Feuer EJ, Stinchcomb DG, Edwards BK (eds). SEER Cancer Statistics Review, 1975-2007, National Cancer Institute. Bethesda, MD, http://seer.cancer.gov/csr/1975_2007/, based on November 2009 SEER data submission, posted to the SEER web site, 2010.

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[6] Gillison, M.L., et al., Distinct risk factor profiles for human papillomavirus type 16-positive and human papillomavirus type 16-negative head and neck cancers. J Natl Cancer Inst, 2008. 100(6): p. 407-20.

[7] Chaturvedi, A.K., et al., Incidence trends for human papillomavirus-related and -unrelated oral squamous cell carcinomas in the United States. J Clin Oncol, 2008. 26(4): p. 612-9.

[8] Data on file

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An important message about oral cancer:



Pre-cancerous cells can now be detected...years before oral cancer can even start

Ask your dentist about the BrushTest® for oral spots

www.BrushTest.com



A BrushTest® for spots can help your dentist identify unhealthy cells

(years before they can harm you)

Dentistry has great news for patients:

By testing oral spots with a BrushTest®, pre-cancerous oral cells can be detected - years before oral cancer can start.

This is much like the way that routine Pap smears detect pre-cancerous cells years before cervical cancer can start.

ORAL CANCER CLAIMS ABOUT TWICE AS MANY LIVES AS CERVICAL CANCER

Your dentist can now help to prevent a disease that claims the lives of about as many Americans as skin cancer and about twice as many as cervical cancer.[1] Oral cancer is rising among women and non-smokers.[2,3] While it is also increasing in young people,[3,4] as with most cancers, the chance of developing oral cancer increases with age. Approximately 25% of oral cancer patients have no known risk factors including tobacco and/or excessive alcohol use.[5] Studies have also shown a link between oral cancer and HPV (human papillomavirus).[6,7]

THE GREAT NEWS IS THAT PRE-CANCEROUS CELLS CAN NOW BE DETECTED, LONG BEFORE ORAL CANCER CAN EVEN START

The first step is to see your dentist regularly for a thorough oral examination. Most people will have tiny white or red spots in their mouth at one time or another. Your dentist may choose to use a specially designed brush to quickly sample the cells from the spot. This sample is then sent for computer-assisted laboratory analysis.

YOUR DENTIST – HELPING TO PROTECT YOUR GOOD HEALTH

Although most small oral spots do not contain abnormal cells, they indicate to your dentist exactly where unhealthy cells may be located. If a spot is found by a BrushTest® to contain unhealthy cells (known as dysplasia), it typically takes several years before they can cause any harm. The spot can be removed before oral cancer can start.

ACCURACY DEMONSTRATED AT 35 DENTAL SCHOOLS

The accuracy of the BrushTest® has been demonstrated in large published clinical studies, including a major clinical trial conducted at 35 U.S. dental schools. Its use by over 30,000 U.S. dentists[8] has already detected pre-cancerous cells in thousands of patients, long before oral cancer could even start.

OralCDx®
The BrushTest®