



ALTIMA DENTAL CENTRES OFFER ADVANCED ORAL CANCER CHECKS

Focus on prevention urged: Oral cancer more deadly than breast, cervical and prostate

April 1, 2009 (Toronto, ON) – In an effort to shed light on the importance of oral cancer prevention, Altima Dental is launching another advanced checking program that will help dentists detect abnormalities in the mouth more readily than ever before.

Oral cancer is prevalent and preventable. Three people die from oral cancer everyday in Canada – making the five-year survival rate of oral cancer lower than the survival rates of breast, cervical and prostate cancer. However, the potential for death is significantly reduced if cancer is detected early, making treatment easier, less invasive and more than 90% curable.

“Oral health is important to overall health and at Altima Dental we believe regular, advanced checking can help prevent oral cancer by helping detect it earlier than ever before,” says Dr. George Christodoulou, Senior Partner at Altima Dental.

Altima Dental’s advanced oral cancer check is designed to complement a regular dental exam. It’s like using a marker to point out any irregular or suspicious lesions in the mouth that could otherwise be difficult to observe with the human eye alone.

Simple detection aids prevention

An advanced oral cancer check is simple, painless and only takes a few minutes. The process involves using a safe fluorescent visualization source. After a traditional visual and physical oral examination, your mouth is examined using the fluorescence. This helps your dentist identify any lesions that could potentially be cancerous.

“Using an advanced checking method for oral cancer detection is as essential as undergoing a Pap smear for cervical cancer screening,” says Adriana Gonzalez, a registered dental hygienist and Manager of Quality and Patient Services at Altima Dental. “It’s a well-known fact that a Pap is an essential part of a woman’s yearly physical. An oral cancer check offers the same type of early detection and is equally important to your overall health care.”

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Oral cancer: The facts

Age and excessive alcohol and tobacco use are leading risk factors for oral cancer; however, 25% of those who suffer from the disease have no risk factors. Recent studies also indicate that infection of the oral cavity with the Human Papilloma Virus (HPV) may also be a risk factor.

Taking preventative measures such as undergoing an oral cancer check is the best way to monitor your oral health. Oral cancer is best detected through a visual examination by your dental practitioner. Since signs and symptoms often resemble canker sores or other common lesions in the mouth, using fluorescent visualization after the standard oral cancer exam improves the ability to identify and evaluate suspicious areas at their earliest stages. The check is quick and painless and follows a regular visual exam.

Altima Dental Canada recommends Canadians be checked for oral cancer on a yearly basis.

Altima Dental will conduct an advanced oral cancer check at NO cost to all new patients starting April 2009.

Make a donation to the Canadian Cancer Society at any Altima Dental Centre in April, and Altima Dental Canada will match your donation. All proceeds will be donated in support of oral cancer research in Canada.

About Altima Dental:

Altima Dental is the largest dental network of its kind in Canada. They operate 22 dental centres in convenient locations across Ontario, and 5 in Alberta under the name BrightSmile Dental Centres. The Altima network services more than 200,000 patients yearly. 2008 marked Altima Dental's 15th year Anniversary.

General and cosmetic dentistry are offered at all Altima dental centres. Many centres also offer specialty services, such as orthodontics, Invisalign, sedation dentistry and oral surgery. Altima offers 0% financing, convenient locations and extended hours. The dedicated professionals at Altima Dental combine technological prowess and aesthetic ability to enhance and beautify your smile. Continuing education is an on-going priority for the dental team, to ensure optimal treatment options for their patients. For more information and a list of locations, visit www.altima.ca.

To arrange a demonstration, interview or media appearance for the advanced oral cancer check, please contact:

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