



Cosmetic dentistry
Create a new you



Teeth whitening
Get a Hollywood smile

**MEDIA
PLANET**

ORAL HEALTH



“About the only thing worse than getting cancer... is learning that it could have been easily prevented.”
Chef Grant Achatz

3
TIPS

HOW TO BE YOUR OWN ORAL HEALTH ADVOCATE

Chef Grant Achatz shares his own real-life experience

PHOTO: LARA KASTNER

AN IMPORTANT MESSAGE FROM THE AMERICAN DENTAL ASSOCIATION:

**It's a harmless spot now.
Don't let it become oral cancer.**

----- Ask your dentist about a brush test

Part of a public awareness campaign brought to you by the ADA and OralCDx

ADA American Dental Association®
America's leading advocate for oral health



The OralCDx brand of brush test is an adjunct to the professional oral examination in the early detection of oral precancer. This test is not a substitute for a scalpel biopsy which should continue to be utilized to evaluate suspicious oral lesions. The ADA has no financial interest in this product. This ad is part of an educational program supported by a grant from Oral Cancer Prevention International, Inc., provider of the OralCDx brand of brush test. For more information please visit www.ada.org

CHALLENGES

“Don’t forget to brush your teeth!” This is one of the first and most frequent health messages we hear, even when we are too young to understand why.

Bringing healthy mouths to life!

Having a healthy mouth requires our time and attention on a twice-daily basis. We look at our faces and mouths in the mirror, and we make a point of brushing and flossing our teeth, and reminding our children to brush and floss theirs.

Why then, is tooth decay the number one unmet childhood disease in the United States? Dental-related illness causes children to lose over 51 million school hours, and adults to lose over 164 million work hours each year. We still have a lot to learn about our mouths! A public opinion survey commissioned by Oral Health America found that most adults (82 percent) are unaware of the role that infectious bacteria can play in tooth decay or cavities.

Oral health's link to overall wellness

Changes in your oral health can affect your overall health. Research shows that mouth problems can create other health problems. Cavities and gum diseases are caused by germs that we can pass on to our family and friends. Gum disease is linked to blood sugar problems in diabetics, as well as heart disease, stroke, premature birth, and an increased risk of other infections.

Caring for our mouths requires active partnerships—with our dental care providers, between parents and children, and among caregivers and individuals with limited mobility. Do not expect that young children will be able to brush on their own. This is a life-long practice that can take a number of years to master, so make brushing a fun part of every day and praise your children for taking care of



Elizabeth Rogers
Director,
Communications
and Public Affairs,
Oral Health
America

their mouths.

It’s a fact: having a healthy mouth depends on us holding up our end of the partnership, by practicing good daily dental care habits, keeping regular dental appointments, making healthy food choices, and avoiding tobacco use. Communities have a responsibility too, by recognizing oral health’s importance to overall health, and supporting programs and policies that make it possible for everyone to obtain the dental care they need.

Teaching our children

The mouth is connected to the rest of the body, and according to the

U.S. Surgeon General, “you can’t be healthy without good oral health.” The next time you remind your children to brush their teeth, let them know why. And speak up for oral health services and education in your community today!

About oral health america

Oral Health America’s programs are bringing healthy mouths to life all across the country. Our mission is to change lives by connecting communities with resources to increase access to care, education, and advocacy, for all Americans, especially those most vulnerable. Learn more at www.oralhealthamerica.org, become a fan on Facebook, and follow our Tweets at “Smile4Health.”



WE RECOMMEND



Jeanna Richelson
inspires us to fight
against mouth and
head cancer

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MEDIA
PLANET

ORAL HEALTH
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Country Manager: Jason Howell
jason.howell@mediaplanet.com
Editorial Manager: Jackie McDermott
jackie.mcdermott.com

Responsible for this issue

Publisher: Nikki Waalen
nikki.waalen@mediaplanet.com
Designer: Missy Kayko
missy.kayko@mediaplanet.com

Contributors: Elizabeth Czupta,
Allison Walker, Linda Dyett,
Richard Sharp

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Trust the
science on
the store shelf

With so many oral care products on store shelves, how can you choose what is best for the health of your family? Just look for the American Dental Association (ADA) Seal of Acceptance.

The ADA Seal of Acceptance ensures the product has been independently evaluated by scientific experts for safety and effectiveness. More than 150 scientists, many from leading universities, with expertise in dental materials, microbiology, pharmacology, toxicology and chemistry serve as consultants to the ADA in order to evaluate products. Companies seeking the Seal pay a small fee

to help cover costs, and the program is maintained on a non-profit basis.

The Seal of Acceptance program is part of the ADA’s ongoing mission to promote good oral health. It was created in 1930 in response to false advertising and unsafe products, including a “remedy” for gum disease that contained enough sulfuric acid to act as a drain opener.

The Food and Drug Administration (FDA) has regulatory authority over today’s oral care products; however, the ADA Seal of Acceptance program often has higher criteria than that required by the FDA.

Not all submitted products earn the Seal. But you can take comfort in knowing that products with the ADA Seal of Acceptance have gone the “extra mile” to show that they meet or exceed important performance standards.

You’ll find the ADA Seal of Acceptance on certain toothbrushes, toothpaste, floss, mouthrinse, denture care

products, sugar-free chewing gum, and even artificial saliva for treating dry mouth.

To help prevent dental diseases, the ADA recommends these simple steps:

1. Brush your teeth twice a day with fluoride toothpaste.
2. Floss once a day.
3. Eat a balanced diet.
4. Visit a dentist regularly.

To find products with the ADA Seal of Acceptance or learn more about your oral health, ask a dentist and visit ADA.org.

MICHAEL P. RETHMAN, D.D.S., M.S.
Chairman, ADA Council on Scientific Affairs



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INSIGHT

This never has to happen to you



“You have Stage 4 oral cancer. If we don’t remove your tongue you will be dead in six months.”

I received that prognosis from four top hospitals. It was a crushing blow. There is no Stage 5.

I am a chef and have been cooking professionally since growing up in my parents’ diner in Michigan. *Gourmet Magazine* had recently named my restaurant, Alinea, the Best Restaurant in America. I was 33 years old and had two small children. I had never used tobacco. My goals and dreams were just being realized.

Four years earlier I noticed a small white spot on the side of my tongue. It



Chef Grant Achatz
PHOTO: LARA KASTNER

didn’t seem concerning, but I showed it to several dentists. A scalpel biopsy came back falsely negative, probably because it only tested a part of the spot. Later I was told that I was biting my tongue. I believed these doctors until it became too painful to bear.

A quick brush test of my spot could have detected my precancer—dysplasia—years before it became a

problem. If even one of my dentists had used this simple test my whole ordeal could have been avoided.

Every week people suffering from oral cancer contact me at Alinea. I spend time answering their questions and telling them about the treatment protocol at the University of Chicago that saved my life and my ability to taste. Three years later, I am cancer-free and thriving. Most patients are not so lucky.

Examine your mouth regularly

If you see or feel a spot that you didn’t notice before, see a dentist immediately that uses the brush test. It is the only, virtually-painless way to be sure that your oral spot is not precancerous.

Please benefit from my experience. Be your own advocate and take responsibility for your health.

Chef Grant Achatz is the co-owner of Alinea and is developing Next and the Aviary in Chicago. He is an oral cancer survivor and patient advocate. Chef Achatz has partnered with OralCDx Laboratories to raise public awareness of the importance of testing common oral spots to help prevent oral cancer.

GRANT ACHATZ
editorial@mediaplanet.com

ORAL CANCER FACTS

Oral cancer kills about as many Americans as melanoma and twice as many as cervical cancer. It is also rising among women, young people, and non-smokers. Oral cancer usually starts as a tiny white or red spot containing still-harmless but precancerous cells which can progress to cancer if they are not removed. Precancerous oral spots often look identical to the tiny white and red mouth spots almost all of us have at one time or another. Laboratory



PRECANCEROUS ORAL SPOT

testing of the cells underneath the spot is the only way to know that it is not precancerous.



DON'T MISS!

Comprehensive dentistry under one roof

There’s something different, almost futuristic, about the University Associates in Dentistry (UAD)/Dental Implant Institute of Chicago (DIIC). It’s a group practice using the most current technologies. It’s a teaching center where hundreds of dentists have attended seminars and can return to perform their first implant surgery with a DIIC mentor at their side. It’s a full-service, one-stop dental office providing everything from esthetic fillings and porcelain crowns to bone grafting and implant-supported bridges. It’s a practice that serves Chicagoland and patients referred to them from anywhere in the country.

The UAD/DIIC is a team of general dentists: Dr. Russell Baer, concentrating in implantology, is UAD’s principal educator; Dr. Martin Marcus, a cosmetic and implant prosthetic dentist, champions the technology and marketing aspects of the practice; and three other dentists, including a prosthodontist and a periodontist.

“As a comprehensive group practice, we’re able to do all parts of implant dentistry,

from surgical placement to the crowns on top,” Dr. Marcus says. “That’s important to people who want teeth finished in one day. It provides greater efficiency, plus instant gratification. Technologies like guided surgery allow us to place implants without cutting open the gums, and improves the patient’s healing capacity.”

Drs. Baer and Marcus have an extensive patient education/consultation process, followed by taking a 3-D CT scan. Dr. Marcus explains, “This is critical to determining if a person is a candidate for implantology, and if other dental procedures will be required as well. Often, patients come to us needing not just one or two implants, but a whole mouth reconstruction. There are many ways we can deliver that, depending on what the patient desires.”

“We have the unique ability to do all this under one roof,” he continues. “We can combine treatments for people who may need implants in one area, and restorative or cosmetic dentistry in other areas.”

ALLISON WALKER
editorial@mediaplanet.com

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- Karen M.

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INSPIRATION



DON'T MISS!

SUGARLESS GUM

More than just a breath freshener

Renowned as a breath freshener and instant soother of jagged nerves, chewing gum has been around in one form or another (typically resin or tree sap) since ancient times—filling an evident human need for something to chomp on.

Yet only in recent years has chewing gum's health benefits been recognized by dental professionals.

Specifically, sugar-free gum helps fight tooth decay—a condition that affects 92 percent of the adult population. Technically known as caries, tooth decay is caused by a particularly sticky strain of bacteria that is the main component of dental plaque. In the presence of sugars and starches, these bacteria produce an acid which “dissolves the calcium in the teeth, thus initiating the

decay process,” says Peter Jacobsen, PhD, D.D.S, professor of pathology and medicine at the Arthur A. Dugoni School of Dentistry in San Francisco.

The mechanics of chewing

The act of chewing benefits the teeth in several ways. “It stimulates the production of saliva to help wash away debris and help neutralize plaque acid in the mouth,” according to Rob Peterson, senior vice president and chief innovation officer at the Wm. Wrigley Jr. Company, the world's largest global chewing gum manufacturer. In addition, sugar-free gum “produces a remineralizing effect in previously demineralized enamel.” Actually, studies show that chewing sugarfree gum immediately after eating for 20 minutes helps reduce the risk of tooth decay by nearly 40 percent.

Which gum to chew?

Make sure it's sugar-free and has the American Dental Association's Seal of Acceptance, indicating that the formulation has been clinically proven to help prevent cavities, reduce plaque, and strengthen the teeth.

LINDA DYETT

editorial@mediaplanet.com



Question: What are veneers?

Answer: A semi-translucent “shell” of porcelain, custom made to fit precisely over an existing tooth.

First impression: Your smile

Though a dentist office for many seems to be categorized as a site of fright, not all dentist visits need to be feared.

One dentist in particular strives to create the ultimate stress-free environment. One of his many patients flashes her pearly whites at the thought of it.

The perfect smile

Kathy Piccone, 50, has been going to Jeffrey A. Weller, D.D.S., Weller Aesthetic and Implant Dental Care for many years. Infatuated with white teeth, she was constantly using various whitening methods to attain that perfect smile. “Everybody looks at your smile,” she says. “To have a beautiful healthy smile, that's so important!” And with the most advanced dental technology, this can certainly be made possible.

It was during one of her regular visits when Dr. Weller recommended she consider veneers; a semi-translucent “shell” of porcelain, custom made to fit precisely over an existing tooth, according to Dr. Weller. Little did Kathy realize this simple procedure would change her life forever.

“Everybody looks at your smile... to have a beautiful healthy smile, that's so important!”



Kathy Piccone

The procedure

As a manager at Gibson's Steakhouse, Piccone works with numerous people and is constantly meeting and greeting guests. “Your smile is everything,” she says, “and a first impression meant everything to me.”

The procedure was incredibly simple according to Piccone. Dr. Weller took her impressions and in the meantime gave her temporaries while her impressions were sent to the lab. Once the veneers came in, she was good to go! “Dr. Weller's technique is so impeccable,” she says, “every one of his patients smiles so confidently.” And there's no doubt Piccone is one of those poised patients.

A lasting impression

It's been six years since Piccone had her procedure and she couldn't be more ecstatic. In one word, she sums up her experience as “refreshing.”

It only takes one procedure to achieve a dazzling smile but lasts a lifetime of compliments and confidence.

ELIZABETH CZUPTA

editorial@mediaplanet.com

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INSIGHT

THE PERFECT SWING

Golfers find improved performance with new mouthgear

The latest technology to hit the sports world is dropping jaws, literally.

New breakthrough performance mouthwear is allowing athletes in just about any sport to unlock their full potential and improve their performance, with technology designed to increase strength, endurance and reaction times, while reducing athletic stress.

One such advancement in custom-fit mouthgear is called ArmourBite™. Introduced by Under Armour last fall, the patented technology was created by Bite Tech, Inc., a Minneapolis-based company that has spent over 15 years conducting research and science on developing mouthwear products that improve athletic performance.



“When I first tried my ArmourBite Mouthwear, I didn’t see an immediate change in my course play but what I did notice was less tension in my neck and jaw since I wasn’t able to clench my teeth when I was frustrated or missed a shot. It helped me to keep my focus and move on to the next shot without being distracted, which is crucial to a golfer. Because of this, I recently began to use it during my training. I was able to complete work-outs better than some of the male golfers I train with and felt faster and stronger... now I’m hooked.”

- VICKY HURST

Get fitted

While most people think about being fitted for a mouth guard for football or hockey, wearing a mouthpiece for non-contact sports is quickly gaining traction among a wide range of professional and amateur athletes.

One sport where athletes are showing particular interest in performance-enhancing mouthwear is in the golf world.

“You might not think of golfers wearing mouthpieces, that it is just for athletes in contact sports, but Under Armour Performance Mouthwear has helped to improve my golf game,” says PGA golfer Hunter Mahan.

“I wear the custom-molded mouthpiece while training on and off the golf course and it has increased my strength, power and heightened my accuracy. I

have seen positive results not only in my game, but also in my overall training and stamina,” he says.

The trend towards golfers using performance-enhancing mouthgear is not limited to men, either.

“I recently began to use ArmourBite during my training. I was able to complete workouts better than some of the male golfers I train with and felt faster and stronger... now I’m hooked,” says LPGA golfer Vicky Hurst.

Whether you’re looking to perfect your swing or deliver your own jaw-dropping performance, to get your own ArmourBite™ you’ll need to visit an authorized dental provider network.

RICHARD SHARP

editorial@mediaplanet.com

BAD BREATH AND DRY MOUTH TIPS

Get rid of bad breath!

- Brush and floss properly
- Clean your tongue
- Drink plenty of water
- Use mouthwash
- Chew sugarless gum
- Check for signs of gingivitis and other dental problems
- Get dental check-ups
- Use over the counter oral moisturizers

Minimize the symptoms of a dry mouth:

- Drink water or sugar-free drinks frequently
- Use a humidifier
- Suck on sugar-free hard candy and/or gum, ice chips or sugar-free popsicles
- Avoid tobacco
- Pass up salty or dry foods
- Avoid mouth rinses or mouthwashes that contain alcohol
- Use a soft-bristled toothbrush

JAW-DROPPING PERFORMANCE

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NEWS

* DON'T MISS!

At-home whitening tips

■ If you're a DIY type, a variety of products are available for home use. For the most significant results, use products that adhere to the teeth, which prevents saliva from diluting them.

■ Dentist-dispensed (and some consumer products) are backed by extensive research. Most of these are peroxide-based gels applied with a mouthguard, worn during the day or overnight. Using a mouthguard custom-made by your dentist helps avoid gum irritation.

■ Over-the-counter whitening options include liquids that can be painted on the teeth and gel-covered strips that can be worn day or night. Whitening toothpastes contain special abrasives and chemicals to remove stains. They will not alter your basic tooth color, but help keep your smile bright between professional cleanings and/or whitening treatments. Whitening rinses and some chewing gums also can help keep staining under control.

ALLISON WALKER

editorial@mediaplanet.com

Flossing tips

■ Floss daily to benefit overall health

■ Hygiene tools like Plackers dental flossers make flossing easy and comfortable

■ Flossing may reduce risk of cardiovascular disease

■ Hygiene tools like Plackers flossers make flossing on-the-go easy

■ When you can't floss, chew sugarless gum

■ Ask your dentist about proper flossing techniques



CREATING A MEMORABLE SMILE

If you ask anyone what they notice first about a person, their smile is always high on the list. If you ask what they least like about themselves, their smile may also be very high on the list.

Facial esthetics is a rapidly growing industry, and dental esthetics tops that list as well. Sometimes all a person needs to feel better about his or her appearance is to improve their smile. Perhaps the easiest, fastest, and least expensive way to accomplish that is with tooth whitening.

Reach your whiter smile goals

Tooth whitening can erase the effects of aging on the teeth.

As we age, our teeth naturally discolor from exposure to tea, coffee, colas, red wine, tobacco, etc. Some people are born with darker teeth, especially if their mother took tetracycline during pregnancy. Yellowish teeth whiten the most easily, brownish-colored teeth less well, and gray stains the least well. Your dentist can tell you the best approach for reaching your whiter smile goals. He or she will take into consideration any dental work present, including bonding, caps, or tooth-colored fillings, which will not brighten along with the natural teeth and may need to be replaced in lighter colors after the whitening procedure.

Anything more than “touch up” whitening (see sidebar) should be performed by a dentist

trained in the art of tooth whitening. This is called “in-office whitening,” which can be accomplished in one to several visits. One of the quickest, most popular systems is called Zoom® by Discus Dental. Zoom® is clinically proven to whiten teeth up to eight shades in one visit. The treatment starts with the dentist protecting your lips and gums by covering them so only the teeth are exposed. A hydrogen peroxide-based whitening gel is applied to the teeth and a special light is used to activate it for 15 minutes. This gel penetrates the teeth, dissolving stains. The process is repeated three times during the appointment, which lasts 60-90 minutes. Some patients experience short-term tooth sensitivity during the procedure and may be advised to

brush with a sensitivity toothpaste for a few days before and after the appointment. A fluoride gel applied with a mouth-guard-type tray also can be used to relieve sensitivity after treatment.

While some patients will never need to repeat the whitening process, occasional in-office touch ups may be necessary. Meanwhile, flossing and brushing twice daily will help to maintain your pearly whites. If you can't give up the cola, iced tea or red wine, applying one of the take-home products offered by Discus, only through dental professionals, will bring the sparkle back up a notch or two.

ALLISON WALKER

editorial@mediaplanet.com



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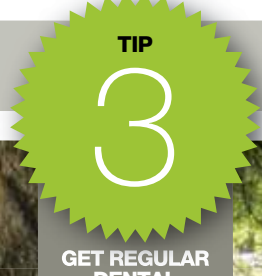
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INSPIRATION



TIP
3
GET REGULAR DENTAL CHECK-UPS



DON'T MISS!

Oral cancer: the silent disease in your mouth

Each year, 7,500 people die of oral cancer in the U.S. That averages to one person dying every hour of every day from the disease.

“People tend to not think about oral cancer because of the low incidence,” says Ronald L. Treiber, D.D.S., a dentist in Deerfield, Ill. “Early detection of this potentially lethal disease can be treated successfully if detected early enough.”

The most significant piece of information people should know about oral cancer are the risk factors. The most important ones include tobacco use and frequent drinking. Infection with HPV may also increase your risk for oral cancer.

“If you have high risk factors, you should be evaluated annually,” says Dr. Treiber. “I cannot over emphasize the importance of early detection. It increases your odds of survival.”

DAWN WILSON
editorial@mediaplanet.com

Testament of triumph

CHALLENGES

Question: What inspiration can you give others?
Answer: “No matter what the doctors say, always have hope! Without hope, you have nothing.”

Since her first diagnosis in 2001, Jeanna Richelson had over 90 radiation treatments to her throat. In her case, it’s the most any person has ever endured. “They were worried the treatments were going to kill me, not the cancer,” she says.

The diagnosis

Richelson was 36 years old when she was diagnosed with throat cancer—highly unusual considering her age and the fact that she

was a non-smoker. After multiple tests, surgery and 30 radiation treatments, Richelson believed she was cancer-free.

Four months after she married Robert, her soul mate, Richelson felt a swollen lymph node under her chin. Following a biopsy, the results were positive. Since the primary source was never originally located, the cancer was never completely gone. This time, Richelson flew to M.D. Anderson Cancer Center in Houston, to meet with the head surgeon of the Head and Neck Department.

Perseverance

After an entire day of scans, the primary tumor was found in the base of her tongue. Half of her

tongue was removed and replaced with muscle and tissue from her forearm. Richelson needed 30 more radiation treatments. A follow-up CT scan diagnosed a small tumor near her collarbone. This required more radiation and chemotherapy. She yearned to go home and rest in her own bed. Heart-broken, she had to remain in Houston.

This was just the beginning to a long year of traveling back and forth for treatments. Having endured two radical neck dissections, tongue surgery, 90 radiation treatments, chemotherapy and numerous obstacles along the way, eight and a half years later, Richelson is certainly a survivor and inspiration. Through her journey, Richelson never ques-

tioned why; “I know how big cancer is, but I know how much bigger God is!”

Raising awareness

While other cancers can be hidden with clothing, oral cancer cannot. It affects one’s speech, swallowing, eating, smell and taste. Cancer-free, Richelson organized the first oral cancer walk in Chattanooga and was the first to ever facilitate a chapter of SPOHNC (Support for People with Oral and Head and Neck Cancer) in the state of Tennessee. Richelson’s next goal: the The Oprah Winfrey Show. “Who better to let the world know about Oral Cancer,” she said.

ELIZABETH CZUPTA
editorial@mediaplanet.com

Knowing the risk factors for oral cancer can save your life.

Tobacco users over the age of 40 have an increased risk of developing oral cancer.* Annual screenings for oral cancer are crucial for people with risk factors, such as tobacco use, because studies show early detection helps save lives.*

Talk to your dentist about an oral cancer screening with ViziLite® Plus.

Early detection helps save lives.



* American Cancer Society. Oral Cancer. Available at: http://www.cancer.org/docroot/PRO/content/PRO_1_1x_Oral_Cancer.pdf?sitearea=PRO. Accessed April 14, 2010.

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A Clean Mouth Feeling

Chewing Orbit® sugarfree gum helps fight cavities.

After eating, harmful plaque acids begin to attack your teeth, causing cavities over time. Chewing Orbit sugarfree gum stimulates the production of saliva—your mouth's natural defense against decay—to strengthen teeth and help fight cavities.^{1*}



The ADA Council on Scientific Affairs' Acceptance of Orbit® is based on its finding that the physical action of chewing Orbit® sugarfree gum for 20 minutes after eating stimulates saliva flow, which helps to prevent cavities by reducing plaque acids and strengthening teeth.

*When you chew Orbit sugarfree gum for 20 minutes after eating.

Reference: 1. Szöke J, Bánóczy J, Proskin HM. Effect of after-meal sucrose-free gum-chewing on clinical caries. *J Dent Res*. 2001;80:1725-1729.
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