



Thank you to all who participated in this year's Smile for Life campaign. With your help we raised \$6,606 dollars to help children's charities. We raised half of the money to help the Child Abuse Prevention Fund in Wisconsin.

The fund supports local parent education programs that teach parents of newborns to age five who are at high risk of abusing their children. The remainder went to Garth Brooks Teammates for Kids Foundation for use in health, education, and inner city programs that benefit children.

As part of the Crown Council's annual campaign, we provided teeth whitening to the community at a reduced cost and they in turn donated the fee to the Smiles for Life Foundation.

"We continue to strive to surpass what we raised in the previous year, and we did it! We thank everyone in the community who helped make it a successful campaign," said Dr. Kim.

ViziLite® Oral Cancer Screening

Every hour of every day, in the U.S., one American dies of oral cancer. This deadly disease is the sixth leading cause of cancer deaths in America with no significant improvement in the survival rate in the past 40 years.

If discovered in its early stages, oral cancer is 90 percent curable, but less than 50 percent curable if discovered in its later stages. To help increase survivability, Dr. Kim is offering the benefits of ViziLite®, the only FDS-cleared technology for screening of oral abnormalities in patients at increased risk for oral cancer. ViziLite is a medical breakthrough that helps professionals detect oral abnormalities that could be early indicators of cancer.

ViziLite® is an easy, painless and non-invasive examination that more and more dentists are incorporating into their annual oral health wellness exam. The exam is a three-step process and takes only a few minutes. First, the patient rinses with a raspberry-tasting solution to prepare for the exam after which the dentist or hygienist snaps the ViziLite® lightstick, activating it so that it glows. The dentist or hygienist then places the lightstick in a retractor and shines it in the patient's mouth while examining the oral tissue for abnormalities.

ViziLite® was developed as a screening

technology to improve the traditional method of detecting abnormalities. Once pre-cancer or cancer can be seen or felt by a healthcare practitioner, it has possibly already advanced to the late stages where it is considerably less curable.

"Oral cancer is a more prevalent and deadly disease than most people realize," said Douglas D. Burkett, Ph.D., president and CEO of Zila, Inc.

ViziLite® is marketed by Zila Pharmaceuticals, a division of Zila, Inc.

"I became passionately involved in the battle against oral cancer when the disease afflicted my grandfather. ViziLite® is a revolutionary solution to detect abnormalities early on. It's our hope that we can save lives by catching this disease in its early stages when it is still curable. If a ViziLite® exam becomes the standard of care like other screening exams such as mammography and Pap smear, we believe that the death rate due to oral cancer will significantly decline," said Burkett.

Dr. Kim added, "Oral cancer is more prevalent than cervical cancer; it's common practice for women to get a mammography and Pap smear every year. ViziLite® is a screening technology for dental professionals to incorporate into their daily practice; it's a way to show our patients that their overall health is important and

that dentists and hygienists do so much more than merely checking for cavities."

Those considered high-risk are:

- Age 40 and older
- Users of smoking or chewing tobacco, currently or within the past 10 years
- Users of one or more alcoholic drinks daily, including one beer, one glass of wine or one drink of spirits.