



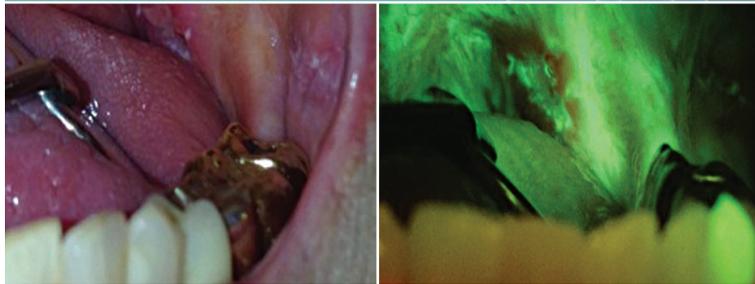
New diagnosis are  
YOUNG, NON-SMOKERS



Mortality rate due to  
LATE DIAGNOSIS



Percentage of oral cancers  
found in  
TERMINAL STAGES



## EARLY DIAGNOSIS: LESS RISKS

If diagnosed in an early stage of development (I and II), oral cancers have an 80 to 90% survival rate. **EARLY DIAGNOSIS IS POSSIBLE ONLY WITH SCREENING.**

With late diagnosis (for combined stages), the mortality rate is 56%; consequence of the fact that most oral cancers are diagnosed in an advanced stage, only when they are visible at naked eye (stage III and IV).

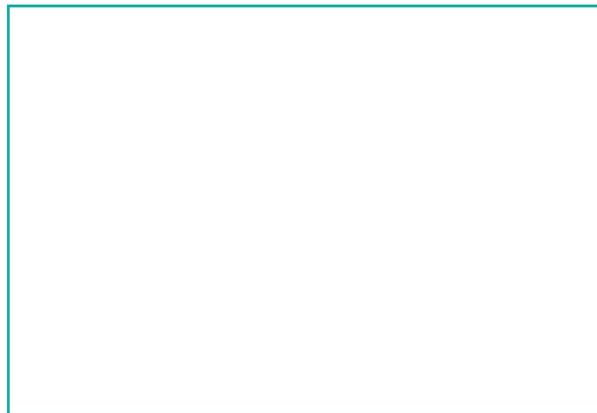
# OralID™

Shine Light. Save Lives.

The **five minutes** examination that can save **your life.**

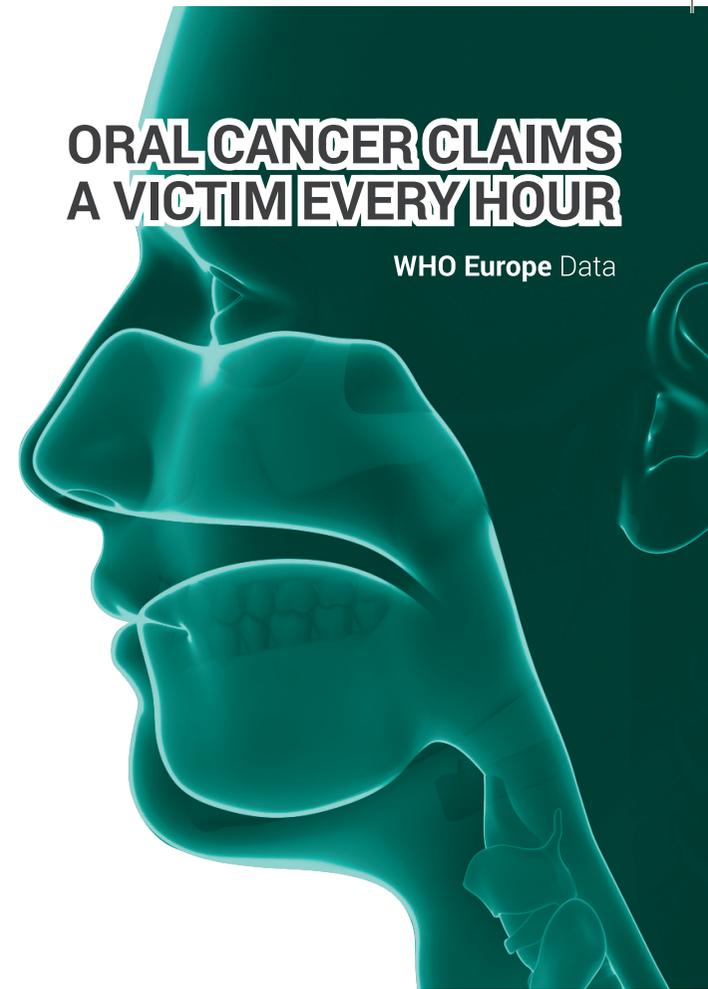
**ORALID IS A FIVE MINUTES SIMPLE EXAMINATION THAT ALLOWS YOUR DOCTOR TO IDENTIFY ORAL ABNORMALITIES NOT VISIBLE AT NAKED EYE.**

**ASK  
YOUR DOCTOR FOR A  
SCREENING  
TODAY**



## ORAL CANCER CLAIMS A VICTIM EVERY HOUR

WHO Europe Data



# OralID™

Shine Light. Save Lives.

PEACE OF MIND  
TAKES **5** MINUTES

**NON INVASIVE DIAGNOSTIC SCREENING  
AT YOUR DOCTOR'S  
USED WORLDWIDE**

## WHAT IS ORALID?

- It's a **medical technology** for oral cancer **screening**.
- By **illuminating the oral cavity** with a special high intensity blue light, through special glasses, any darker areas will become **immediately visible**: this could possibly indicate a tumor.
- Then, your Doctor will take a picture of this area for his records.
- Exploiting the natural fluorescence of oral tissues, it is possible to identify in real time, any abnormal mucosa lesions that would otherwise be invisible.
- Then, your Doctor might take a **sample** for **cytologic examination**.

## FACTORS RISK



HPV



ALCOHOL



SMOKERS



AGE



GENETICS

## ORALID SAVES LIVES

**ORAL CANCER DEVELOPS IN THE MOUTH OR IN THE ORAL CAVITY, THAT MEANS THE INITIAL PART OF THE DIGESTIVE TUBE.**

Today, this type of cancer is still belatedly diagnosed with serious personal and social consequences.

**CURRENTLY, IN ITALY, WE REGISTER ABOUT 8000 NEW CASES AND ABOUT 3000 DEATHS PER YEAR.**

The mortality rate is above 56%, due to the late diagnosis and consequent advanced stage, when it is no longer curable.

Oral Cancer Foundation has listed celebrities who have suffered this type of cancer. Amongst these, the actor **Michael Douglas**, which was diagnosed in 2010 with oral cancer at stage IV.

In collaboration with the Oral Cancer Foundation, Michael Douglas aims to raise public awareness on the importance of early recognition of symptoms related to this disease and especially on the importance of **annual screening**.



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The **5 minute exam**  
that can **SAVE your life**

ASK  
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FOR SCREENING  
TODAY



*Michael Douglas raises public awareness on Oral cancer drama.*