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**New to West Michigan — Fast Non-Invasive and Economical Technology Detects Cancer  
of the Mouth Earlier, When More Treatable**

GRAND RAPIDS, MICHIGAN, March 13, 2007—Traditional visual oral exams performed by dentists to detect oral cancer typically miss the disease until it is advanced, requires disfiguring surgery and may be too late to save the patient’s life. That is until now. A new instrument, called the VELscope, provides very early cancer detection and is now part of routine dental exams at Dr. Dean L. Webers’ Aesthetic Dental Center. Dr. Weber is the only dentist in the area to offer this new life saving technology. “Patients who are diligent about routine cancer screenings can fall through the cracks when it comes to oral cancer,” says Dr. Dean Weber of Aesthetic Dental Center, “I’ve added the VELscope to my practice because it allows us to detect and react to lesions much earlier than with a visual exam.”

The technology involves fluorescence of the oral cavity tissues to produce images that allow the clinician to immediately detect lesions of concern and react to them much earlier than possible without the VELscope. Carcinoma of the oral cavity affects approximately 31,000 people each year in the U.S. of which 8,000 will die. The five-year survival rate for oral cancer is 52% and hasn’t changed for 25 years.

The procedure is fast, interesting to watch and ideally suited for television segments and print stories. Dr. Weber is available for interviews and to perform demonstrations.

Dr. Dean L. Weber of Aesthetic Dental Center emphasizes aesthetic dental procedures and has been in practice for over 22 years. Weber regularly invests in technology to make dentistry perform better for his patients. Aesthetic Dental Center is located at 1621—44<sup>th</sup> Street SW, Wyoming, MI 49509. More information about the practice is available by calling them at 616.532.9003 or visiting online at [www.MyMakeoverSmile.com](http://www.MyMakeoverSmile.com).

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