



For Immediate Release  
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**NEW EARLY ORAL CANCER SCREENING PROGRAM at DAWSON DENTAL  
Detecting Oral Cancer Earlier Than Ever Before!**

Newmarket – On January 21, Dawson Dental Centre is launching its new oral cancer screening system for patients. This system allows the Dentist or Hygienist to visualize and identify oral mucosal abnormalities that may have otherwise been missed during a conventional oral cancer examination. It is the only medical device that the FDA has cleared for the identification of oral abnormalities in patients with an increased risk for oral cancer.

When detected early, oral cancer is 90% curable and patients can live a healthy life. *“We are excited about offering this new screening program for patients”, Dr. Edward Gelfand says. “Last year one of my patients was diagnosed with oral cancer which has now spread to her lungs. If this technology was available in Canada earlier, I could have helped them catch the disease earlier.”*

More than 25% of oral cancers are discovered in patients with no lifestyle risk factors, which make this screening device important for everyone. Dr. Gelfand recommends this screen for people at high risk for oral cancer which includes people aged 40 and older with lifestyle risk factors (tobacco; chronic alcohol use) and people with a history of oral cancer.

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Dawson Dental Centre - Newmarket was founded in 1998 by Dr. Edward Gelfand. It is one of the largest practices in Newmarket and its surrounding areas offering general and cosmetic dentistry.