

**FOR IMMEDIATE RELEASE**

---



## Young™ Supports Oral Cancer Awareness with Launch of NEW Burgundy Disposable Prophy Angle

**Earth City, Mo., March 30, 2015** – Screening is the beginning of the end of oral cancer, and Young is joining the Oral Cancer Foundation in empowering hygienists to “Be Part of the Change™.”

Hygienists are on the front lines of oral cancer detection, and their involvement in early screening is paramount in the fight against oral cancer. Young is helping to support hygienists and keep oral cancer awareness in the forefront by launching the new Classic Burgundy Petite Web™ disposable prophy angle just in time for Oral Cancer Awareness Month in April.

In addition to being the signature burgundy color of oral cancer awareness, the Classic Burgundy Petite Web disposable prophy angle packaging acts as a billboard to promote awareness through early detection.

According to the Oral Cancer Foundation, more than 43,000 people are diagnosed with oral cancer in the U.S. each year, and only 57% will survive past five years due to late diagnosis. When found at early stages of development, oral cancers have an 80 to 90% survival rate.

Thanks to engagement from the RDH community, we are on the cusp of a major change in this paradigm. With a commitment to screening for oral cancer warning signs during routine prophylaxis procedures, hygienists are helping to save lives through early detection.

“Just doing ‘opportunistic’ cancer screenings during routine dental hygiene procedures would yield tens of thousands of opportunities to catch oral cancer in its early stages. One of our goals is to initiate an effort within the dental community to aggressively screen all patients,” said Brian Hill, Executive Director of the Oral Cancer Foundation. “Screening for oral cancer during dental examinations will save lives. We are thrilled to partner with Young in launching the Classic Burgundy Petite Web disposable prophy angle to help raise awareness about the early detection of oral cancer.”

To learn more about the Oral Cancer Foundation, visit [www.oralcancer.org](http://www.oralcancer.org). To learn more about the new Classic Burgundy Petite Web disposable prophy angle, visit [www.youngdental.com](http://www.youngdental.com).

### **About Young Dental:**

Young Dental is dedicated to providing the dental community with innovative, high-value products that reflect the professionalism of the industry. Based in Earth City, Mo., the company is a leading designer, manufacturer and marketer of consumable supplies, instruments and other products used by dental professionals primarily in preventive dentistry, restorative procedures and instrument sterilization. Young Dental is committed to continuous improvement and the creation of high-quality products.

Visit our website @ [www.YoungDental.com](http://www.YoungDental.com)

Follow Young Dental on Facebook @ [www.facebook.com/YoungDental](https://www.facebook.com/YoungDental)

Follow Young Dental on Twitter @ [www.twitter.com/Young\\_Dental](https://www.twitter.com/Young_Dental)