



November 21, 2014 15:11 ET

## PeriRx, LLC Covering All Bases During Its Greater New York Dental Meeting Debut

The Company's Launch of Its SaliMark™ OSCC Salivary Test for Oral Cancer Includes Free CE Course, Free Industry Reception, and Free Test Kit

BROOMALL, PA--(Marketwired - Nov 21, 2014) - PeriRx, LLC, a premier developer of breakthrough, non-invasive, oral diagnostic technology, will be making its national debut at booth #1506 during the Greater New York Dental Meeting from Sunday, November 30<sup>th</sup> to Wednesday, December 3<sup>rd</sup> at the Jacob K. Javits Convention Center in New York City.

"We're very excited to be making our official debut at the Greater New York Dental Meeting," said Stephen M. Swanick, CEO and founder of PeriRx, LLC. "We're using a variety of ways to engage with members of the dental community and tell them about SaliMark™ OSCC, the most clinically-advanced salivary test for oral cancer, which is scheduled to ship before the end of the year."

Development of this simple-to-use, painless and accurate test was based on the strong scientific foundation of NIH-funded research with initial discovery and pre-validation work conducted by Dr. David Wong of the University of California at Los Angeles. What's more, more than a decade of National Institute of Dental and Craniofacial Research and National Institute of Health-supported research make SaliMark™ OSCC the world's most scientifically-validated molecular DNA biomarker test for oral squamous cell carcinoma.

In addition to exhibiting at booth #1506, PeriRx will be introducing SaliMark OSCC in the following ways:

- **Free CE Course:** "Salivary Testing for Early Diagnosis of Oral Cancer" (course code #3240) will be given on Sunday, November 30<sup>th</sup>, 2014 at 9 AM. Attendees will receive \$15.00 lunch voucher at the end of the course which can be used at any Javits restaurant. Course presenters are Jack Martin, MD, Neil Gottherer, DDS and Mark Cohen, DDS. [Click here](#) to register for Free CE course.
- **Free Industry Reception:** This press conference for the entire industry will feature some late-breaking research data presented by the PeriRx executive team that further confirms the

efficacy of SaliMark OSCC for early oral cancer detection. Several other industry leaders are expected to say a few words regarding the importance of these latest findings. This free event will take place on Monday, December 1st from 3:00 - 4:00 PM at booth #5430.

- **Free SaliMark OSCC Test Kit:** Any dental practice owner who pre-registers and creates a PeriRx online ordering account, will receive one free SaliMark test kit in order to get familiar with the test, the protocol and the lab results. Attendance at the Greater New York Dental Meeting is not mandatory, simply [click here](#) to register your practice and set up an account.\*

For more information about PeriRx, LLC or its SaliMark OSCC salivary test for oral cancer, visit [www.PeriRx.com](http://www.PeriRx.com), call 610-544-3500, or send an email to [info@PeriRx.com](mailto:info@PeriRx.com).

*\* Not yet approved for sale in the state of New York. New York practice owners who register online will be kept on file and notified immediately when SaliMark is approved for sale and use in their state.*

### **About SaliMark™ OSCC:**

Development of this simple-to-use, painless and noninvasive test was based on the strong scientific foundation of NIH-funded research with initial discovery and pre-validation work conducted by Dr. David Wong of the University of California at Los Angeles. The SaliMark™ OSCC test also has the distinction of being the first of its kind assay in the world to aid in the identification and early detection of oral lesions at the highest risk for cancer. Recently, the SaliMark™ OSCC test underwent a PRoBE (prospective-specimen-collection, retrospective-blinded-evaluation) design study which is the most rigorous biomarker validation available. In addition, PeriRx successfully completed a validation of the mRNA markers at the University of Michigan, Michigan State University and the St. John Providence Health System in Detroit.

### **About PeriRx, LLC:**

Based in Broomall, Pennsylvania, PeriRx, LLC is a premier developer of breakthrough, non-invasive, oral diagnostic technology that will help clinical professionals detect and treat diseases sooner and enhance the practice of wellness management.

The company was founded in 2008 to explore, innovate, and develop novel therapeutics or devices focused on the oral inflammatory/systemic connection. The PeriRx executive team consists of CEO and founder Stephen M. Swanick, an entrepreneur and experienced drug and device development professional; Dr. Neil Gottehrer, a practicing dentist; and Dr. Jack Martin, a cardiologist.

PeriRx obtained its patented and patent-pending technologies from inventor Dr. David Wong's firm RNameTRIX and the Regents of the University of California at Los Angeles. PeriRx and RNameTrix have ongoing agreements, which ensure the continuing research and development necessary to advance product development from clinical trial, through regulatory approval, and into commercialization.