

# **Did You Know that Crooked Teeth and a Misaligned Jaw Can Cause Heart Disease and Stroke?**

***“...If you suffer from any of these serious conditions...correct them now...”***

If you think brushing and flossing are enough to keep you smiling, think again. The fact is, you or your family could have a serious condition that's only going to get worse if not corrected.

Dental and facial irregularities: crooked, crowded or protruding teeth, and a host of other treatable conditions, some of which you may not even know you have, can lead to tooth decay, gum disease, and severe damage to the bone that holds your teeth in place – which can obviously affect chewing and in turn cause serious digestive problems.

*Plus, recent studies have shown that gum disease can also lead to heart disease and stroke!*

**Fortunately there is a cure.**

Orthodontists are specialists who dedicate their professional lives to correcting misaligned jaws and teeth – permitting people to bite and chew with ease, and even speak with greater clarity.

*And teeth that work better usually look better.*

In fact, an attractive smile is just one of the many wonderful benefits of orthodontic treatment.

A beautiful smile radiates confidence, sophistication, quality and good character.

But even if you weren't blessed with a naturally beautiful smile, the miracle of modern orthodontics can now give you one.

There's no question that a beautiful smile will make you more attractive and desirable in the eyes of others. That's why models and movie stars all have dazzling “show-stopping” smiles.

And how did they get those perfectly wonderful, million-dollar smiles? Most of them certainly weren't born with them.

Well, they had help, of course – from a professional orthodontist.

**“But I Thought Orthodontics Were Just for Kids...”**

There was indeed a time when orthodontic care was mainly for children.

But now, there's been a steady increase in adult treatments, revealing a growing trend among adults who are simply tired of hiding their teeth – adults who want a straight, even smile that truly sparkles.

In fact, today one out of every five orthodontic patients is an adult. And many are seeking treatment in response to health concerns.

Crooked teeth can place stress on supporting tissue, and allowing that stress to go untreated can lead to a severe weakening of the support tissue. And that, unfortunately, can cause gum disease, loss of teeth, and eventually a need for dentures or oral surgery.

## **Children Will Need to Be Evaluated Earlier Than You Think**

The American Association of Orthodontists recommends that children have their first examination at age seven.

**Please don't consider this evaluation of your child to be optional.** A study by the U.S. Department of Health and Human Services showed orthodontic problems affect 89% of American children between the ages of 12 and 17. And 29% of these children have such severe cases that orthodontic treatment is considered not only highly desirable, but mandatory.

If your child is at least seven years old – schedule a **FREE** evaluation today – it could save you more than just money.

## **“Speaking of Money... How Much Do Orthodontic Treatments Cost?”**

Treatments today are more affordable than ever.

Cost though depends on the severity of the problem, its complexity and the length of treatment required. But we'll always discuss the cost with you *before* any treatment begins.

We have several convenient payment plans, including combined plans if two or more members of your family schedule treatment at the same time. Plus, many dental insurance plans now include orthodontic benefits.

You'll find that a small investment now will save you a lot of money down the road – because any problem that already exists today will only get worse later if untreated. And the health benefits and needless suffering you'll avoid is truly **priceless!**

Effective and timely treatment doesn't cost you money...*it saves you money*. It's an investment in your family's health and future happiness.

## **Call Today For Your FREE No-Obligation Evaluation**

You owe it to yourself, and your family, to find out all the facts.

There's no obligation and nothing to buy.

Schedule your FREE evaluation today.

[Orthodontist Firm]

[Address and contact information]

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*A Note From Mr. E. Beaver, telling you...*

**Dr. [Dentist] Wants to Give You a FREE  
Gift of ol' Fashioned Smile Therapy -  
Guaranteed to Give Your Family that  
Great Big "Hollywood Smile!"**



Hello there! I'm Mr. E. Beaver, and I live in the brook behind Dr. [Dentist]'s family dentistry practice. My family lives in a big river up north, but I like my little brook. For one thing, it's warmer down here. And it's easier to build dams. Less wood needed, which means less chipping on my teeth. But I'm lucky, because if I ever did chip my teeth, I'm in the right place.

You see, I always see new families coming for a visit with Dr. [Dentist], and when they leave they're always smiling. (And believe me, I know a good smile and a great set of teeth when I see 'em). Dr. [Dentist] calls it a "Hollywood Smile", and I can see why. The nice folks that visit always leave with perfect smiling white teeth. In fact, their teeth look so **STRONG** and **HEALTHY** that sometimes I wish I could ask them to help me chew up the logs for my dam! But of course that would be rude. Those logs taste sorta muddy.

Anyway, I'm writing to tell you that just this morning I snuck in behind a little boy and his mother and overheard Dr. [Dentist] welcoming them and giving them a FREE "get acquainted" check-up.

**He calls it "Smile Therapy."**

At first the little boy looked kinda scared, but Dr. [Dentist] told him not to worry, that pain and discomfort at the dentist was an old campfire ghost story. 'Cause now they have all these new-fangled methods and technologies that relax you in a real pleasant and easy way—and they're all virtually painless. I mean really cool stuff! And soon the boy was completely at ease, and that seemed to make his mom pretty happy, too!

Then, Dr. [Dentist] told them that it was a good thing they came to visit when they did. And he went on to explain how tooth and gum pain, bleeding or tender gums, and tooth sensitivity to heat or

cold are the body's "early warning signals", telling you to take care of a problem now - before they get worse. **'Cause if you ignore them, they definitely will get worse.** PLUS...gum problems can cause embarrassing BAD BREATH, and new studies now link gum disease with HEART DISEASE and STROKE! Did you know that? It's true! Honest injun!

And boy, I'll tell ya', that little boy's mother sure looked relieved that she came to meet Dr. [Dentist] now, instead of waiting until she had a pain flare-up over the weekend—or when her son lost a tooth in a baseball game. (Ouch, I'd be out of business if I ever lost a tooth!)

So now, her family has a dentist she can trust. **One who knows them, and can help them when they need a teeth cleaning or to fix any tooth pain or discomfort.** A Dentist to give them "Hollywood Smiles."

### Dr. [Dentist] Has A FREE Gift For You, Too!

Personally, I thought that was pretty nice of Dr. [Dentist] to give them a FREE Dental Health Consultation, but apparently he does this for all his new patients as a way to get to know them, and for them to get to know him. BUT...sometimes he gets booked up quickly, because he can only give away so many Free Check-Ups as gifts each month. That means the best way to skip the waiting list and see him right away is to call his office as quickly as you can. **Because you don't want to wait until an emergency happens.** (Even I can't jump to the head of the line, and I live in his backyard!)

So do me a favor and call Dr. [Dentist]'s office TODAY. Then you'll be covered when something *does* happen. I'll even show you my dam. It's no Hoover, but hey, it's a beauty, if I do say so myself.

Your Friend,

E. BEAVER 

E. Beaver

P.S. I got to sneak outside again when the little boy and his mom left. As I headed back to my brook, I heard the boy say, "That wasn't so bad, mommy." He was smiling. And so was his mom. Turns out that lots of their neighbors rely on Dr. [Dentist]'s office too. That ol' SMILE THERAPY sure works wonders!

P.P.S. I just got a letter! My own family heard about Dr. [Dentist], and now they're leaving their big river up north to move into my brook. It's sure gonna get crowded around here. After all, there's only so many logs to go around!

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# New *Low-Priced* Cosmetic Dentistry Treatments “Clone” the Perfect Supermodel Smile

Do you want to flash a Hollywood-Perfect smile on demand? Then this may be the most important and exciting information you’ll ever read. Here’s why:

Many of the world’s most breathtaking smiles gracing the faces of fashion models and film stars would not be that *special* if not for the cosmetic enhancements done to their teeth. The truth is, their high-priced Beverly Hills dentists are the “miracles” behind their smiles.

But until recently though, these dental makeovers were priced way out of range of most people. And for the longest time, you had to have both money AND connections to even get an appointment with one of these Beverly Hills miracle workers.

## But Now All That Has Changed...

Recent breakthroughs in cosmetic dentistry have finally made the famous dental treatments of the stars affordable for nearly everyone. That means it’s easier than ever for you to attain a more attractive, desirable Hollywood-Perfect smile.

Even if you weren’t *born* with a beautiful smile, you can now have one.

After all, your smile is the magical mirror that reflects your inner heart and soul. A beautiful smile gets attention. It radiates confidence, and when it dazzles, people always take notice.

Why be embarrassed by a smile that’s chipped, yellow, stained, crooked, crowded, or gapped? Why agonize over imperfect teeth caused by genetics or years of neglect? Don’t hide your teeth. Take action and start smiling again!

## Getting Started Is Easier Than You Think

Today it’s never been easier to possess a gorgeous, healthy smile that telegraphs your “inner you”—a straight, and even smile that truly sparkles and shines.

Though Cosmetic Dentistry is undoubtedly a science, there is art there too. It takes a special talent to perfectly apply veneers, crowns, and bridges to your teeth that will improve – a hundred times over – your smile and appearance.

And that delicate combination of science and art, quite frankly, is **what sets us apart from our imitators.**

A truly dazzling Smile Makeover requires an eye for symmetry, proportion, and a proven talent for fulfilling your desires. We weave together your unique wishes, hopes and dreams to create the perfect smile for you.

## BEFORE / AFTER



***A Smile Makeover restores cracked, chipped, or discolored teeth, and returns your muscles to their natural position.***

**Your Complete Smile Makeover may include:**

- ✓ **Porcelain Veneers** – This is where we bond a thin shell of porcelain or plastic to your tooth to improve its shape and color.
- ✓ **Metal-Free Fillings** – These are fillings that match the color of your teeth perfectly.
- ✓ **Smile Whitening** – Since your teeth darken over time from natural aging and from food stains that penetrate the outer tooth enamel, our special whitening gel safely erases stains and brightens your teeth, without damaging your teeth or gums.
- ✓ **Bridges and Crowns** – Recent breakthroughs in adhesive technologies and stronger porcelain materials now make bridges and crowns virtually impossible to tell apart from your real teeth. Only you and I will know the difference (and I'll never tell!)
- ✓ **And Much, Much More** – Depending on what it takes to create your picture perfect smile.

## **We Transform Average Smiles into Dazzling Smiles!**

Call us today to schedule a no-obligation FREE consultation. You have nothing to lose and a whole new beautiful and gleaming white smile to gain.

Project a quiet strength and a glowing self-confidence that others can't help but see.

A bright, healthy smile is the most noticed and admired feature of your face. Just imagine what it would be like for *you* to be the "photogenic" one. You don't have to be a rich movie star anymore, but you **DO** have to take the first step.

So don't wait. Don't delay. Schedule your appointment today.

[Dentistry Firm]

[Address and contact information]

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# **“New Dental Procedure Fixes Years of Neglect With No Pain or Discomfort”**

**A technological “time warp” allows you to skip right through your dental appointments as though they never happened!**

If you’re like most Americans, I bet you’d like to skip your next dentist appointment. After all, who looks forward to going to the dentist and sitting in that dreaded “chair”?

*The Chair.* Just the thought of it probably brings up some unpleasant memories for you. Surrounded by drills and sharp instruments—and that antiseptic smell that does little to calm your nerves.

If you’ve ever felt fearful or apprehensive about going to the dentist, you’re not alone. Over 100 million Americans experience some form of dental fear or anxiety. In fact, some studies suggest this number is even higher.

According to Deb Jordan, Re.D., an associate professor at Oklahoma State University, 42% of Americans fear going to the dentist. In the same study, 42% of Americans reported being afraid of their own death.

In other words, the number of people afraid of the dentist is actually *tied* with the number of people afraid of dying!

## **A Ticking Time Bomb...**

Barb Scott, a 34 year old woman from Newport, Rhode Island, can certainly relate. Local anesthesia never seemed to work on her.

Dentists would spend hours shooting her full of Novocain, but all to no effect. Worse still, all those needles poking into her gums and cheeks left her terribly sore for days.

In the end, she decided to endure the drilling and the grinding *without* anesthesia... tears running down her face.

Inevitably, the thought of going to a dentist began to cause severe panic attacks.

So she began postponing her visits, but her dental problems only got worse. “It’s a vicious cycle,” she acknowledged. *A ticking time bomb.*

## **It Got So Bad She Considered Being Placed in a Temporary Coma**

The real problem was that the longer she put off her appointments, the more she needed them. Her teeth were cracked and decaying. It was painful to eat almost anything...hot food, cold food, sweet things, chewy things. And a steady supply of pain pills never seemed to help much.

She badly needed a root canal and several crowns...

Her self-esteem was suffering too. Feeling ashamed and embarrassed, she hid her teeth when she spoke or smiled. Eventually, her social life dried up like a splash of water in the desert sand. She finally stopped going out, except to work.

And then, when she just couldn't stand it any longer, she considered the radical step of general anesthesia—where they would completely knock her out, similar to being placed in a coma. Drastic? Yes. But at that point it was the only way to save her teeth.

## **An Answer to a Prayer**

*Finally*, there was good news. A friend told Barbara about sedation dentistry, where she would take a little pill about an hour before her appointment to help her relax.

Barbara decided to give it a try.

During the appointment, she snoozed through the entire thing, and had no memory of it afterwards. To her it seemed like the appointment was over before it had even began.

And that's not all. She had years' worth of dental damage repaired *in a single visit!*

***Now this revolutionary approach is available to you.***

- No more worrying about endless needles jabbing your mouth.
- Never again suffer panic attacks about sitting in *the chair*. Kiss the “dreaded drill” goodbye forever!
- Walk away with a dazzling smile in just one or two visits...no matter how many years your teeth have been neglected. (And we'll never lecture you about dental neglect or procrastination).

Come see us for an appointment in a pleasant relaxed atmosphere—then “warp” through the appointment like it never happened

## **Don't Live with Pain or an Unattractive Smile Any longer!**

Sedation Dentistry is often promoted as a way to “sleep through your dental appointment.” The fact is you don't actually sleep, although it will seem like you did later on. It's a safe, controlled way to get the treatment that you need without the painful memories.

According to a study in the Journal of the American Dentist Association, 63% of adults found today's dental procedures to be much less painful than they were during their childhood.

Advancements in technology and methodology have soothed patients and their worries—thanks to lasers, new bonding techniques, and less invasive procedures including sedation.



Complex treatments that used to require seven or eight appointments can now be done in one visit.

## **Looking Good has Never Been so Easy or Painless!**

In fact, advancements in cosmetic dentistry can supplement existing treatments, resulting in bright white, perfect-looking teeth, no matter how badly damaged they were before.

So why put it off any longer? Call today to get all of your questions answered and to set up a FREE no obligation consultation.

[Dental Firm]

[Address and contact information]