

MAIN STREET DENTAL

Compliments of Dr. Sam Sample

Greetings from Your Neighbourhood Dentist!



Dr. Sam Sample
(000) 555-1234

Dear Neighbour,

Welcome to our first newsletter for 2012! We'd like to help you make this the healthiest year ever, from both a dental and an overall health perspective.

Remember, an excellent preventive measure to avoiding serious dental problems is to maintain a regular schedule of continuing care visits, which will detect any problems early, before they become big, expensive issues.

Why not book a New Year checkup now? While you're at it, if you've been noticing that your teeth are stained from too much coffee, tea or red wine from this holiday season, please ask us about tooth whitening, and how easily we can bring the original sparkle back into your smile.

We look forward to seeing you soon!

Sincerely,

Dr. Sam Sample and Team

FIGHT THE WINTER BLAHS WITH A SUNNY SMILE!

Melt away our cold, Canadian winter with a sunny new smile – courtesy of beautiful, natural-looking dental veneers!



Veneers are thin shells of porcelain that are individually crafted to bond onto the front of each tooth to close gaps, hide surface ridges and correct uneven or chipped teeth. They can even in some cases be used when tooth whitening isn't effective, as a way to whiten and brighten a smile.

Between the precise colour-matching to your surrounding teeth and the natural enamel-like quality of the porcelain veneer itself, they are usually undetectable to the human eye. In fact, you have probably admired other people's teeth without even realizing they had veneers!

In addition to the relative ease and speed of applying dental veneers, there are two more major advantages:

1. A natural-looking appearance. Porcelain veneers' ceramic material replicates the appearance of natural tooth enamel.
2. Stain-resistant characteristics. If you're fond of coffee, tea, red wine, cigarettes, fruits, or other foods with deep, staining colours, you will have better stain-resistance with your dental veneers than with your natural tooth enamel!

Please call us today to arrange a time when we can discuss whether dental veneers are appropriate for you, or whether another solution may be more applicable to your situation.

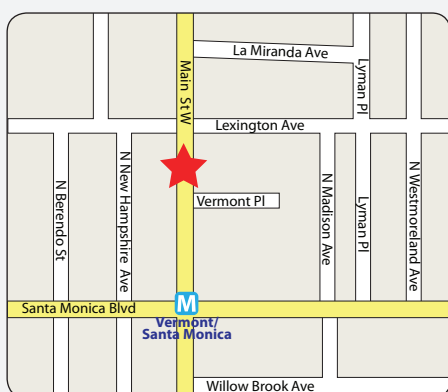
Together we will find the best way to help you put your brightest, most confident, sunny smile forward!

CDN

JANUARY/FEBRUARY 2012

MAIN STREET DENTAL • 25 MAIN STREET WEST, SUITE 202, CITY

TEL: (000) 555-1234



MAIN STREET DENTAL

**25 Main Street West
Suite 202
City, Province, Postal Code**

Phone: (000) 555-1234
Fax: (000) 555-5678

Office Hours:
Mon. – Thurs.: 9 a.m. – 7 p.m.
Fri.: 8 a.m. – 1 p.m.
Sat.: 9 a.m. – 1 p.m.

New Patients Welcome!

Our Services Include:

- General Dentistry
- Cosmetic Dentistry
- Emergency Dental Care
- Tooth Whitening
- Bonding & Veneers
- Crowns & Bridges
- Dental Fittings
- Dental Implants
- Most Insurance Plans Accepted and Welcomed



MIND THE GAP!

Missing a tooth? Don't leave a gap in your dental care!

Your teeth keep each other in line. When one is knocked out, or lost due to dental decay, the resulting gap opens up space for surrounding teeth to drift out of position, shift, or tip into the empty space and change your bite. This could potentially lead to pain in your jaw, cavities, gum disease and the potential to lose more teeth.

As more teeth go missing, you'll be forced to chew in other areas of your mouth, which can sometimes lead to tooth fracture from overloading, excessive erosion and/or TMJ (jaw joint) problems.

Please ask us to explain how one, or a combination of the following, can complete your smile:

- Removable partial dentures.
- Fixed dental bridges.
- Full dentures, for patients who have lost all of their teeth on the top and/or bottom of their mouth.
- Dental implants, which involve surgically implanting a replacement root and then capping it with a natural-looking replacement tooth.

Early intervention will help you avoid more extensive — and expensive! — dentistry in the future. Simply call us for a no-obligation explanation of all your tooth replacement options.

YOUR 2012 SMART SNACK SCHEDULE

In support of your New Year's resolution to eat healthier, here are some ideas to help you through your next snack attack... not only in the benefit of your overall health, but your dental well-being too!



First, it's important to be able to identify between a real need for food, and a diversion from stress or boredom through food. If you are indeed responding to physical hunger, plan ahead for snack attacks by making sure there are always healthy options available to satisfy your cravings.

Nutritious snacks that are also teeth-friendly include fresh fruit, vegetable sticks, plain popcorn, nuts, seeds and cheese. Not only is cheese a nutrient-packed snack idea, it's even recommended as a post-meal option to help protect your teeth against cavities!

Eating cheese after a meal helps increase the amount of saliva in your mouth, which helps rinse food particles away. After a meal, the pH level in your mouth often drops, and your mouth becomes more acidic – a potentially damaging situation for teeth. Cheese can neutralize the acidity in your mouth and help maintain a pH balance that is safe for teeth and, as a final touch, provide a coating of calcium.

Looking for a healthy smile? It can be as easy as saying "cheese"!

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MAIN STREET DENTAL IS PROUD TO OFFER:

FREE

No-Charge Introductory Dental Consultation. Simply call for your appointment today.



\$99

Professional Tooth Whitening Take-Home Kit*

*Offer good in absence of gum disease. Regular price \$219.



Offers expire March 31, 2012. Not to be combined with any other discount offer or insurance plan. Minimum fee only. Fees may vary with complexity of case. ADDITIONAL CHARGES MAY BE INCURRED FOR RELATED SERVICES THAT MAY BE REQUIRED IN INDIVIDUAL CASES.