

NEWSLETTER NAME: Newsletter - April 2011
EMAIL SUBJECT LINE: Platinum Dental Inc. Smile Times

Newsletters



Platinum Dental Inc. Smile Times

April 11, 2011

Welcome Terry!

in this issue: **Earth Day 2011**; **Sleep Apnea**; **Raffle Winner**; **Easter Specials**.

Earth Day is on **April 22nd**. Here are a couple of events in **San Diego**



•**Earth Day 10K**

Carlsbad is hosting a 10K run for Earth Day in 2011 on **April 23rd**, beginning at **8am**. The race begins at **Canyon**

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Park takes participants along Coast Highway, where you can appreciate views of the ocean as you run.

Instead of handing out shirts or other souvenirs, the event distributes plant-a-tree kits to each participant.

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If you are not an avid runner, but still want to participate, don't shy away. The run is casual and encourages walkers to show up as well. The entry fee is \$20 and registration is done via www.active.com.

•Earth Fair at Balboa Park April, 17th from 10am-5pm. The parade will start at 10:30am, the fair will have; eARTh Gallery, Musical Entertainment, a Special for Kids Section, and many, many exhibitors. For more info go to www.earthdayweb.org



What Is Sleep Apnea

Sleep apnea is a disorder that prevents the body from getting a sufficient amount of oxygen during sleep. One of the most common complaints is snoring (usually reported by the partner). But it is important to understand that sleep apnea and snoring are not one and the same. In another word, you can snore and not have sleep apnea (just an irritated partner). While sleeping, the sleep apnea patient literally stops breathing for small periods of time. During these periods the oxygen level drops to dangerously low levels which cause irreversible brain damage, a few brain cells at a time!

Over 12 million Americans have been diagnosed with sleep apnea and that

figure includes women, men, and children though most of victims are older male adults. Sleep apnea is also known as obstructive sleep apnea and it's the most common form. Throat blockage, mostly from the tongue or palate, is what gives obstructive sleep apnea its name - but it's only one form. Two other forms are central sleep apnea and mixed sleep apnea.

CAUSES OF SLEEP APNEA

Risk factors for sleep apnea are:

over weight (gets worse the more over weight)

most prevalent in the 40-70 year old patient

hypertension (high blood pressure)

males more prevalent than females

SLEEP APNEA TREATMENT

The most effective treatment for this disorder is the use of the CPAP machine. And there are more than one type of CPAP machine. So if you have one and don't like it for some reason, talk to your doctor for alternative types of this device.

Usual complaints against the CPAP devices are the noise, skin and nose irritation.

Dental appliances are available and helpful in treating sleep apnea. And while they are not as effective in tough cases, they are very effective in moderate cases. The main advantage of dental devices are the fact that they are not noisy, don't cause the irritation associated with continuous air flow and are definitely more portable.

These devices also have their use for severe sleep apnea. By using dental appliances, you can titrate down the need for the CPAP use, which means less noise and irritation.

Since the CPAP machine is a medical device, it requires a prescription from a medical doctor (like a neurologist, or sleep MD) and a polysomnogram (sleep study) examination. The severity of your disorder can be determined by the readings obtained from your sleep study and other diagnostic tests.

Depending on the severity of the sleep apnea, a CPAP machine may not be needed. Some people have found relief through natural methods simply by losing weight, cutting out certain foods from a diet, reducing alcohol consumption, or even avoiding certain medications under the doctor's advice. Others have found help from the intake of specific vitamins and

minerals.

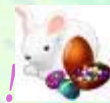
The best supplements to ask your doctor about are the ones that stimulate circulation, reduce cholesterol and regulate metabolism. Ingesting vitamins and minerals without professional medical advice can be dangerous though. A recent report disclosed that taking too many supplements (or the wrong ones) can cause problems rather than relieve them.

Under no circumstance, should a patient take a sleeping aid as a way to thwart sleep apnea. Sleeping aids are designed to help you fall sleep. A sleep apnea patient doesn't have trouble falling sleep. They have trouble remaining sleeping.

Sleep apnea is a deadly disorder. And while there is no cure for it (contrary to some of the advertisement out there), there are means to keep it under control. We can help you combat this disease and avoid the long term detrimental health effects caused by sleep apnea.

Hop in & check out the [Easter Specials](#) we got going on.

We wish you all a Happy Easter and Egg Hunt!



Have a great day!

Platinum Dental Inc.

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