



In this issue: Back To School, Sedation Dentistry, Patient of the Month and August Specials

Greetings from Platinum Dental

Back to School Tips.

Wow time flew by quick! Kids are already going back to school. Here's a couple of tips to make back to school run as smoothly as possible :)

1. **Good physical and mental health.** Schedule doctor and dental check ups early, that way they don't have to miss school.
2. **Review all the information sent by the school, like school hours.**
3. **Mark your calendar.** Make a note of any important date including back to school night
4. **Buy school supplies early.** Fill the backpacks a week or two before school starts, that way you make sure you're not missing anything and always get the best deals if you start early.
5. **Establish a bedtime routine.** Get them to start



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Did you know that Dr. Eslampour was recently dubbed as an Angie's List Expert and had an article published? Follow this [link to the article](#).

falling asleep early, that way you don't have to struggle to wake them up.



These are just a couple tips to keep in mind when your kids go back to school. Here is to another year of learning and growth for the little ones :)



HOW SEDATION DENTISTRY TAKES THE ANXIETY AWAY.

Byline: Steven Rosen Correspondent

Donna Bronson has suffered from dental anxiety since childhood. Yet the 39-year-old Pasadena art director is completely unperturbed as she reclines in the chair at her dentist office. With a red blanket draped across her lap, she has that faraway smile of someone who is very happy.

And with good reason.

Just before being driven here by her husband, she took a prescription sedative - a 0.25-milligram-strength triazolam (tri-a-zo-lam) better known as Halcion and commonly used as a prescription sleeping aid.



At the office, Bronson's dentist gives her a second, equal dosage - he has chopped it up and pours it into her mouth via a small envelope. A pulse oximeter attached to a finger monitors her pulse, blood pressure and oxygen saturation rate.

"I'm going to turn the lights down now and let you relax," he says. "I'm right here. I'll go and talk to your husband. You're OK."

What Bronson's dentist is practicing is known variously as sedation dentistry, oral sedation or conscious sedation, and dentists across the nation have, in recent years, taken it up to appeal to otherwise-fearful patients who need extensive work.

Michael Silverman, who founded the 2,600-member, for-profit Dental Organization for Conscious Sedation in 2000 says, "Dentists have to know how to assess the medical condition of a patient to tell if he's healthy to have the procedure done. A patient who is healthy gets a green light. There's no risk."

Proponents of sedation dentistry point to a 1998 article in Journal of the American Dental Association finding that 30 percent of Americans are, "somewhat nervous, very nervous or terrified about going to the dentist."



Bronson certainly fits that bill.

"When I was very young, I had a fever, and my molars didn't close completely," she explains, several days before her dental appointment. "So decay was inevitable. At a young age, my molars had to have fillings. And when I had braces, they had to pull four teeth to make room for my wisdom teeth. And I had to have a root canal. This was all before age 13. So it seemed to me my teeth would always be my Achilles heel."

After college, she just stopped going. But last year, after her husband read an article about sedation dentistry in Popular Science, she looked into it. So far, she's glad she did. Before this latest work, she had made it through a previous four-hour appointment.

"This way I'm not completely out, yet I'm relaxed and not concerned and had no sense of time. And afterward, I slept very hard."

Silverman says what he's advocating isn't a new idea - just a new tool.

"For a long, long time, we've been trying to take the fear and anxiety and pain out of dentistry," he says.

While such sedation looks to become more popular, it's not for everyone who gets nervous in a dentist's chair. Because patients must be driven by someone else and then must sleep off the effects of the sedation, it's most appropriate for those needing significant dental work.

Follow this link to learn more about [sedation dentistry offered at Platinum Dental](#).

Patient of the Month (drum roll!!!!!!)

!!!!!!Julie Thompson!!!!



Take-home Teeth Whitening Kit

(\$199 value)

Kit includes:

1 custom tray (1 arch of your choice)

2 tubes of bleaching gels

You have 30 days to claim your prize!

*****How can I become a patient of the month you may ask? Well it's easy, all you have to do is come in for your regular check ups and cleanings. You are automatically entered into our raffle. If you post an online review for us you get two entries into our raffle. That means more chances of winning :D.**

August Specials

Follow this link to see what [specials and promotions](#) are going on for this month.

Have a great Day ^_^

Platinum Dental Inc.,

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