



Platinum Dental, Inc. Times

February 8, 2010

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Welcome Terry!

In this issue: Dental Health Month, Regular Exams Are Important; Monthly Specials; Patient of the Month; Online Surveys

February is National Dental Health Month. So what does that mean anyways? It means it is time to regroup and re-emphasize the need for good hygiene at home along with regular dental visits. It coincides with the beginning of the year (well, almost) as a means of turning over a new leaf and taking better care of your dental health or simply staying on top of good hygiene habits.

[Regular Exams Are Important](#)

Because we are committed to preventing dental problems before they happen, we recommend that all of our patients see us at least every six months for a routine cleaning and examination. Dental problems usually start out small but can quickly worsen to become much more serious. These problems are much easier to treat—or better yet avoid—if they are caught early.

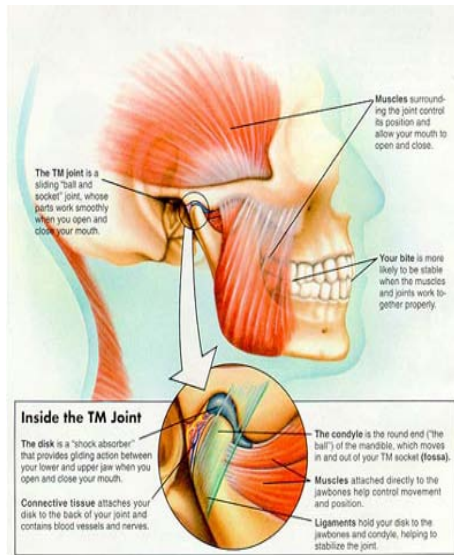


[Serious dental problems begin as treatable problems](#)

One example of this is gingivitis. The effects of gingivitis are reversible. But when gingivitis advances into periodontal disease, the bone loss that can result is not reversible. To learn more about gingivitis and periodontal disease, [click here](#).

Another example is a small cavity on the surface of a tooth. This can easily be fixed, but if it spreads to the inner layers of the tooth, we may need to perform root canal therapy and restore the tooth with a [crown](#). This can also be the case with a cracked filling. It can usually be fixed quite easily. If untreated, it may lead to an infection in the tooth's inner pulp layer that also must be treated through [root canal therapy](#).

A bad bite can also contribute to problems with your temporomandibular joint (TMJ) and can cause the painful cycle of muscle spasms and other jaw-joint problems commonly know as TMD, or temporomandibular disorder. There are ways to treat [TMD](#) and the sooner treatment begins the better the results.



The problems mentioned above are just a few of the many avoidable or treatable problems that, if left untreated, can quickly become much worse.

[The key to avoiding serious dental problems—Regular checkups](#)

During your regular checkups we examine the health of your mouth, measure the bone levels around your teeth, check for decay, screen for oral cancer, examine your dental work, evaluate your bite, and remove plaque and tartar from your teeth. The bacteria that cause periodontal disease thrive in plaque and tartar, producing toxins (toxic by-products) that can cause bone loss and eventually tooth loss. A toothbrush and floss are defenseless against tartar, so to keep it from building up we must remove it every six months in our office.

Your six month exam and cleaning is a critical part of a preventive strategy. It is the best way for you to prevent advanced dental problems, and minimize the time and money you spend in the dental chair.

February 2010 Specials

1. Zoom Whitening for only \$299 (saving of over \$100)
2. Zoom Whitening Pens 15% off

For more information on these specials, [click here](#).

Patient of the Month for January 2010 is:

Lauren Anderson

Congratulations Lauren. Be sure to stop by and pick up your prize before end of the month.



Online Reviews/Surveys

We are continually striving to better serve our clients, you. Conducting surveys is always a very effective way for us to see how we are doing. We would love it if you could tell not just us, but others as well about our office. Online surveys and reviews are an excellent way to get this word out to the rest of the public. For those of us who don't know the details of how to post a survey or review, here is a simple explanation. There are several websites that allow consumers to post reviews about others they have done business with. One such site is "yelp" (www.yelp.com). Once you go to that site you need to create an account (much like creating an email account like Gmail or Hotmail). Once your account is created, you can log into your yelp account and "Write a Review" for Platinum Dental, Inc. Or you can [click here](#) and then click the tab that says "Write a Review"

Thank you and have a wonderful day.

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