



In this Issue: Summer Events, Dental Anxiety, Patient of the Month, [Our Web Site](#) [Contact Us](#) [Refer a Friend](#)
July Specials

Greetings from Platinum Dental Inc.,

Summer Events in San Diego

Comic Con- July 24- 27. Too bad it's already sold out. If you are one of the lucky ones that got their tickets. Have fun :)
Sand Sculpting event- August 29- September 1st. There is a price of \$7-12 to go see these sculptures, but i'm sure it will be worth it.

Whatever you do make sure to wear a lot of sunscreen. :)



Addressing Dental Anxiety

Perhaps there is no other healthcare profession like dentistry that has the unfortunate (and false) reputation of wanting to cause pain rather than prevent it. For all the good that dentists do to improve our well being, there are many patients with fears about sitting in the dentist's chair.



Perhaps it has something to do with not liking sharp metal objects put into your mouth or a distaste for fluoride, no matter how strongly the hygienist insists it is "cherry flavored". But whatever the reason, there are many people (young and old), who have dental anxiety.

For your teeth's sake, there are ways to combat dental anxiety, a condition sure to cause cavities. If positive reinforcement, learning to control fear and other behavior management techniques don't do the trick, dental sedation could ease your mind and allow you to get your teeth cleaned.

Sedation can occur through inhalation (nitrous oxide aka laughing gas), intravenously or orally through a pill or liquid. All of these are safe and can address most forms of dental anxiety by allowing you to get dental work done and simultaneously relieving the anxiety you feel inside. Usually these forms of sedation do not relieve pain, so a local anesthetic is still needed. They do however relieve stress and allow you to have a healthy smile without all of the worry.

Patient of the Month

Robert Browning



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!

***Would you like to become next month's winner? Well it's super easy, all you have to do is come in for your routine cleanings each time and you are automatically entered. Easy right! But wait would you like to increase your chances? That's easy as well, all you have to do is write us a nice online review and you get another entry into our monthly raffle. Good luck next month! We hope you are next month's winner. (^_^)

July Specials

Follow this link to view our [monthly specials for July.](#)

Have a great day!

Platinum Dental Inc.,

Platinum Dental Inc., 555 S Rancho Santa Fe Rd Suite 100 San Marcos, CA 92078
staff@platinumdental.com 760 510 9009