



May 6, 2010

Welcome Terry!

In this issue: [Happy Mother's Day](#); [No More Bad Breath](#); [Patient of the month for April](#); [Specials and promotions for May](#); [Website Updates](#)

Mother's Day is right around the corner. With that being said, we should honor our moms every day. After all, we wouldn't even be here if it were not for our moms. But much like everything else, with our busy schedules we get caught up in our own daily lives and forget these sorts of things. I guess that's why a special day was devoted to all the moms.

Washington Irving wrote:

"A mother is the truest friend we have, when trials heavy and sudden, fall upon us; when adversity takes the place of prosperity; when friends who rejoice with us in our sunshine desert us; when trouble thickens around us, still will she cling to us, and endeavor by her kind precepts and counsels to dissipate the clouds of darkness, and cause peace to return to our hearts."

To all the mom's out there, Happy Mother's Day and many more to come.

Bad Breath No More!

Up to half of people in the U.S. (or nearly 60 million) say they have bad breath.

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Bad breath (or Halitosis) is caused by **bacteria and traces of food that collect in the back of and creases of the tongue**. Other personal habits that contribute to bad breath are smoking and an unbalanced diet. Dental diseases (like cavities or gum disease) are also a big source of the bad breath.

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Bad breath can be a **serious source of embarrassment** and can affect your social life. **In a business setting, the impact of having bad breath can be even more devastating**. Losing a contract because your prospect was too dismayed by your breath to concentrate on what you were selling can result in lost sales and lower income. When you are applying for that new job, you don't want to put yourself at a disadvantage by having bad breath.

Maintaining good oral health is essential to reducing bad breath. By following these simple steps your bad breath will be history!

- **Brush twice a day and floss once a day** (hopefully)
- Use an oral **mouthwash containing Zytex** (brand name: **BreathRx**)
- Use of a **tongue scraper** to remove any white coating
- **See your dentist regularly** for professional cleanings
- **Have the necessary dental treatment done** to be free of cavities and gum disease
- Drink **lots of water**
- Maintain a **balanced diet**



When it comes to fighting bad breath and the source of bad breath, nothing compares to BreathRx.

Click the following link for more information about [halitosis and bad breath](#).

Remember, our bodies are reflections of what we put in ourselves and how we take care of ourselves. If we don't spend the time to take care of our body, it will start falling apart faster. If you don't feel 100% sure about your breath, ask us. We are here to help.

Patient of the month for April is:

Aleksandra Owczarek

Aleksandra has just won a Waterpik for a better feeling mouth every day.



You can win your very own Waterpik as well. Every time you come in for your regular dental check ups, your name is automatically entered into our monthly raffle. You also get 2 additional entries every time you refer a friend to our office. Our way of saying thank you. The winner is announced in the next month's newsletter (so it pays to read the newsletter). The winner has 30 days to claim their prize.

May 2010 Specials

[Click the following link for the May 2010 Specials.](#)

Website updates

We have made some changes to our website. We've added a "Google Search Bar" to our site. This way if you want to find some information, you can just type it in the search box and you'll get the results immediately. We've also added some links for social networking sites such as Facebook and Twitter. Feel free to click on these and join us online.

Platinum Dental Inc.