



Platinum Dental Inc.: 555 S. Rancho Santa Fe Rd. Suite 100 - San Marcos, CA

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Greetings from **Platinum Dental Inc.**

In this issue: **Happy Mother's Day; Cosmetic Dentistry, Are you a candidate?; Patient of the Month; Monthly Specials.**

 *Happy Mother's Day!* 



We would like to send to all of our Mother patients, our patients moms and every mom in your life, a big hug and wish you have a great Mother's day; Because we all know that without the love and support of our Mother's we wouldn't be who we are today, Also they were the ones reminding us to brush our teeth real good, so for that too, **Thank you**

Moms!

Check out a little history on how we started to celebrate Mother's Day.

*There is evidence of mother goddess worship in the ancient world, dating back as far as 6.000 AD, and many mother goddess shrines could be found in ancient times in Asia minor.

*One of the early calls to celebrate a Mother's Day in the United States was the "Mother's Day Proclamation" by Julia Ward Howe. Written in 1870, it was a pacifist reaction to the carnage of the America Civil War and the Franco-Prussian War. The Proclamation was tied to Howe's feminist belief that women had a responsibility to shape their societies at the political level



Interesting facts:

- Mother's Day continues to be one of the most commercially successful U.S. occasions. Mother's Day is now the most popular day of the year to dine out at a restaurant in the United States
- Mother's Day generated about 7.8% of the U.S. jewelry industry's annual revenue in 2008, with custom gifts like mother's rings.
- Mother's Day is celebrated throuout the year in other countries some having a specific day and others by celebrating it one sunday of the month.

Are You a Candidate for Cosmetic Dentistry?



If you have been thinking about improving your smile, take a

few moments and ask yourself the following questions to see if cosmetic dentistry is right for you.

- ε **Are you embarrassed about smiling in front of people?**
- ε **Do you ever put your hand up to cover your smile?**
- ε **Do you dislike your smile in photographs?**
- ε **When you look through magazines, do you envy the models' smiles?**
- ε **Do you wish your teeth were whiter?**
- ε **Do you think you show too much or too little of your teeth when you smile?**
- ε **Would you like to change the way your teeth or gums are shaped?**
- ε **Do you have gaps or spaces between your teeth?**
- ε **Are you considering braces for that perfect smile?**
- ε **Do you have crooked or misaligned teeth?**

If the answer is "yes" to any of these questions, you may be a good candidate for cosmetic dentistry. Call our office today to schedule a personal consultation.

Winner for our "Patient of the Month" drawing: Debbie Cherniak

Congrats Debbie, you're the Lucky winner of our WaterPik, you can stop by our office to pick it up, you've got 30 days to claim your prize.



*****For the ones that don't know how to be entered in the drawing, pretty much all you have to do is come in for your check-up and cleaning; Also after your next**

dental appointment with us, you will be receiving an e-mail from us with a link to be our guest and take our survey. Once you have completed the survey you will receive **2 entries** into our "*Patient of the Month*" drawing for a free "**Waterpik**".

*For every friend, family member or co-worker that you refer to our office using our "**Care Enough to Share Referral Card**", you will receive

1. 2 entries into our "Patient of the Month" drawing AND
2. a **\$25.00 dental credit \$25.00 gift card** to some fabulous stores and restaurants.

May specials: [Click here](#)

Have a Great Day!

Platinum Dental Inc.

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