

NEWSLETTER NAME: May Newsletter 2014  
EMAIL SUBJECT LINE: Happy Mother's Day

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## Happy Mother's Day

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Greetings from Platinum Dental Inc.,

### Happy Mother's Day!



In behalf of Platinum Dental Inc., we would like to wish all our patients who are mothers, patient's moms and all the moms in your life a Happy Mother's Day, because without them we wouldn't be where we are today. So go give your mom a big hug let her know how much she is appreciated in your life. Here are some interesting facts about Mother's Day:

1. Mother's Day became an official holiday in 1914.
2. Approximately 122 million calls are made to mothers on Mother's Day in the United States.
3. Of all flowers bought for holidays about one quarter is bought for Mother's Day.

Enjoy your mom while you can. Give her a big hug, buy her some flowers, take her out to eat somewhere nice or even treat her to a spa day. Whatever you do we hope she enjoys it.



## Dentist vs Orthodontist

**Your dentist and your orthodontist both work on your teeth. So what is the difference between the two? Only a small percentage of dentists can call themselves an orthodontist. Once dental school is completed some dentists tackle an additional 2-3 year program that specializes in orthodontic work.**



**Orthodontic work is the ability to diagnose, treat and prevent muscular or bone issues with your face and mouth. They learn skills regarding moving your teeth and fixing facial abnormalities. While a dentist helps you keep your teeth and mouth clean and healthy. An orthodontist helps insure that your teeth are aligned properly for the best comfort and look.**



**Your dentist can perform some orthodontic treatment, but most prefer to send tooth-straightening problems to the more specialized orthodontist. Improper tooth alignment can lead to serious dental problems, therefore it's important to get them help of a specialist.**

**The American Dental Association has released the following statement:**

***The American Dental Association has recognized that Specialists are necessary to protect the public, nurture the art and science of dentistry and improve the quality of care. Specialists are recognized in those areas where advanced knowledge and skills are essential to maintain or restore oral health. The American Dental Association has further stated that a specialty (such as Orthodontics) must be a distinct and well-defined field, which requires unique knowledge and skills beyond those commonly possessed by general practitioners.***

**It's a good thing Dr. E can do both. :D. Why go somewhere else when you have everything right here.**

**Patient of the Month**

**Garrett Histed!!!**



## 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 you become our next patient of the month? It is super easy. Just come in for your routine cleanings and you are automatically entered. Easy right!. Want to increase your chance? Just right us a nice online review and you are entered twice. Good Luck on becoming next month's winner. :D

May Specials

Visit our [May Promotions page](#).

Have a great day!

*Platinum Dental Inc.,*

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