



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

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November 14, 2011

Greetings Terry from all of us at Platinum Dental,

In this issue: **Black Friday**; **Can you teeth Cause Headaches?**; **Patient of The Month**; **November Specials**.

Oh yes it has begun! Holiday season is finally here, so it's time to switch to this festive gear and enjoy. Whether your planning to travel or stay home, make the best of it, if you're planning to go "Black Friday" shopping here are some tips.

Shop the ads before **Black Friday**.



In the next week or two, many of the major retailers will release (or leak) their Black Friday specials, so check one of the comprehensive Black Friday-focused websites, such as [bfads.net](http://bfads.net), [blackfriday.info](http://blackfriday.info), and [theblackfriday.com](http://theblackfriday.com) to see if you're getting the best deal.

### Shop online first.

Before you brave the crowds at the stores, check to see if the retailer is offering the same—or even better—deals on its website

### Shop close to home.

If you find the best deals are in stores, you don't necessarily need to drive all over town to get them. With electronics, for example, our research shows that in many cases the prices for highly promoted TV sets from major electronics brands, such as Panasonic, Samsung, and Sony, vary by only a few dollars from chain to chain.

### Check the stores' return policies.

You may be familiar with your local chain's return and exchange policies, but make sure that they aren't different for a Black Friday special.

### Check the warranty

If you're loyal to a certain brand, you may feel you're aware of its standard product warranty. But even major brands offer special "derivative" models during promotional periods like Black Friday, and they may alter the terms of their standard warranties for these sets

### Buy the item you really want.

Items designated as "doorbusters" draw us in because of their low prices, but they may not be the best products for your needs.

### But avoid the old bait-and-switch trick.

That said, if you're really buying only on price, stick to your guns and don't get pushed toward a more expensive model.



We hope you have a fun, satisfying shopping experience this Black Friday weekend. And if you have any great money-saving tips of your own, we'd love to hear from you. Happy shopping!

Can my headaches be caused by my teeth?



Some people who have recurrent headaches have been diagnosed as having TMJ. TMJ is an umbrella term covering acute or chronic inflammation of the temporomandibular joint, which connects the mandible to the skull. The disorder and resultant dysfunction can result in significant pain and impairment. Problems can result in jaw clicking, headaches, problems with balance and even loss of hearing.

A study headed by a researcher from the University at Buffalo's School of Dental Medicine showed that examiners could replicate tension-headache symptoms in 82 percent of subjects by performing the clinical examination of the temporalis muscle, which is involved in TMJ.

Diagnosis for TMJ requires an examination by a dentist or physician who has advanced training and expertise in the area of head and neck pain.

Come visit us if you have symptoms such as those listed in this article. You may be just an appointment away from being headache free.

"Patient Of the Month" winner:

**Rosalind Bailin!**



**Congratulations Rosalind, you will now be the owner of a Sonicare Toothbrush. Be sure to stop by and pick up your prize, you have 30 days!**

\*\*\*For those of you who have not had a chance to fill out a survey for us here is

**how it works. After your next dental appointment with us, you will be receiving an e-mail with a link to take a survey. Once you have completed the survey you will receive 2 entries into our "Patient of the Month" drawing for a free "Sonicare Toothbrush". \*\*\***

Specials for November: See our [November Specials Here.](#)

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