



Platinum Dental Inc.

September 9, 2011

Welcome **Terry!**

In this issue: Emergency Preparedness Month; Oral Cancer; Invisalign Day; Patient of the Month; Monthly specials.

September is National Emergency Preparedness Month...

When you consider what supplies you would need for three days after a natural disaster, first consider what emergencies are more likely to occur in your area. Prepare accordingly. Of course, you can never be too prepared. No one would have guessed us experiencing a power outage of the magnitude we just had.

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A "supply Kit" sounds like something you could carry, but it isn't. When you consider three-day supply of water and food per person (and pet), plus clothes, shoes, a sleeping bag or blanket for each one, plastic sheeting and duct tape, it's hardly moveable. You need space and a convenient locations. If the emergency could be flood, the attic or second floor could be a good storage area.

Some emergency items don't take as much room. They include:

- A flash light, battery operated radio, cell phone with extra batteries, and matches in a waterproof container.
- A three-day supply of medications, plus travelers checks, cash, change, pencil and paper, and a dust mask.
- Personal hygiene items should be included.
- If you have a baby, Don't forget the disposable diapers. if you have children, include books, games and puzzles.

Getting ready for an emergency or disaster sounds like a lot of work. But if one occurs, you'll be glad you put your time and money into the project.

Oral Cancer



It would probably surprise you to know that Oral Cancer is one of the deadliest forms of cancer out there. But it is also the one of the most curable. That stark and dire contrast is simply a matter of when the cancer is discovered.

Those who are diagnosed in the early stages of the disease do very well in treatment in recovery. But the sad truth is, a vast majority of oral cancer victims are diagnosed in the later stages, where long-term survival is less likely.

Statistics show that an American dies from Oral cancer every hour, but an hour is all the time you would need to give to help identify this disease early on.

Screening methods exist in two main categories.

1. **OralCDx** is a simple brush technique that can help determine if any part of your mouth contains abnormal cells (dysplasia), which can develop into cancer.
2. **Vizilite Plus** is an oral and visual examination that helps detect soft tissue in the mouth that can also lead to cancer. Both of these techniques are a simple way to test annually for one of the deadliest, yet curable diseases around.

There are certain risks factors that can dramatically increase the chances of Oral cancer, including drinking and smoking regularly, but diagnosis is certainly not limited to these two behavioral factors. To learn more about how we can help you stay ahead of the game when it comes to oral cancer, follow us to [oral cancer detection and diagnosis](#) page.



Invisalign Day on September 15th (only):

Save \$500 on top of our great bundled savings pack only on Thursday September 15th.

For details see our [Invisalign Day 9/15/2011](#) page.

Monthly "Patient of the Month" winner:

Mr. Lew Gutman!



Lew, Congratulations, you're our patient of the month and your prize

for such an honorable title is a Sonicare ToothBrush. Remember that you have 30 days to stop by the office and pick up your prize.

September Specials:

Follow us to our [September Specials](#) page.

Have a great day!

Platinum Dental Inc.

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