

I'm worried about you...

Dear Neighbor,

Yes, I really am worried about you! My name is Dr. Chris Griffin, DDS, and my office is just a few miles <<east>> of <<community>>, just on <<STREET>>. I'm pleased to tell you that many families living in <<community>>, your neighbors have been relying on our office for years. And it worries me that you've been living so close to our dental office and we haven't had the opportunity to meet.

For Baby Boomers like us (yes, I am one of them too!), our best years are ahead of us. We can still be productive, still work full or part-time, be active, socialize, travel, explore new things, find new romance and finally ignore what others are saying; and enjoy ourselves. To have the best years ahead of us, we must plan to be as healthy as we can be. This is absolute; you cannot ignore this.

Certain aspects of aging can make maintaining oral health more challenging. Aging adults have the highest incidence of periodontal disease, and studies indicate periodontal disease is linked to a number of health concerns including **heart disease and stroke**.

If You Don't Have a Relationship With a Dentist...

As a baby boomer, there are steps you can take in an effort to ensure you do not fall prey to this shortage of healthcare. If you have a dentist you like and he keeps up the latest technology and advances in dentistry, keep him, and follow his instructions. That twice-a-year check-up can save you a lot of grief and money. You do not save a penny by skipping your check-ups. Remember that no dental problem gets better with time. It only gets worse and much more expensive

If you haven't had a check-up in a year or more, I urge you to arrange for your checkup, normally \$172.00, **for just \$69.00. This includes a full dental exam and x-rays.** Call 704-966-6199 in the next 14 days to schedule your appointment.

What is a Worry Doll?

Worry dolls are traditionally made in Guatemala. A person (usually a child) who cannot sleep due to worrying can express their worries to the doll and place it under their pillow before going to sleep.

According to folklore, the doll is thought to carry away the person's worries, thereby permitting the person to sleep peacefully. The person will wake up without their worries, because which have been taken away by the dolls during the night.

Parents may remove the doll during the night, reinforcing the child's belief that the worry is gone. Some parents involve the child in making the dolls to further increase the psychological benefits of releasing worries.

**A FREE Gift, Just For
Getting Acquainted...**

We find that our patients have a hard time keep up with their dental care while traveling. So I'd like to give you this free dental travel kit as my gift to you. To get the free dental travel kit just drop by our office, give us a call at XXX-XXX-XXXX, or visit www.DRDENTAL.com.

Sincerely,

Dr. Chris Griffin, DDS

P.S. We can only provide a limited number of free check-ups each month. In order to get a convenient appointment time, please respond to my letter as quickly as possible.

P.P.S. By the way, we are a "No Waiting" Office. You will receive care within 7 minutes of your appointment time, guaranteed!



Suggested free gift. You can choose to use anything you'd like. Travel kit includes Travel Toothbrush, Toothpaste and Floss.

***ABC Dental Care
Insert Logo's, contact
information, map,
directions, etc.***

