

I'm worried about you, my new neighbor...

Dear New 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 new 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.

A Friendly New Neighbor Warning: Don't Put It Off...

Finding your new family dentist may not be very high on your list of priorities at the moment. However, just one word of caution: please do NOT wait until you have an emergency to start looking for a dentist!

For Baby Boomers like us (yes, I am one of them too!), our best years are ahead of us. But 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.

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 the person's worries to the land of the dead, 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.

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 XXX-XXX-XXXX in the next 14 days to schedule your appointment.

By the way, please do not ever ignore tooth or gum pain bleeding or tender gums tooth sensitivity to heat or cold – these are the body's "early warning signals," telling you to take care of a problem now. If ignored, it will get worse. On the other hand, many such problems can be corrected in a short time with modern dental care even if they have been developing or occurring off and on for years.



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

**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.

To schedule your appointment or claim your free dental travel kit for you or a member of your family please call Carol, our office manager at XXX-XXX-XXXX or click online to 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!

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

