



CHILDREN'S DENTISTRY JULY 2010

OFFICE
NEWSLETTER



We have four major categories for our postcard contest and we will select one winner from each category. The categories are:



- Funniest Postcard*
- Most Unique Postcard*
- Most Interesting Message*
- Best Scenic Postcard*



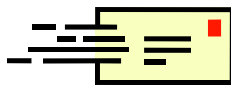
We hope everyone has had a fantastic Fourth of July weekend! In this month's newsletter, we are announcing the kick off of our monthly email newsletter, reminding our parents about our postcard contest, and answering a question that comes up often with our patients: Why visit a dentist twice a year if my child has never had cavities?



Monthly Email Newsletter

This marks the first time our first monthly newsletter is being delivered in *email* format! We hope that we can keep our patients informed about our latest contests, prizes, and news from our office! Additionally, we will use our monthly newsletter to educate our patients about their oral health by providing dental tips, insight, and fun facts.

Your privacy is our greatest concern and your emails will never be given out or used in any other manner except for our monthly newsletter. If you wish to not receive further email newsletters, please reply to this email with the words "unsubscribe" in the heading. Thanks!



Postcard Contest

We are holding our annual Summer Postcard contest and we will love to see one from you! No traveling is necessary; just send or bring in a postcard to our office and you will be entered to win!

This year, we are giving out an iPod Shuffle or a \$70 ToysRUs Giftcard! All participants will get a little gift, so send us a postcard before August 27th!

Why visit the dentist twice a year when my child has never had a cavity?

When you bring in your child for their regular dental visit, we do several things. We check to see how your child has been brushing and flossing, and if needed, give oral hygiene instructions on how to maintain clean teeth and healthy gums. A teeth cleaning is done that helps remove plaque and calculus—which often can only be removed at a dental office. Plaque and calculus are especially problematic because they can cause gum inflammation and tooth decay. Lastly, a fluoride rinse is given which helps to renew the protective fluoride layer that helps strengthen the enamel and prevent cavities.

Another thing that occurs during a regular dental visit is the ongoing evaluation of your child's oral health. Orthodontic problems can be identified and treated before the permanent teeth have emerged. Dietary changes can be implemented before teeth decay can occur. By coming regularly, we can help prevent oral health problems.



Thanks for reading! We hope your summer continues to be fantastic and we look forward to seeing you !

**Sincerely,
Dr. Matsuishi and Staff**

*Our greatest compliment is a referral from *YOU* our valued patients. If you have any friends of family members who you feel could use our services, please don't hesitate to have them contact us. We'll be sure to take good care of them!*

EDWARD M. MATSUISHI, D.D.S., INC.

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