

The Super Patients™ Announcements

**ATTENTION
North County!
Cavities and
Crooked Teeth
BEWARE!**

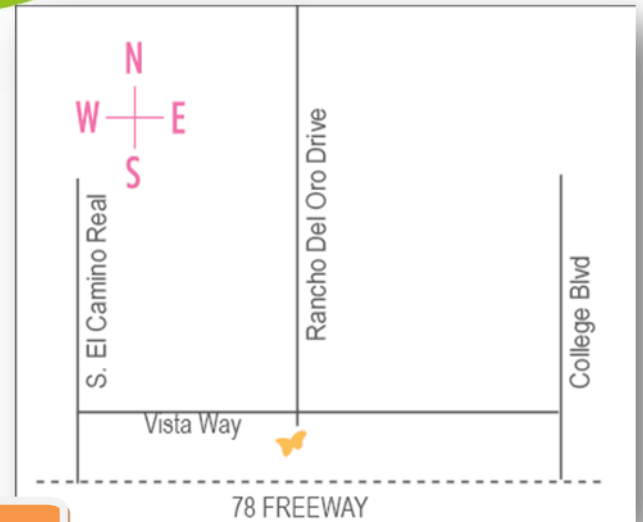


**The
Super
Dentists™
are on their
way!**

The super heroes of pediatric dentistry and orthodontics have joined forces once again to save the world one smile at a time-this time in North County!

Located just off the 78 Freeway in **Oceanside**, our newest office is located in the brand new medical center surrounded by other health professionals including the brand new Rady Children's Hospital at 3625 Vista Way, Oceanside.

We are currently accepting appointments in March for both pediatric dentistry and orthodontics. Simply call (760)DENTIST(336-8478) and one of our Super Team members will assist you. If you have friends or other family that would benefit from our services, please tell them about us. Your referrals are always welcomed and are the highest compliment we can receive.



**Our newest
office in
OCEANSIDE!**



THE SUPER
DENTISTS™

Orthodontic
Information

Based on our extraordinary level of case experience and delivery of outstanding care that The Super Dentists is proud to announce we are once AGAIN The PREMIER PROVIDER* of the latest technology in braces such as:

In-Ovation C® – the latest in technology in clear braces for fast results and fewer appointments!

Invisalign® and Invisalign Teen® - Clear and removable, they're a comfortable alternative to braces.

Incoqnitto™ - braces that are placed on the backside of your teeth, so they're completely hidden from view

*=Premiere Provider' designation is only given to the top 5% of orthodontists worldwide.

What's New?



January

We were featured during the Dr. Oz show as a **TopDoc Dentist in San Diego** for 2011 for both Pediatric Dentistry and Orthodontics!

We have our second commercial on air discussing how patients can “**Go Invisible at The Super Dentists with braces.**” If you have missed learning about clear braces you can always check it out at: <http://www.youtube.com/TheSuperDentists>

Also just posted on The Super Dentists Channel on YouTube is our **Educational Brushing Sing-a-Long Music Video.** This is a great way for kids to watch an educational music video about the importance of brushing and flossing – they will be singing and running to brush their pearly whites!

February

A special surprise for the parents on the 14th when they bring their children to either their pediatric dentist or orthodontist appointment, just a little something to brighten your Valentine's Day!

Sweetheart Special – **buy one teeth whitening, get one free - only in the month of February.** Bring in a friend or family member and when you buy one Zoom or LaserSmile teeth whitening you receive the same one free in February!

March

We are opening our third location, this time in North County! **Oceanside** is going to be one of the newest places the super heroes of Pediatric Dentistry and Orthodontics will be flying to, so that they can save those pearly whites from the creepy cavities and crooked teeth. See the last page for more details.

The Super Dentists is selected as a TopDoc Dentist in San Diego for 2011!

*Top Doc ran a special segment entitled, “Meet the 2011 Top Doctors and Dentists.” inside the Dr. Oz Show! They command feature award-winning Doctors and Dentists considered to be the cap 10% of the region's medical professionals and **THE SUPER DENTISTS was chosen!** It is our honor to be hand selected by TopDoc and be represented not only during the Dr. Oz show but to be highlighted on their website.*

What makes us so Super?

One of the items that make us super is ...

Our commitment to our patients and to the community! Here is a RECAP of 2010 and how The Super Dentists were able to help out the community and support our patients and their families!

- **Share-A-Smile Program**
 1. Referral cards were given to our patients and they referred their friends and families member for a chance to WIN Apple products such as iPod's and iMac computers on both the Orthodontic side and both locations for pediatric dentistry – we had 36 extremely happy patients!
- **“How My Smile Changed My Life” Video Contest**
 1. We held a video contest for our patients to see how their smile has changed their life. The winner won a \$1,000 scholarship.
- **Sports Sponsorship- we were able to help provide assistance with the following community teams:**
 1. Chula Vista Little League
 2. Eastlake Little League
 3. National City Diablos
 4. Salt Creek Elementary School Soccer and Cheer
- **Halloween Spooktacular**
 1. Costume contest one lucky winner WON BRACES, another teeth whitening and over \$200.00 in gift cards were given out to the runner ups.
- **San Ysidro Health Center**
 1. Sponsored their Noche de Encanto Gala that benefited their Pediatric Dental Clinic.
- **Facebook Contest**
 1. Tickets were given away as contest prizes. These prizes consist of: gift cards to the movies, concert tickets – Justin Bieber and Yo Yo Gabba to name a few...
- **Girl Scouts**
 1. Helped sponsor the 5k New Day
 2. Helped sponsor the Bridging Ceremony
 3. Urban Campout “Fun” Fundraiser.
 - a. We helped sponsor them as one of their photo sponsor's.
- **Ronald McDonald House of Charities in San Diego**
 1. We held a Food Drive in Dec. and were able to donate over 300 pounds of food. Each person that donated canned food got a raffle ticket and one winner WON an Apple iPad!
- **Rady Children's Hospital**
 1. Candy Buy-Back we matched pound for pound of candy and donated \$1,880.
 2. Miracle Merchants – we donated \$100.00 for each person that started with braces in Dec. and donated \$2800.00.
 3. We held a Toy Drive in December and donated 137 toys. Each person that donated a new toy got a raffle ticket and one winner WON an Apple iPad!

School Presentations -

Over 20,000 kids learned about the importance of proper brushing and flossing during our complimentary school presentations with the Tooth Keri! If you know of a school or classroom that would benefit give us a call at 619.216.7646 ext.250

Pediatric Dental Information

We care about our patients and offer the latest techniques in children's dentistry such as:

Computerized anesthesia
Rather than getting nervous by the sight of a long, scary needle, this system allows for virtually painless delivery of aesthetic in a very comfortable, non-threatening numbing manner

Laser dentistry *Laser dentistry is a dental field that uses high-powered light and energy instead of drills to correct a variety of dental issues for faster healing times – kids like that!*

Relaxation methods *for the comfort of your child or teen.*

**THE SUPER
DENTISTS™**

THE SUPER DENTISTS™



About The Super Dentists

Meet The Super Dentists. Dr. Nazli Keri and Dr. Kami Hoss have combined their respective specialties of pediatric dentistry and orthodontics to provide a welcoming office experience designed for children, teens and adults.

Step into their office and discover a dental practice that's inviting and entertaining.

Specializing in pediatric dentistry and orthodontics, they're super because they deliver attentive & compassionate care while providing you and your children with peace-of-mind.

Appreciating the importance of beautiful, healthy smiles for everyone, Dr. Keri and Dr. Hoss are committed to having you properly care for your teeth in order to eliminate dental issues in the future.

The Super Dentists
24 hr. Emergency Phone #'s

Emergency Pediatric
Dentistry
(619) 851-4704

Emergency Orthodontics
(619) 395-5265

9 Tips for Healthy & Whiter Teeth

Super Advice:



- 1 Go on a white-teeth diet.** If you're quaffing drinking colas, gravies, and dark juices you have to remember if it's dark before you put it in your mouth, it will probably stain your teeth. Brush immediately after eating or drinking foods that stain teeth and get your teeth whitened professionally when you feel your teeth are not as white as they used to be.
- 2 How old is your toothbrush?** Change your toothbrush or the head of your electric toothbrush at least every two to three months. Otherwise, you're just transferring bacteria to your mouth. According to Dr. Nazli Keri, the best way to brush is by placing your toothbrush at a 45-degree angle against your gums and gently moving it in a circular motion, rather than a back-and-forth motion.
- 3 A Clean Tongue is important.** Use a tongue scraper every morning to remove tongue plaque and freshen your breath. One major cause of bad breath is the buildup of bacteria on the tongue, which a daily tongue scraping will help banish. Plus, using a tongue scraper is more effective than brushing your tongue with a toothbrush
- 4 Eat "cleaner" foods.** Foods that are firm or crisp help clean teeth as they're eaten such as apples (otherwise known as nature's toothbrush); other choices include raw carrots, celery, and popcorn.
- 5 Gargle with apple cider vinegar** in the morning and then brush as usual. The vinegar helps help remove stains, whiten teeth, and kill bacteria in your mouth and gums.
- 6 Brush your teeth with baking soda** once a week to remove stains and whiten your teeth. Use it just as you would toothpaste.
- 7 Stay fresh.** When you shop for mouthwash make sure it is alcohol-free. Most over-the-counter mouthwashes have too much alcohol, which can dry out the tissues in your mouth, making them more susceptible to bacteria
- 8 Flossing.** Floss after you eat to remove the food in-between your teeth and have several packages of floss so that you can keep floss at work, in your car, your purse or briefcase etc.
- 9 When to brush?** As soon as you get out of bed and before you get back in at night are the two most crucial times, says Dr. Nazli Keri, that's because saliva (which keeps cavity-causing plaque off teeth) dries up on your teeth at night, so it's best to have all plaque cleaned off the teeth before you go to sleep. It's also important to brush first thing in the morning to brush off plaque and bacteria (morning breath!) that may have built up as you sleep.