

WEST CHESTER DENTAL ARTS

Eric N. Shelly DMD • Margaret Lee DMD • Eric A. Fort DMD

Spring 2010

Dental Newsletter

Volume X

Free Nitrous • Office Hours • Dentistry from the Heart Patient Referral Bonus • Dental Implants Lifetime Whitening Rewards • Let Us Know How We're Doing

FREE NITROUS: BACK BY POPULAR DEMAND

Our summer special of free nitrous was a big hit! It has helped many people have anxiety-free dental work, and the feedback from our patients was so positive that we decided to extend our offer indefinitely!

OFFICE HOURS:

Monday: 7 am – 8 pm

Tuesday: 7 am – 8 pm

Wednesday: 8 am – 8 pm

Thursday: 7 am – 8 pm

Friday: 8 am – 5 pm

Saturday and Sunday: Closed

**dentistry
from the heart**

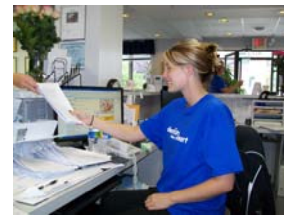
West Chester Dental Arts is proud to announce that our doctors, their team, sponsors and volunteers will be offering free dental work to 100 people in need of dental treatment – treating adults with a filling, an extraction, or a cleaning. This event promises to reach many individuals who may not otherwise be able to receive treatment.

The event will take place on August 7th, 2010 at West Chester Dental Arts in West Chester. Starting at 9:00 AM, Drs Shelly and Fort and their volunteers will treat the first 100 patients, or however many they can care for by 3:00 PM. For more information, visit www.wcdentalarts.com or the organization's national website, www.dentistryfromtheheart.org.

Dentistry from the Heart (DFTH) is a national non-profit organization with a simple mission – making people smile. Founded in 2001 by a dentist in New Port Richey, Florida named Dr Vincent Monticciolo, DFTH was created to aid those in need, including the growing population of under-insured Americans. Over 100 million Americans lack dental insurance and over 29 percent of adults have untreated cavities. Without events like DFTH, dental care simply isn't an option for many of the uninsured. To date, DFTH has helped over 5,000 patients and provided over \$1 million in free dental care.

“Now more than ever, we know there's a person out there that need our services, but have no means to afford them – whether they're out of a job, or just don't have dental insurance. This Dentistry from the Heart is our way of giving back to the community, and being there for the people who are in need of dental work,” said Drs Shelly and Fort.

Dr Eric Shelly and Dr. Eric Fort are out to change lives by offering free smiles to anyone who needs dental work, as they host the latest event for Dentistry from the Heart. Drs. Lou Manna and Steve Atlas along with their staff have also graciously volunteered their time for our cause. With all of us together we can make this day of dentistry from the heart an unforgettable event. We are confident that this day, along with the team we are building will, in fact, change lives.



Patient Referral Bonus

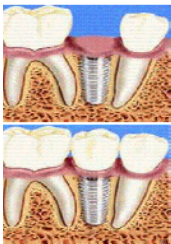
We wanted to express our appreciation for believing in us. We thank you so much for all the kind past referrals and for helping make practicing dentistry such a pleasure. We thought that this year we would add something different into the mix. Along with every referral you send to the practice you will still receive (2) Free Movie Tickets to Regal Cinemas and we are adding a challenge to it.



From January 1st, 2010 thru December 31st, 2010 the top (5) patients who refer the most new patients to us will each receive \$1,000.00 to show our appreciation.

Dental Implants

Before development of dental implants, dentures were the only alternative to replacing a missing tooth or teeth. Implants are synthetic structures that are placed in the area of the tooth normally occupied by the root. Implants are anchored to the jawbone or metal framework on the bone and act as a foundation for an artificial tooth or permanent bridge. In some cases, implants can be used to attach dentures. Not everyone is a candidate for a dental implant, however. For a successful



implant to take hold, a candidate must have proper bone density and have a strong immune system. In all cases, dental implants require strict oral hygiene. Implants are so well designed that they mimic the look and feel of natural teeth. Implants are usually made of a synthetic yet biocompatible material like metal or ceramic. Surgery is necessary to prepare the area for an implant and place the implant in the mouth. Following the procedure, a period of time is required for the implant to take hold and for bone tissue to build up and anchor the device. In some cases, metal posts are inserted

into the implant during a follow-up procedure to connect the tooth. Because implants require surgery, patients are administered anesthesia and, if necessary, antibiotics to stave off infection following the procedure. Like any restoration, implants require diligent oral hygiene and proper care to ensure they last a long time.

Lifetime Whitening Rewards

If you haven't already heard, having whiter teeth is no longer just for Hollywood celebrities.



You can obtain that bright, white smile that you've always wanted by joining our Lifetime Whitening Rewards program. This program is designed to motivate and ensure that you, the patient, can achieve a healthy, beautiful smile by taking advantage of our incentive program. Ask your doctor or hygienist for more information and to see if you are a good candidate for teeth whitening.

Let Us Know How We're Doing

If you've recently visited our office and would like to give us your feedback, please send us an email at wcdentalarts@verizon.net. appreciate you taking the time to help us better serve you.



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Wake Up to a Beautiful New Smile With

 Oral Sedation
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