

Comprehensive Dental Care
 2682 West Lake Road
 Palm Harbor Executive Center
 Palm Harbor, FL 34684

Phone: 727.785.4461
 www.palmharbordentist.com

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COMPREHENSIVE
 DENTAL
 CARE

WORD & MOUTH

OSCAR MENENDEZ D.D.S. PalmHarborDentist.com



727.785.4461

2682 West Lake Road,
 Palm Harbor, Florida 34684

Hablamos español

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So Much Is New At CDC

At Comprehensive Dental Care we are always striving to increase our level of care to our patients. Sometimes that means purchasing the latest equipment to keep the latest technology in our doctor's hands. Our purchase of new state-of-the-art equipment last year has been such an asset to our patients.

This year we have focused on creating better communication with our patients. Recently, we launched a revised website for easier use by site visitors. The new site has enhanced features and graphics to make your use of the site more efficient and enjoyable. The site lets you meet our team, review our services, read informative articles and even request an appointment. Check out our new site and let us know what you think!
 PalmHarborDentist.com.

We also have launched a Facebook page for our practice. Even in a business like ours, we understand that the use of the internet improves our communication by getting out timely information. Our Facebook page is designed to keep you informed about all of our latest advances, contest winners and team updates. "Like Us" on Facebook today!



Our new page is informative and timely.



Special **invisalign®** Offer

Invisalign® clear aligners allow us to straighten your teeth in a less noticeable way than with traditional braces. Made of a nearly invisible plastic material, Invisalign® clear aligners are also conveniently removable, making meals and other circumstances more convenient.

From now through July 1, 2012, we'll give every new Invisalign® patient a **FREE Sonicare toothbrush!**

For details or to schedule an appointment call (727) 785-4461 today!



\$149
Value!

Two Ways To Win An iPad*



or Refer a New Patient

Plus *Your Referral Patient Receives A \$100 Gift Card*

Go to www.palmharbordentist.com/promotions for details



My thoughts on Water Fluoridation



Water Fluoridation has proven to be one of the most cost-effective strategies for improving dental health. Yet, in the fall of last year Pinellas County voted to stop fluoridating the water. Water fluoridation is simply an adjustment of the natural fluoride concentration of the community's water supply to an optimal level (less than 1 part per million) to prevent dental decay.

So why the controversy? There is much misleading information about fluoride out there and a very vocal minority spearheading the fight against it. Even though fluoride naturally occurs in nearly all water supplies, opponents make it sound like something new is getting added to the water. Opponents further claim that fluoridated water is unsafe and can cause multiple health problems. This is simply untrue. There are over 3000 scientific studies and 65 years of use that proves that fluoride is safe, beneficial and a cost-effective means for reducing and controlling tooth decay. Opponents have no peer reviewed or acceptable scientific studies to show fluoridation leads to any health issues they claim.

Quick Fluoride Facts:

- Reduces cavities children get in their baby teeth by 60%
- Reduces tooth decay in permanent adult teeth by nearly 35%
- The U.S. Centers for Disease Control & Prevention has recognized the fluoridation of drinking water as one of the ten greatest public health achievements of the twentieth century.
- The Florida Department of Health, U.S. Dept of Health and Human Services, and the ADA firmly supports and recommend water fluoridation as the most economical & effective means to control cavities.

How can you help?

Go to www.KEEPPINELLASFLUORIDATED.ORG

www.keeppinellasfluoridated.org

Get informed and contact your county commissioners to let them know how you feel.

Yours in Dental Health,

Oscar Menendez DDS, FAGD

CONGRATULATIONS to our Contest Winner Gail Larson!



Gail is the lucky person that won the Philips 32" Flat Screen TV in our last promotion. Congratulations! Thank you to everyone who participated and check out our latest contest on Facebook.

The Clear Choice



For many of our patients, Invisalign® clear aligners offer some great advantages over traditional braces for straightening their teeth. However, Invisalign® is useful for much more than just achieving a more attractive smile.

Here are some critical reasons why Invisalign® clear aligners can improve your dental health:

- 70% of adult patients have "adult onset crowding" which worsens over time if left untreated
- Crowding makes teeth more difficult to keep clean and increases incidence of periodontal disease and tooth loss
- Excess spacing from teeth shifting can result in food impaction, periodontal disease and tooth loss
- Periodontal Disease has been linked to Heart Attack, Stroke and other systemic disease
- Teeth in malposition cause excessive wear, abfractions (notches at gumline) and periodontal issues
- Traumatic occlusion can cause periodontal issues and tooth loss

By placing teeth in a more ideal position, a more stable, comfortable and functional bite can be created. A healthier periodontal environment is maintained and overall health improved. Best of all, the cost of Invisalign is comparable to traditional braces. For more information, please call us at 727-785-4461 and talk to any member of our friendly and helpful team.

NEWS & Notes

Have you seen our new billboard? It's on U.S. 19 just south of our office



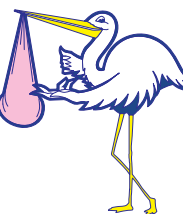
as you are traveling north. You can't miss it. It has a photo of Dr. Menendez on it. He wasn't quite sure about that...but everyone else has loved it! Let us know what you think.

CONGRATULATIONS to Dr. Menendez for being elected President of the Upper Pinellas County Dental Association. His leadership role starts in June of 2012. We are proud of you Dr. Menendez!



Did you hear that our long-time team member Nicole had her baby? She had a beautiful little girl named Phoebe Alexandra, who weighed 7lbs 14 oz at birth.

Nicole has chosen to stay home to be a full-time mommy to baby Phoebe. Hopefully she'll keep in touch and send us lots of pictures.



Welcome Our New Registered Dental Hygienist Alison Strassenreiter

Alison is the newest member to the CDC team. Enthusiastic & detail oriented, she is very passionate about her work and enjoys creating healthy smiles with her patients. Alison grew up in Rochester, New York. She moved to Florida in 2006 with her family.

Alison is married with two girls ages 7 and 9. Together, they enjoy outdoor activities including camping and the beach. Alison's ultimate career joy is to witness life-changing moments had by patients through smile transformations.

