

10 Secrets to Raising Cavity Free Kids

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If you have kids, you know that introducing them to new things can be fun, challenging, exciting, frustrating, and so much more all at the same time! You see, I can still remember when my neighbor's daughter, Brianna, got her first cavity.

It was like a tornado hit our office.

There were tears, kicking, throwing of dolls, and then 2 minutes later she was on to something new. Watching a cartoon, then playing with her Barbies.

While, Brianna is growing up learning that she doesn't want cavities, and she gets rewarded if she comes to my office and leaves with an A+ on her dental report card, it definitely was not that way when I was a kid growing up back in East Paterson, (now known as Elmwood Park) NJ.

Back then, we grew up almost expecting to have cavities when we went to the dentist. Having the doctor pry, poke, and drill for an hour or so was normal. And what was even worse was that we felt EVERYTHING because my dentist it seemed never heard of pain-free dentistry. He never used any numbing anesthetic!

Thankfully those days are long gone! Times have changed!

Today, in our society, there are a couple of benefits our children have, that we didn't have when we were younger. For example, one of the great benefits is that kids today are growing up with fluoride in the water. People are becoming more aware of hygiene; parents are becoming more aware that they need to bring their kids to the dentist. I made this simple special booklet to give you a couple quick, helpful tips that you can use to help your child grow up with healthy teeth, and prevent as many dental problems as possible.

Our goal is to introduce kids to dentistry in a fun and carefree way.

What we usually do is start when your child is two and a half to three year's old. I'll sit them in the chair and ride them up and down. Lean them back. If they let me look in their mouth and count their teeth, I will! If they let me polish their teeth I will. A lot of times I just put

them in the chair, shine the light and show them everything and then they go home (no charge of course) and they come back with you again in six months when you need your cleaning and we do a little bit more. So that way when they leave it's a not a negative thing, but they think, "Hey, this dentist is pretty cool". And they leave with stickers, balloons, prizes and a big smile on their face.

So they go home and their visit was fun and they come back again and they're familiar with it and they actually enjoy going to the dentist!

My philosophy is, teach the kids to enjoy going to the dentist, so that if they need something done, they are excited about it! I know what you're thinking....."Yeah, but you haven't met my kid yet! He'll never sit still!" We hear that a lot, most parents end up being AMAZED by how good their child can be.

Parents seem to like that, because their children grow up not being afraid of the dentist. Whereas if I force them to do something the first time they're not going to want to come back. This philosophy in treating children was something I embraced back in dental school at the University of Medicine and Dentistry of New Jersey, where I graduated with an award presented by The NJ Academy of Dentistry for Children.

So here they are – my 10 Secrets to Raising Cavity Free Kids!

- 1. Begin cleaning your baby's mouth with a wet washcloth the first week the child is brought home from the hospital. Although most babies don't have any teeth until about six months of age, a daily cleaning in infancy will get your child accustomed to the process, and ensure clean and healthy gums when the teeth do come in. By starting early, your baby is more likely to accept your cleaning her teeth later, when it is necessary to prevent tooth decay.**
- 2. Use a toothbrush and fluoride toothpaste by the time your child reaches 18 months, or at the time her first molars come in.**
- 3. Your child's first visit to the dentist should be by the age of three. Although baby teeth will eventually fall out, they are very important to your child's dental development. That is because the muscles of her mouth and jaw form around the foundation laid by her first set of teeth. The dentist can make sure your child's dental development is proceeding normally with checkups every six months thereafter.**
- 4. Stop your child's thumb sucking habits before his permanent teeth come in or by the age of six. Sucking on a thumb or pacifier is a natural and satisfying behavior for babies. However, the habit can alter the position of baby's developing teeth and the dental arches if it continues after his permanent teeth begin to erupt. Fortunately, the damage is usually self-correcting, unless your youngster continues the habit much past the age of six. If you are having trouble getting your child to stop sucking his thumb, we may be able to help. I have been very successful using a behavior modification technique using only a calendar and a red marker!**
- 5. Make sure your child gets the benefits of the latest in cavity prevention, including fluorides and sealants. Fluoride supplements are generally prescribed at age three, when all the baby teeth are in. However for \$19 you can have your water tested by a National Water Testing Laboratory to check the amount of fluoride in the water your family is getting. Too high or too low is bad news for your kids. Call my office -Towne Centre Family Dental at 908-874-4555 to arrange to pick up your water test kit.**
- 6. Have your dentist apply a sealant to protect the biting surfaces of the molars. These are generally applied when the six-year molars come in. Sealants are nearly 100 percent effective in preventing cavities on the biting surfaces of molars, the most cavity-prone area of the mouth. They are approximately one-third the cost of a filling.**

7. Do not give your child a bottle at night with juice or milk. If your child must have a bottle at bedtime, dilute it with water or use a pacifier.
8. If your child uses a pacifier, don't dip it in any sweetener. Some dentists have taught this in the past and it is not a good idea!
9. You need to help a child under age 6 years old with the brushing. Studies show that children under 6 do not have the dexterity to do a good job. One great strategy is if you have a child who likes to do everything on their own, is to let them brush first on their own. Then say that it's mommy or daddy's turn. I know that there are children who will fight you on brushing. No easy answer on how to do it.
10. Finally, the most important thing to realize is that children learn the behavior they observe. So, the reality is your dental health is just as important as your child's. When was the last time you had your dental check up and cleaning?

(I hope this report has been very educational and helpful. If you have any questions, or would like to schedule an appointment, please call (908)874-4555 to schedule your New Patient Checkup .

A Special Invitation!

I'll be happy to answer your questions – or have you come in and give you a **New Patient Checkup and Recommended Action Plan** – without obligation of any kind for only **\$79**. To reach me, call our scheduling coordinator at **(908)874-4555**.

Here's one last point: I know that many people are not sure what dental care they need or even who they can trust. So in addition to dedicating my practice to patient education, I do one more thing as well.

**I guarantee my work. That's right.
I fully guarantee every procedure we do.**

My Personal Guarantee:

I guarantee that if a filling chips, or even say I do something and a year later I see that the filling isn't right, well I'm going to replace it. If it's not right, I did it and I'm going to replace it at no charge.

And all crowns, porcelain veneers, and onlays, I guarantee for 5 years, as long as you come in for your cleanings and treatments as recommended.

“New Patient Checkup”

Now \$79

New Patients Only

Regularly \$187

Includes:

1. Friendly, relaxed meeting with your dentist.
2. Special guest tour of the office.
3. Intra-oral camera exam (see your teeth on TV if you want)
4. Healthy teeth and gums check up.
5. Invisalign and Smile Makeover consultation.
6. TMJ and Headache evaluation.
7. Oral cancer screening and cracked tooth prevention.
8. Computerized X-rays (very safe)
9. Welcome kit with free gift and Smile Update Newsletter
10. No obligation recommended Treatment Action Plan.

You see, I am confident that once you experience our quick, easy, anxiety free and pain-free dentistry, you will select our office for your dental needs.

By selecting our office for your dental care, what have you got to lose?

ABSOLUTELY NOTHING...Unless you choose to ignore this letter and you are 1 of the 4 out of 5 with gum disease, then chances are...***YOUR TEETH!***

If you like our service (like over 1000 of your neighbors already do) then I want to provide you with high quality, affordable dental care for years to come. If you don't then just let us know and we will send your x-rays to any dentist you choose. I am confident that if any other dentist used the same high technology I use and attends the same advanced education courses, then he/she will agree with our recommended treatment!

Thanks very much for reading this booklet. I hope you found this to be helpful. If you have questions or comments -- or if you'd like to schedule a “**New Patient Checkup**” which is **usually priced at \$187**, but for our new patient drive it's **only \$79**, please call right now and set up your appointment at **(908)874-4555**.

Sincerely,

Albert Internoscia, DMD, MAGD

P.S. Time is Running Out! This offer expires in 30 days so call immediately to reserve your spot,

P.P.S. The only way you can get a **Whiter, Brighter, More Confident, More Attractive Smile with Pain Free Dentistry** is by calling and finding out what your options are. Please call today while this is fresh on your mind, and be amazed at how quickly you'll love your smile!