

# Future of DENTISTRY

Impacting Lives One Smile At A Time

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25<sup>th</sup>  
Anniversary  
Issue

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# \$25 for 25: A Special Thank-You For Our Patients

## Celebrating Our Anniversary



25 is the magic number this summer, as Roman's shirt illustrates

Future of Dentistry celebrates its 25th anniversary in June. It's hard to believe that 25 years have passed! Sometimes it seems like it was yesterday that our practice opened. At the same time, it's remarkable to think of how much we've grown.

We wanted to do something special for our anniversary, and community involvement has always been a priority for us. That's why we developed our new offer: **\$25 for 25**. For every person you refer to our office, we'll donate \$25 to a cause that's close to your heart. It could be your child's school, the Red Cross, the Wounded Warrior Project — whatever good cause you choose.

We'll donate another \$25 to your friend or family member's favorite cause after their first appointment. This offer begins with patients referred in June and continues through the end of the year. Here's how it works:

- Refer a new patient to Future of Dentistry from June to December 2016, our anniversary year.
- When your friend or family member contacts our office to schedule an appointment, they mention the **\$25 for 25** program and tell us who referred them.
- We contact you and ask which organization you want the \$25 donation to benefit.
- When your friend or family member comes in for their first appointment, they tell us the cause they'd like to support. We donate another \$25 to the organization they choose.

Many of our patients have been with us since day one. They remember when we occupied a smaller office and had only a few dedicated staff members. We've grown into a multi-specialty practice with a full complement of clinical staff, and it's thanks to you.

It has been an incredible journey for Dr. Casazza and Future of Dentistry, and we thank all of our patients for making it possible. We're excited for the next chapter in our story, and we're honored to have you join us for it. The future looks bright!

## Guys: Don't Brush Off Dental Care

### June Is Men's Health Month

When it comes to health, men aren't always vigilant about preventing and addressing issues. Oral health is no exception. Female patients are more likely to maintain their schedule of biannual hygiene visits. Additionally, more men delay dental treatment compared to women.

According to sources like the CDC and the American Academy of General Dentistry:

- The average man will lose 5.4 teeth by age 72.
- Males are more likely than females to never floss (about 39 percent don't).
- The average man brushes his teeth 1.9 times a day.
- Women are more proactive about scheduling recommended treatments.



There are three key reasons to maintain your oral health. **No. 1** is cosmetic. Your smile is one of the first things people notice, including the opposite sex. A Match.com poll examined the factors women and men judge each other on, and 71% of single ladies ranked teeth first!

Reason **No. 2** is more serious. If you don't stick to a schedule of dental visits, oral/overall health problems are more likely. The same is true of delaying treatment — a cavity today could be tomorrow's root canal if neglected.

- Men are more likely to have gum disease — which is linked to serious health issues such as pancreatic, kidney and blood cancers.
- Many of the medications commonly prescribed to adult men (including blood pressure and heart meds) inhibit the flow of saliva, which can wreak havoc with your oral health.
- Men are more likely to develop oral and throat cancer. *(Continued on next page)*

### *(Don't Brush Off Dental Care continued)*

Guys, it may seem easier to avoid the dentist's office. But Reason **No. 3** says otherwise. When you delay or avoid dental maintenance and restoration, you're more likely to need serious work later on. It could end up costing you far more time, money and inconvenience.

In the end, isn't it easier to have a simple cleaning and exam twice a year? June is Men's Health Month, a perfect time for guys to start fresh with good dental habits.

## Putting Some Bite Into the NFL

### Making An Impact, On The Field And Off

Some of our patients may have already heard the great news about the Fabiano family. Anthony Fabiano recently signed to the Baltimore Ravens as a free agent. In NFL draft terms, Anthony's "athleticism and football IQ" are strong qualities in his favor.

Anthony attended Wakefield High School, where he was a star tight end/defensive end for the Warriors. He was also the epitome of a student-athlete — taking honors and AP classes, earning a place on the honor roll and ending up in the top 10 percent of his class.

His abilities on and off the field attracted some of the country's best universities to recruit him. After graduating from WHS in 2011, Anthony went on to Harvard University.



He continued to distinguish himself as an offensive lineman, a committed student and — we can vouch for this — a wonderful young man. Anyone who's met Anthony can understand what the NFL sees in him. Not only is he 6-foot-5 and gifted at football, he's also intelligent and has a great attitude.

Anthony was also the inspiration for Future of Dentistry's mouth guard program. Back when he was still in high school, Anthony's parents, Lisa and Tony, mentioned how many students were still using "boil and bite" mouth guards that aren't as effective as custom-made ones, and how students sometimes lost or forgot their guards.

"We educate our patients about mouth guards, so they understand the potential dangers and the need for custom-fitted guards. But that isn't enough. After our conversations with the Fabiano family, we were determined to raise public awareness," says Dr. Casazza.

We began by offering complimentary, customized mouth guards to Wakefield High School's football team. We even chose red-and-white mouth guards, to match the Warriors colors!

Future of Dentistry expanded the program to include all types of sports for Wakefield high school and middle school students. We also partnered with the Grin and Wear It campaign, working with the Massachusetts Dental Society to help ensure youths in every community have access to this important piece of safety equipment.

"The Fabianos' insights drove Future of Dentistry to tackle the problem and work toward protecting all young athletes," Dr. Casazza explains.

Congrats to Anthony and his family on this wonderful achievement! And from our team to yours, thank you for inspiring our mouth guard program.

*Thank you for all your referrals. We appreciate them!*

**Office Information**

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**Office Hours**

Mon/Tues/Wed	7:30 am – 7:00 pm
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Friday	7:30 am – 6:00 pm
Saturday	7:30 am – 3:00 pm

**Contact Information**  
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## See What's New!

### 2 Ways to Whiten, 2 Ways to Save!

At this time of year, many patients are looking for advanced whitening options. It's wedding season, which is definitely a time when you want pearly whites to match the dress. No one ever asked for pearly yellows! It's also a time for graduation parties, reunions and many other celebrations when we'd like our smile to be at its best.

In honor of Future of Dentistry's 25th anniversary, we chose whitening as one of our special offers. Throughout June, July and August, you can save on two of our best whitening treatments. Here's a quick look at your options.

**WHITE OVERNIGHT—LASER METHOD:** If you're looking for dramatic results on a short timeline, laser whitening is the way to go. We use a top-of-the-line brand that utilizes powerful whitening gel and a low-heat lamp. The appointment lasts only about an hour and provides you with a noticeably brighter, whiter smile. This is the ideal solution for those who want to dazzle on short notice. Take 25% off this treatment during the three summer months.



**WHITE WHEN YOU WANT IT—CUSTOM TRAYS:** Take-home whitening trays are your best bet if you're looking for professional-grade whitening that's more effective and faster than strips. We custom-fit the trays for you, for maximum coverage of your teeth. Since you take home the trays and gel, they can be used as often as needed — giving you control over how quickly you whiten and how often you wish to renew the results. You'll save \$25 on this service when you come in from June to August.

Mention this offer when you book your appointment, and our team will apply the discount when you come in to the office.