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# Smile Express

A Free Monthly Newsletter for the Friends & Patients of Rob Herron, D.D.S.



# JUNE



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## I Know, I Know, I Know

Everybody hates a computer check-in system. But in an attempt to become paperless and to meet all of the governmental requirements for privacy, we have had to take the plunge. Please be understanding and not take it out on the sweet ladies at the front desk--- It's all my fault.

The first time takes about 5 minutes, at future appointments only a few seconds.

*Rob*

### FUN FACTS:

Spring ends and summer begins on June 20, 21, or 22 in the Northern Hemisphere. Trees and shrubs are often at their freshest, and there are more flowers during June than at any other time. June is especially the month of roses. In the Southern Hemisphere, fall ends and winter begins during this month. The start of winter brings cold, rainy weather to that part of the world.

**Activities:** When June comes, green fruit is just beginning to appear in some regions. Bees move from flower to flower, gathering nectar. Baby birds of some species have hatched in some regions, and their parents are kept busy bringing them food. From early Roman times, June was believed to be the best time for marriages.

It is still a popular month for weddings.



### Dental Decay

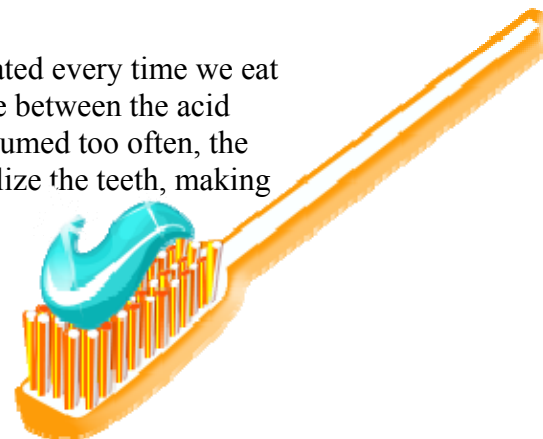
Soon after brushing your teeth, a thin, sticky layer of bacteria forms on the surface of all your teeth. This layer of bacteria is called plaque.

When you eat anything sugary, the bacteria in plaque turn the sugar into the energy they need, producing acid at the same time. The acid softens and dissolves the hard enamel surface of the teeth (demineralization). Over time, frequent demineralization causes cavities to form in your teeth. This is called tooth decay, or caries.

Enamel doesn't contain any nerves so you won't feel any pain at first. Eventually a cavity may reach the dentin - the yellowish substance underneath the enamel that forms the bulk of a tooth. Dentin is sensitive to pain so more advanced cavities may be sensitive, especially when eating or drinking anything hot, sugary or acidic.

Saliva helps to wash away and neutralize the acid. It also contains minerals to replace those lost from the enamel during acid attack (remineralization).

Demineralization and remineralization are repeated every time we eat or drink something sugary. It's an ongoing battle between the acid and our saliva. If sugary food or drinks are consumed too often, the saliva doesn't get long enough to fully remineralize the teeth, making tooth decay more likely.



# Patient Appreciation



## Event 2010



The Grand Prize this year is two \$250 VISA Cash Cards.

All you have to do this year to be qualified is to email us at [docherron@columbus-ks.com](mailto:docherron@columbus-ks.com) with

"I Want A Cash Card"

We've got supper covered!



- o Hamburgers
- o Hotdogs



- o Beans



- o Chips

- o Cotton Candy

- o Snow Cones



- o Popcorn



### 2 Grand Prizes!



Who: You, Your Family, and Your Friends

What: Patient Appreciation Event

**When: June 25<sup>th</sup> at 4:00 pm- 8:00pm**

Where: 806 E Maple Columbus, KS 66725

Why: Because we appreciate you!

# This news is all about you...

## With Heartfelt Thanks For Your Referrals

There's no question that I have the BEST patients on the entire planet.

My business is built on word of mouth advertising and I'd like to thank the following people who were kind enough to recommend my services to their friends.

### Thank you sooooo much!

Ronald S., Merisa K., Rebecca H., Monica G., Brad B., Jeff R., Delbert R., Diana P., Lindsey E., Larry C., Ramona F., Kathy H., Lynn M., Melodie D., Brenda D., Phil S., Jennifer M., Tanner H., Nena S., Chas Carlson., Michelle M., Sheryl R., Melissa T., Rod P., Lisa S., Jancy C., D'Nay C., Rhonda F.

## Welcome New Patients!

Here are the new patients that became members of our practice family this last month! We'd like to welcome you publicly, and wish you all the best!

Judy A., Daniel A., Jennifer A., Trisha B., Mary B., Kennedy B., Zachary C., Mattilee C., Richard C., Anthony C., Lonnie C., Charles D., Paula D., Sally D., Ed E., Mary F., Melissa F., Danny G., Rachel H., Bobby H., Jared H., Christopher H., Matthew J., Chris J., Hannah K., Lillian K., Derek L., Mary L., Debbie M., Ronald M., Trista S., Jeff S., Carley T., Caden W., Corven W., Jaleight W., Eric W., Marylou W.

We love giving recognition to our new friends and our wonderful existing patients who are kind enough to refer their friends and relatives to us! We're all helping each other, which is the whole point of all this! Right?

## SPECIAL OFFER

If you cut this coupon out and bring it the Patient Appreciation Event on June 27<sup>th</sup> between 4 pm- 8 pm. we will credit your dental account with **\$25**. When you bring this in stay for a little while to enjoy hamburgers, hotdogs, games, and **PRIZES!**

*Offer expires Aug 15th*

## Patient Quiz!

### Last Month's Quiz Question:

Our Quiz winner for the MAY newsletter is **Michelle Shay!! Michelle** is the winner of a **\$50 VISA Cash Card!!**

When was Memorial Day first celebrated?

Answer: May 30<sup>th</sup>, 1868

### This Month's Quiz Question!

It regulates our daily movements, but it feels no interest in our lives. It directs us when to come and go, but does not care if we pay attention. What is it?

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Our Website is now operating please visit [www.docherron.com](http://www.docherron.com).