



On the
Bright
Side



Nothing
to Fear
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October 2010

WISHING
YOU A
SAFE
AND
HAPPY
HALLOWEEN

Halloween Fire Safety Tips

Halloween is a fun, and spooky, time of year for kids AND October is Fire Prevention Month. What a great combination! Because at holidays like Halloween, we often use candles, extra lighting, plus other plugged-in items such as warming trays, decorations, and extra paper materials around the home. These holiday decorations elevate the risk of accidental fires. Keep your little monsters safe with a few fire safety tips.

Buy costumes, wigs and props labeled flame-resistant or flame-retardant. If you are making your own costume, choose material that won't easily ignite if it comes in contact with heat or flame. Stay away from billowing or long trailing fabric.

Did you Know decorations are the first thing to ignite in more than 1,000 reported home fires each year? Dried flowers, cornstalks and crepe paper are highly flammable. Keep flammable decorations such as dried flowers, cornstalks and crepe paper away from all open

flames and heat sources, including light bulbs and heaters. Indoors, keep candles and jack-o-lanterns away from curtains, decorations and other combustibles that could be ignited.

For the best Halloween Fire Safety and Prevention minimize or completely avoid using open flame candle decorations. This includes the use of open flame candles in jack-o-lanterns. Commercially available battery lights are much safer and do not pose a fire hazard and there are many battery operated and electric powered Halloween ornaments to choose from. It is safest to use a flashlight or battery-operated candle in a jack-o-lantern.



USE IT OR LOSE IT!

MAXIMIZE YOUR BENEFITS

Before everything is crammed into your schedule we hope you will take the time to make your hygiene appointment.

Please clear your tight schedule and let us help you eliminate one important chore off your list today.

For our patients with dental insurance maximums, please remember that benefits unused for the year just get taken away. If you do not use these benefits you will lose them. Now that we have been accepting PPO benefits for your cleaning, all you need to do is make that important appointment.

Due to this realization, we get very busy as the year comes closer to an end. We would hate to have to tell you we do not have an opening when you call.

School is underway and before we turn around our schedule will be full.

PS if you do not have dental insurance, be sure to ask us about our membership plan that is saving families hundreds of dollars.

Looking forward to seeing you again. Call our office today to secure your appointment! (732)356-9120



(Halloween Fire Safety Tips continued...)

Over a 3 day period around Halloween, open flame fires increase by 50%, largely due to the increased use of candles. So if you use real candles, use extreme caution. Make sure children are watched at all times when candles are lit. When lighting candles inside jack-o-lanterns, use long, fireplace-style matches or a utility lighter. Make sure everything is extinguished at the end of the evening. Never go to sleep with burning candles. Be sure to place lit pumpkins well away from anything that can burn and far enough out of way of trick-or-treaters, doorsteps, walkways and yards. In general, you want to keep exits clear of decorations, so nothing blocks escape routes.

These days, there are many battery operated and electric powered Halloween ornaments and light strands to choose from. Check each set of lights, new or old, for broken or



cracked sockets, frayed or bare wires, or lose connections. Discard damaged sets. Don't overload extensions cords. Whether using indoors or out, use only lights that have been tested for safety by a recognized testing laboratory.

Tell children to stay away from open flames. Be sure they know how to stop, drop and roll if their clothing catches fire. (Stop immediately, Drop to the ground, covering your face with your hands, and Roll over and over to put out the flames.)

Being October 31st makes Halloween a fall holiday. In many parts of the United States and Canada winter is starting to set in and the leaves are falling off the trees. These leaves present a fire hazard in dry conditions. For Halloween Fire Safety and Pre-

vention you will want to rake your lawn and remove all piles of leaves before "mischief" or "devil's" night.

This brings us to some unfortunate statistics. On Halloween, and the night before, "incendiary and suspicious structure fires are about 60% more frequent than on an average day". Over a 3-day period around Halloween, a 3-year average of 15,500 fires caused \$92 million in property loss, 45 deaths, and 175 injuries. (Sources: NFPA and NFIRS) As Halloween has typically been associated with activities and cultural icons related to mischief, it is not surprising to find that the origin of many these fires is suspicious or incendiary. In fact, arson fires on these days are nearly 10% higher than the national average. As a result, some communities have adopted fire-related "watch" programs during the Halloween period. So be aware and take note of the goings on in your neighborhood.

Dr. Reilly wants to remind you to have a Safe and Happy Halloween! See you next month.

Welcome New Patients!

Rebecca A.	Victor D.	Karen R.
Michelle B.	Ruben F.	Jennifer J.
Marc K.	Sean M.	Ray K.
Daniel C.	Debra F.	Christian R.
Michael C.	Tom F.	Linda R.
Nicholas K.	Ashish P.	Dave S.
Samantha C.	Cindy F.	Cody S.
April C.	Cesar G.	Wilson S.
Michelle L.	Claudette P.	Miguel T.
Debbie C.	Jennifer G.	Steve T.
Tanisha C.	Robyn G.	Melissa V.
Jacob L.	Matthew R.	Peggy V.
Thomas C.	Barbara G.	Cynthia W.
Thomas D.	Joe H.	Weiya Y.
Jozefa M.		Melissa Z.

Thank You For Referring

James H.	Phyllis M.
Constance T.	Barbara S.
Oswaldo V.	Thomas R.
Becky C.	Kristy M.
Vivian K.	Debbie M.
Maureen O.	Daniel A.
Karen W.	Debra G.

We are grateful to our patients who have made our growth possible. We are so proud.

REFERRAL REWARDS!

WIN A 32" FLAT SCREEN TELEVISION!

WE ARE HOLDING A 32" FLAT SCREEN TV IN OUR BEAUTIFUL OFFICE FOR ONE VERY LUCKY WINNER!

How Do You Enter For Your Chance To Win?

You simply invite a friend or family member to our dental family. When they arrive they will receive a ticket for themselves and we fill out a ticket for you (the referer).

The more friends you send us the more chances you have of **WINNING the 32" FLAT SCREEN TV!**

It is our way of saying Thank you!



Did You Know?

- The largest pumpkin pie ever baked was in 2005 and weighed 2,020 pounds.
- The National Haunters Convention occurs in Pennsylvania once a year.
- Halloween is the 2nd largest commercial holiday in the U.S.
- Pumpkin seeds should be planted between the last week of May and the middle of June. They take between 90 and 120 days to grow and are picked in October when they are bright orange in color.
- Pumpkin seeds can be saved to grow new pumpkins the next year.
- The #1 candy of choice for Halloween is the Snickers.

Do you have an interesting fact or little known piece of information? Email it to reillydmd@aol.com and you may see your fact featured in our next newsletter!

This month we have a Halloween inspired TRIVIA question to test and tease your brain.

TRIVIA

GOOD LUCK & WE WISH YOU A SAFE AND HAPPY HALLOWEEN!

What is it?

The person who makes it doesn't need it. The person who buys it does not need it for themselves and the person who uses it doesn't know it?

Be the 1st person to answer the trivia question correctly and we will send you a \$25 American Express Gift Card. Your answers can be submitted by phone (732-356-9120), fax (732-356-0870), or email (reillydmd@aol.com).

Advanced Dentistry

Nothing to Fear



Though we try to provide a safe, comfortable environment for all patients, we understand that undergoing dental procedures can be more intimidating for some than others. The fear of dentists and dental procedures often leads to anxiety about a dental treatment. **Sedation Dentistry** can reduce your fears and help you relax.

Our preferred method of procedure is with the use of **Nitrous Oxide**. **Nitrous Oxide** allows you to remain awake but in a sedated state. We offer this sedation to patients who are apprehensive about undergoing dental procedures and seeking a way to be more relaxed during their visit. Sedation Dentistry with nitrous oxide is an excellent choice for patients who are seeking sedation that is slightly more

effective than the common oral sedation.

If fear is keeping you from pursuing the smile of your dreams, Sedation Dentistry can alleviate your anxieties and allow us to get the necessary work done. We can even get through multiple procedures in one visit! Try it out at your next visit:

Be relaxed and comfortable during your dental treatment

FREE Nitrous Oxide
at your next dental appointment

Call Our Office Today at (732) 356-9120!