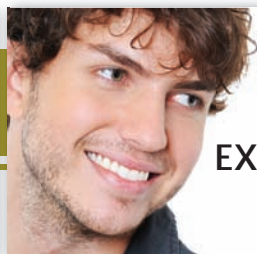




On the
Bright
Side



WHITE
HOT
OFFER
EXTENDED
page 4



Contents

| | |
|-------------------------------------|---|
| National Organic Harvest Month..... | 1 |
| Life, Health & the Environment..... | 2 |
| Patient News & Special Events..... | 3 |
| Recipe of the Month..... | 3 |
| Smile Secret..... | 4 |

September 2010

WE EXTEND
A WARM
WELCOME
BACK TO
OUR
RETURNING
PATIENTS!

National Organic Harvest Month

In 1992, the Organic Trade Association (OTA) designated September as National Organic Harvest Month to focus on the benefits and practices of organic agriculture. During September, growers, retailers, organizations, food co-ops, and communities around the country hold special events highlighting organic agriculture and products. The goal of these events is to share information with consumers on what organic stands for and the variety of organic products available.

the product must come from a farm and processing plant that is certified as organic which means they go through an inspection process from certified government officials that ensure organic farms are up to the USDA organic standards. It's the responsibility of the inspectors to assure that only organic methods are used. Just as food labels must meet standards to say that they are "heart healthy," organic foods must meet standards to make the claim that they are organic. The labeling requirements are based on the percentage of organic ingredients in a product.

What, actually,
is organic?

The term "organic" refers specifically to how something is grown or produced. Organic farmers do not use chemical pesticides or fertilizers, and their crops are minimally processed without using artificial ingredients, preservatives or irradiation.



Organic meat and dairy products come from animals that are fed only organic grain and are not given antibiotics, hormones or supplemental medications.

For a food to be certified as organic,

Is eating organic
healthier for you?

Supporters say the physical benefits of eating organic are simple: there are nutrients present in organic foods that are not in commercial foods and there are toxins present in commercial

foods not in organic foods. That said, in the past, government research has found little or no nutritional difference among organic and traditionally grown produce, milk and meat, according to an article on ABCnews.com.

(Continued on page 2) ▶

Saying Your Sorry

We're human and we all make mistakes. Hopefully we learn from them and move on. For-giving ourselves is a hard thing to do but sometimes, it's even harder to ask the person we hurt to forgive us. Do you know how to say you're sorry?

Admit it and Take Responsibility – They say that the truth hurts, but not as much as being caught in a lie. Don't make things worse by digging a deeper hole. Admit your wrongdoing(s), acknowledge it (them), recognize the problem and make a commitment to change.

No Buts! - Anytime you add the word "but", you're just trying to justify your actions by plac-ing some of the blame on the person you're apologizing to. In the alleged apology, the word "but" is usually followed by something like "I just had to be honest" or "you drove me to it" or "I couldn't help myself." That's not an apology. You may possibly be forgiven, but you will not see any restoration in the relationship.

Know Your Audience – Understand the Situation – Quick apologies may work with your buddy over a missed coffee date, but if you've messed up on a deeper level at work with your boss or at home with your children, a more thorough explanation may be necessary.

Say it in Person – Apologizing via email or worse yet, text, is impersonal and cold. Making eye to eye contact is best for conveying sincerity and avoiding any further misunderstanding.

An inability to apologize properly can have long lasting effects on all types of relationships. If you need more in depth assistance on How to Apologize, visit www.perfectapology.com. Yes, there is actually at least one whole website devoted to the subject.



(National Organic Harvest Month continued...)

Whether or not you believe organic foods have higher nutrient levels than their non-organic counterparts, consider the harmful effects that high levels of pesticides in non-organic foods produce. Specifically, research suggests that pesticide levels are possibly linked to cancer. Also, since most pesticides are designed to kill insects by attacking the nervous system, there are now concerns they can cause neurological damage in humans as well.

Genetically modified foods, also known as genetically engineered foods, are also a concern. Genetically modified foods are made by inserting genes of other species into their DNA. Genetic modification is used both in plants and animals, but is found more commonly in plants. There are a variety of reasons for devel-

oping genetically modified foods. Some foods are genetically modified to prevent allergic reactions, and some are developed to improve their shelf life. Experts are out there trying to develop foods that have the ability to cure certain diseases.

The biggest threat caused by genetically modified food is that they can have harmful effects on the human body. It is believed that consumption of these



genetically engineered foods can cause the development of diseases which are immune to antibiotics. Moreover, according to some experts, people who consume such foods have high chances of de-

veloping cancer. Bottom line; these foods are new inventions, and not much is not known about their long term effects on human beings.

In simple terms, here are a few reasons why it's good to buy organic when you can:

- It helps protect land fertility.
- Helps to reduce the use of toxic chemicals.
- My favorite reason? In many cases you're supporting small local family farms (especially when you purchase your produce direct from the source)
- The flavor is usually better, because most small growers plant for flavor, not so their produce can be shipped in huge quantities and stay fresh for several days in transit.

You can celebrate National Organic Harvest Month by visiting one of the many natural and organic food festivals and fairs that are taking place across the country. To find one near you, visit www.ota.com/ohmcalendar.html.

Welcome New Patients!

| | | |
|-------------|--------------|--------------|
| Mohammad A. | Cindy K. | Rosa M. |
| Justin A. | Jacquelyn K. | Cybriel P. |
| Ken D. | Len K. | Carly S. |
| Ed F. | Conrado M. | Karen S. |
| Jean G. | Michael M. | George S. |
| Jared G. | Aneesah Mc. | Constance T. |
| Gloria J. | Madihah Mc. | Alexander W. |

Thank You For Your Referrals!

| | | |
|-------------|-----------|-----------|
| Grace R. | Babara M. | Gerard G. |
| Robert J. | Tracy S. | Melody M. |
| Brenda M. | Joel L. | Ellen S. |
| Shirelle G. | Gail M. | Thomas T. |

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

WELCOME BACK!

We are excited to see so many of our old patients coming back.

Some of our recently returned patients have shared with us that they left to try to save some money. When the savings actually became nightmares, they decided to come home and we are so glad they did.

Your oral health is what we are all about. We offer the best of the best. We help our patients by offering many plans and programs. We have even begun to offer dental insurance benefits to some who qualify. We want you back!

Please call our office at (732)356-9120 to hear what is new at Advanced Dentistry!

Keep Healthy

The Health of You and Your Entire Family Is Our Main Concern and Concentration...



We have worked and provided every effort to help you manage the dental expenses for the next year and upcoming season.

Take one thing off your **"TO-DO"** list and **CALL** our office (732-356-9120) and schedule your next

dental check up.

Get this appointment scheduled and checked off your list before everything piles up and time slips by. We hope you will take the time to make this very important call...your teeth will thank you!

We are doing our part!

For our patients with a PPO dental plan, we offer full coverage for their cleaning and examination.

For our patients without a dental plan, we offer our **"IN-HOUSE"** program designed for you and your family. This plan was designed to offer considerable savings for families.

Please clear your tight schedule and let us help you eliminate one important chore off your list. Call to schedule today at (732)356-9120.

Looking forward to seeing you again!

Your Dental Family at
Advanced Dentistry

Smile Secret

Did You Know?

- The Blue Whale is the largest mammal on earth, but it eats only tiny shrimp because it has no teeth!
- In 1986, the winner of the National Spelling Bee won by spelling ODONTALGIA (which means toothache).
- 18 yards - the amount of floss bought each year per person.
- 122 yards - the amount of floss that should be bought each year!
- 45-70 seconds - the amount of time most people brush a day.
- 2 - 3 minutes - the recommended amount of brushing time!

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 are going to test your brain with another SUDOKU puzzle.

SUDOKU

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 8 | | | 5 | 6 | 1 | | |
| | | 5 | 7 | 2 | | | | |
| 7 | | | | | | | 9 | 6 |
| 5 | 1 | 4 | | 7 | | | | 3 |
| | | | | | | | | |
| 6 | | | | 3 | | 4 | 5 | 2 |
| 2 | 4 | | | | | | | 5 |
| | | | | 9 | 7 | 2 | | |
| | | 7 | 2 | 1 | | | 4 | |

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).

Ralph Reilly, DMD

Patient Referrals Are the Greatest Compliment You Can Give Us...

WE ARE SO GRATEFUL TO ALL OF OUR PATIENTS THAT CONTINUE TO HELP US GROW OUR PRACTICE THRU REFERRALS! WE WANT TO EXTEND A HUGE

THANK YOU

FOR EVERY PATIENT YOU REFER, WE WILL GIVE YOU A TICKET AND THE NEW PATIENT WILL ALSO RECEIVE ONE TICKET

WHAT DO WE DO WITH THESE TICKETS?

AS PART OF OUR PATIENT APPRECIATION AND THANKSGIVING PROGRAM WE ARE HAVING A DRAWING AND THE WINNER WILL WIN A

FLAT SCREEN TV!

More details in the next two issues!