

Smile for Life Dental

Dean W. Lodding, DDS



Your Beautiful Smile

Produced to improve your dental health and awareness

Fall 2009

Dr. Dean's Smile Message

Heart Of Our Practice • What matters to us

We are dedicated to enhancing the lives and smiles of our patients by providing exceptional dental care. In order to achieve this overall high standard of care, we believe it is due to the foundation created by our team of professionals.

During a 2 day retreat, we focused in great depth on what it is *that Smile for Life Dental* provides that sets us apart from all other dental practices. Teamwork, Professionalism, Service and Passion are the core values that brought us to the conclusion of our quest and hence, our new mission statement: **Creating Extraordinary Smiles Through Extraordinary Experiences!**

We base our entire practice around this concept and strive to achieve it each and every day. This creates a distinctive atmosphere and unique culture, one in which our entire team is driven by the comfort and enjoyment of your dental experience.

We would like to thank you for allowing us to turn your ordinary dental care into an extraordinary experience.

Sincerely, Dr. Dean



EnVision Your Smile

Technology helping your smile makeovers

Have you ever wondered what your smile would look like if you whitened or straightened your teeth, or even closed a gap? Imagine how incredible it would be if you could actually see your new smile prior to beginning cosmetic dental treatment! Now at Dr. Lodding's office, we can fashion your totally new look right before your eyes without even touching your teeth, using *EnVision Imaging* software.

How do we do it? It's really quite simple. Jen, Dr. Lodding's Assistant, will take a picture of your smile with a digital camera, and then through *EnVision Imaging* we work with you to achieve our common expectations of your improved, ideal smile. Using special computer drawing tools, we can show you different options so that you can make choices and decide exactly what cosmetic dental work you require to achieve that dream smile you have been hoping for! We can even print a before and after photo that you can keep. *EnVision* is a more anatomically accurate program and therefore, provides more precise treatment planning.

Dentistry has changed dramatically in the past few years, allowing us to enhance the way you smile and how you achieve that smile of your dreams.



Don't just dream about it!



You don't have to imagine what your smile could look like anymore – you can *EnVision* it! Jen is excited to help you get started on your smile makeover, so call and book your appointment today.

Visit our web site at www.DrDeanLodding.com

Change A Smile ... Change Your Life

I would like to thank Dr. Lodding for giving me a much prettier smile. It has helped my self-esteem and also given me more self-confidence dealing with everyday life.

*Thanks,
Pat Patterson*



Tooth Whitening FYI

Did you know it can take approximately 30 over-the-counter applications to achieve *any* significant shade change to your teeth?

In just one office visit, you can achieve a change of 3-9 shades in just two hours that can easily be maintained with simple office instruction.

Professional take-home products such as NiteWhite or DayWhite can achieve a 3-9 shade change with approximately 7 applications.

Tooth whitening is a simple, easy, and every inexpensive way to brighten your smile.

We welcome you to schedule a consultation to see which whitening procedure you are a candidate for and best suits your smile. Remember, we always have a whitening special waiting just for you!

Spreading The Word

The power of the spoken word cannot be denied. When used to help improve the lives of others, words not only bring positive change, they often bring life-long results. And, when spoken as a referral or "personal testimonial," all kinds of good things spring forth.

For each new patient referral you send our way, we will provide you with a *Smile For Life Dental Smile Card*. These smile cards are redeemable for any dental services at our office. Be sure to ask for more details!

Your support motivates us to continue raising the bar on the superior standards you expect. Thank you once again!



Patient Loyalty Has Its Rewards

A random drawing was held, courtesy of Dr. Lodding, for our patients who took the time to respond to our e-newsletter. On top of simply having great seats, our lucky winners also enjoyed food, beverages and a post-game celebration with Dr. Lodding.

*Congratulations...
To our recent winners of
Sky Box seats to a
Cubs Game!*



Smile Reminder

In conjunction with this newsletter, we also utilize the *Smile Reminder System* to regularly communicate with you via text and email. Our e-newsletter contains not only valuable dental related information but will randomly include special promotions & giveaways that you don't want to miss out on.

YOU could be our next winner!

We encourage you to call the office today to ensure we are up-to-date with your current contact information (email address and cell phone number). We look forward to hearing from you!

Say Wii...

You Could Win a *Wii Entertainment System* courtesy of Dr. Lodding and Smile For Life Dental! Become a fan of *Smile For Life* on Facebook and you will be automatically entered for a chance to win a *Wii Entertainment System*. Contest closes November 30th, 2009

We Are Very Proud!

Someone in our practice you should know



We appreciate every member of our dental team and what they bring to our practice. We would like to take this opportunity to highlight some of the exceptional achievements of our hygienist, Stephanie.

Stephanie has been a full-time practicing hygienist for 17 years and has become very respected in the dental field. She has been featured on the cover of the dental professional publications: *RDH Magazine* and *Modern Hygienist Magazine*. In 2006, she was chosen as a finalist in the *Dental Discus* and *Modern Hygienists* "Hygienist of the Year."

Stephanie has shared her knowledge by lecturing to 1600 hygienists at the *Chicago Dental Society's* midwinter meeting and has been invited to speak at several upcoming dental conventions. In addition to lecturing, Stephanie is a contributing editor for *Modern Hygienist Magazine* and has

written several articles for this publication.

Outside educating, Stephanie was on the Key Opinion Leader board for *Discus Dental*, continues to consult with them on new dental hygiene products and concepts, and has

been the Hygiene Chair for the *American Academy of Cosmetic Dentistry* membership committee. She holds a Fellow in Laser Dentistry with Biolase and the AGD and has been asked to chair the Board of Hygienists for Oral DNA Labs

On top of all of her impressive accomplishments Stephanie still finds the time to lead the field in bacterial testing, set the standard of care for periodontal care and the systemic links, and provide quality care to our patients.



office information

Smile For Life Dental

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Office Hours

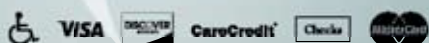
Mon/Tue/Thu 8:00 am – 5:30 pm
Wednesday 8:00 am – 8:00 pm
Saturday by appointment

Contact Information

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Web site www.DrDeanLodding.com

Office Staff

Joanna Office Manager
Maureen Patient Coordinator
Karen Treatment Coordinator
Lee..... Business Assistant
Jodi..... Insurance Coordinator
Laura..... Marketing Director
Jackie..... Massage Therapist
Stephanie, Diane, Dana
..... Dental Hygienists
Tiffany D, Tiffany M... Hygiene Assistants
Jennifer, Ada Dental Assistants
Jeff..... Master Ceramist



Stephanie's Speaking Schedule For 2010

January 21-23, 2010

Denver, CO
The Rocky Mountain Dental Association

March 4-6, 2010

Phoenix, AZ
The Western Registered Dental Association

May 24-26, 2010

Discus Dental – Las Vegas Extravaganza
Donating my time to help children through the dental charity – Smiles for Life

September 10-12, 2010

San Francisco, CA
The California Dental Association