

STRAIGHT TALK

Family and Friends,

All of us here at Tanner & Reichhold Orthodontics had a great summer and we hope you did too!

First we had our annual Patient Appreciation Party in early July. Many of our patients and their families joined us to watch the movie "Zookeeper" at Brenden Theaters in Concord. Not only was it a lot of fun, it was hilarious too!



Many of our patients and their families are well traveled as well! Our Postcard Contest came to an end on August 31st and we received numerous postcards from around the globe. Some were from as far away as Asia, Europe, Scandinavia, the Middle East and Central America.

Our entire team showed their spirit during our Spirit Weeks in mid-summer where everyone dressed in their favorite sports attire.

We are proud to announce the launch of our all new website. Be sure to log on to www.TROrtho.com to check it out and please let us know what you think!

We're sorry to see the summer come to an end, but now it's time to go back to school. We hope everyone had a wonderful summer and we look forward to seeing you in the fall!

Got Flex

Got Flex?

If you have a flexible spending account available through your employer or your spouse's employer and you think that your child may be ready for orthodontic treatment in 2012, there may be an upcoming deadline for enrollment in the plan. You may want to check with your human resource department to see when the deadline is and schedule to have your child evaluated by either Dr. Reichhold or Dr. Tanner to determine when your child will be ready. Don't wait to the last minute! You don't want to find that the deadline has already passed! Furthermore, if you have set aside money for this year and you have not yet used it, you may want to check to see if it can be used for orthodontic treatment before the end of this year.

Halloween Candy Buy-Back



Halloween Candy Buy-Back Program

It's that time again - our Halloween candy buy-back!

Be sure to bring in all of your ooey, gooey, icky, sticky candy for 1 wooden nickel per pound. We will be buying back candy from November 1st through November 11th.

(Limit of 5 pounds per person)

Orthodontic Tips for Trick-Or-Treaters



The haunting hours of Halloween can mean big trouble for trick-or-treaters who wear braces. The American Association of Orthodontists (AAO) reminds patients to follow special guidelines for keeping braces intact and keeping themselves safe.

October marks National Orthodontic Health Month. As part of its commitment to oral health education, the AAO is providing braces-friendly recipes and tips to patients and parents. Information for trick-or-treaters also can be found at <http://www.braces.org>.

WHAT TO AVOID AND WHAT TO LOOK FOR:

"If it's sticky, chewy, hard or crunchy, it's a food that anyone wearing braces or retainers should avoid," says Donald R. Joondeph, D.D.S., M.S., an orthodontist and president of the AAO.

The AAO urges patients to steer clear of the following Halloween treats, or recipes with these ingredients:

- All hard candies
- All chewy candies
- Caramel
- Nuts
- Licorice
- Taffy
- Jelly beans
- Hard pretzels
- Bubblegum
- Popcorn (including unpopped kernels)
- Taco chips
- Ice

"By following their orthodontist's guidance on dental hygiene and avoiding certain foods while wearing braces, patients will be on track to a lifetime of healthy teeth and a beautiful smile," says Dr. Joondeph.

Of course, Halloween does not have to be completely treat-less. Braces-friendly Halloween treats can help orthodontic patients enjoy the "spook-ta-cular" holiday. For example, plain chocolate candy is okay, provided the orthodontic patient remembers to brush and floss afterwards. Bobbing for apples as well as caramel apples are not recommended for orthodontic patients. However, patients can enjoy thinly sliced apples, dipped in yogurt or creamy chocolate sauce.

Orthodontists suggest looking for foods that are soft, such as soft chocolate that can melt in one's mouth or peanut butter cups. Overall, candies that aren't sticky, chewy, hard or crunchy are generally acceptable.

"We want patients to have fun while in orthodontic treatment," says Dr. Joondeph. "Cooperation is always key, and exercising caution at Halloween could keep patients on the right track to great results!"

WHAT TO DO IF FOOD DAMAGES A PATIENT'S BRACES:

If an orthodontic patient chews the wrong type of treat and damage occurs, it is recommended that the patient calls his/her orthodontist the next business day so that arrangements can be made to correct the problem.

"Small problems can often be solved over the phone. Loose brackets or poking wires can often be held in place with orthodontic wax until the patient can come into the office," says Dr. Joondeph. Some problem-solving tips can also be found on the AAO Web site at <http://www.braces.org/knowmore/breaks/>.

HALLOWEEN SAFETY TIPS:

In addition to orthodontic safety, AAO members advise parents and children to follow trick-or-treating safety guidelines:

- Young children should always be accompanied by an adult
- Carry a flashlight
- Wear a light-colored or reflective costume
- Choose face paint over masks for young ghosts and goblins
- Have an adult inspect all treats before the children dig in

HOW DO YOU KNOW WHEN ORTHODONTIC TREATMENT IS NECESSARY?

Be aware of early signs or habits that may indicate the need for an examination by an orthodontist. These signs or habits may include:

- Early or late loss of baby teeth
- Difficulty in chewing or biting
- Mouth breathing
- Thumb sucking
- Finger sucking
- Crowding, misplaced or blocked out teeth
- Jaws that shift or make sounds
- Biting the cheek
- Lower front teeth biting into the roof of the mouth
- Teeth that meet abnormally or not at all
- Jaws and teeth that are out of proportion to the rest of the face
- A crossbite (one jaw does not fit properly with the opposing jaw due to differences in size)

WHO IS AN ORTHODONTIST?

An orthodontist specializes in the diagnosis, prevention and treatment of dental and facial irregularities. Orthodontists receive an additional two to three years of specialized education beyond dental school to learn the proper way to align and straighten teeth.

STRAIGHT FACTS ABOUT BRACES:

- About 95 percent of all educationally eligible orthodontic specialists are members of the AAO.
- Members of the AAO currently treat 5.75 million patients in the U.S. and Canada. This number has steadily increased since 1982.
- Approximately 4.4 million orthodontic patients through age 17 in the United States and Canada are being treated by AAO members.
- Orthodontic treatment is a growing trend. Since 1982 (the first year the AAO tracked the number of patients), the number of patients who seek orthodontic treatment has increased by 135 percent.
- While healthy teeth can be moved at almost any age, the majority of patients begin treatment between the ages of 9 and 14.

- The length of treatment time varies from person to person, based upon each person's unique circumstances. However, most orthodontic treatment lasts from 12 to 36 months, with 24 months being the average.
- There are about 9,350 practicing orthodontists in the United States and Canada who are members of the AAO.
- The AAO has 15,000 members in the U.S., Canada and abroad.

ABOUT THE AAO:

The AAO comprises 15,000 members in the United States, Canada and abroad. Founded in 1900, the AAO supports research and education leading to quality patient care and promotes increased public awareness of the need for and benefits of orthodontic treatment. Orthodontists are uniquely qualified to correct improperly aligned teeth and jaws. They are specialists in the diagnosis, prevention and treatment of dental and facial irregularities. Orthodontists receive an additional two to three years of specialized education beyond dental school to learn the proper way to align and straighten teeth.

For more information about orthodontics or for the names of orthodontists in your area, visit www.braces.org or call 1-800-STRAIGHT (1-800-787-24448). Your dentist also can provide recommendations on orthodontists near you.

Invisalign News!



On-site in Costa Rica!

Dr. Reichhold recently returned from his second visit to beautiful Costa Rica where **Invisalign** has one of their main facilities. His first visit was in 2009 where he joined a group of about 30 other orthodontists from all over the United States in a study club to learn more about removable aligner treatment and to share ideas with these other experts in the field of orthodontics.

On his second visit he was able to spend several hours with his assigned **Invisalign** technician and personally plan the treatment of some of our own patients from our practice on-site in San Jose, Costa Rica.

Invisalign Elite Status!

Dr. Reichhold and Dr. Tanner are proud to announce that they are now in their second year as **Elite Premier Providers** with **Invisalign**! This means that they are officially recognized by Align Technology, Inc. as being in the top 1% of all clinicians in North America for cases treated with **Invisalign**! You can be assured that both Dr. Reichhold and Dr. Tanner have the experience necessary to provide excellent quality orthodontic treatment using the innovative products developed by Align Technology, Inc!

Invisalign Teen Sweepstakes!

Starting September 1st, **Invisalign Teen** will launch the "Straight Up Celebration Sweepstakes" for a chance to win a trip for four to the Radio Disney Holiday Concert to be held in Celebration, Florida December 8th through the 11th. They will be featuring artists from Radio Disney's "N.B.T." (Next Big Thing). Three runner-ups will receive prize packages including Apple products such as iPads, iPods, iPod Touches and iTunes gift cards. You can enter the sweepstakes by going to www.invisalign.com/RadioDisneyNextBigThing, then go to "Straight Up Celebration" and complete the entry form.

Good luck!

iPod Nano 6th Generation Drawing



There is still time to enter our drawing for a 6th Generation iPod Nano! The drawing runs through September 30th, so be sure to submit your entry the next time you're in the office. Remember, one entry per visit please. Good luck!!!

Summer Postcard Contest Winners



We received numerous postcards over the summer from many of our patients and their families while they traveled abroad.

The winner for the "furthest away" was Lauren V. for traveling halfway around the world to Hong Kong. The "most original" goes to Audriannah H. for her wacky local postcard from Pleasant Hill. Finally, the "funniest" postcard goes to Kasey T. for her "Stuck in Blaine, Washington" postcard. Each winner received a \$10 gift card! Congratulations and thank you to all who entered the contest!

Coloring Contest Winners

OUR RECENT COLORING CONTEST WINNERS

May

Samantha T. (age 6) Anika R. (age 6)

Gissell P. (age 8) Nazanine N. (age 9)

Austin G. (age 14)

June

Nathan H. (age 6) Riley H. (age 8)
Claire D. (age 9) Isabel M. (age 10)
Gabriela B. (age 12)

July

Corey G. (age 7) Ashley B. (age 9)
Jadelen H. (age 9) Joseph G. (age 11)
Austin G. (age 14)

August

Kylee S. (age 6) Alyssa A. (age 9)
Caroline C. (age 10) Mikayla H. (age 11)
Jack P. (age 14)

Our Recent Jamba Juice Winners



Congratulations to our monthly Jamba Juice drawing winners!

May - Ryan H.

June - Catherine A.

July - Alicia R.

August - Megan M.

Our Treatment Reward Winners!

\$50 TREATMENT REWARDS

Megan L. Conner M. Krizza A. Alina B.

Bev K. Jake E. Nick M. Greg U.

Samantha D. Zach C. Juan R. Georgina G.

Helena K. Joseph K. Ilana L. Celine J.

Matthew N. Michal Z. John M. Madelyn S.

Stephanie C. Laurize G. Collin E. Brianne A.

Julie H. Francesca B. Miriam W.

The above patients received a \$50 cash reward for completing their orthodontic treatment without having any loose or broken braces and for not missing any of their appointments!!!

We truly appreciate all of the support of our patients and their families. Thank you for your referrals!