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DAVID A. WRIGHT

D.D.S., P.C.

**New patients
welcome**

www.waterfordclarkstondentist.com

**Produced for the
patients of
David A. Wright, D.D.S.**

**4152 Sashabaw Road
Waterford, MI 48329**

Spring 2014

DENTAL TEAM

Office Manager:

Julie

Receptionist:

Barb

Hygienists:

Mary
Michele
Jennifer
Nichole
Ashley
Shannon
Susan
Elizabeth

Dental Assistants:

Kara
Heather
Jessica
April

**Appointment and Emergency
Phone: (248) 673-0505**



**See back page
for FREE
Detroit Tigers
tickets!**

Thanks for the orthodontic referrals!

We want to thank you for all of the kind things that you must be saying about us! Every time someone is referred to us, we are grateful and determined to make you look good. Many of the referrals that we get are for orthodontics. Oftentimes these patients stay at their general dentist and just come to us for their orthodontic treatment. We give their general dentist a letter explaining what we are planning to do, as well as copies of any X-rays that are taken. This works great, and the general dentists appreciate all that we do to keep them "in the loop" on the treatment.

We have been doing orthodontic treatment for well over a decade and have one of the largest orthodontic populations in this area. We are very proud of the high-quality, reasonable-cost treatment we perform. If you have a friend or neighbor who is about to begin orthodontic treatment, or they have a child who is, we would LOVE to give them a free second opinion on their treatment. Again, THANKS for the great faith you have shown in us by referring your loved ones!



Dr. Wright named TOP DOC again!

We just received word that **Dr. Wright** has again been voted a "Top Dentist" for 2014. We are proud to say that he has received this award from his peers every year that it has been in existence. The June or July issue of *Hour* magazine typically has a feature on the Top Dentists. Look for Dr. Wright in there once again!

Seems like yesterday...

In the fall of 1987, I was a young, recently graduated dentist working temporarily at a clinic in Warren and looking for the place that would become my dental home. I grew up in Southfield but had fallen for the Waterford/Clarkston area. I had many memorable summer days visiting the parents of a college friend on Deer Lake in Clarkston. When my parents moved to Lake Louise in Ortonville, I began exploring Waterford and Clarkston with vigor. Without a doubt, the beauty of the lakes and parks in the area was alluring to a 26-year-young kid and his newlywed bride. For some time I had been driving around the area, getting lost in the crazy roads that bent around the lakes, looking for a spot to start a practice.

By chance one day I turned down Sashabaw Road and drove by a new house"ish"-looking office building that had a "For Rent" sign. I turned around and pulled into the parking lot, pulse racing and adrenaline flowing: This would be perfect! I called Dan Ellsworth, the owner, and soon realized that he needed me as much as I needed him. He was anxious to get the place rented. Five months later, in mid-May of 1988, I opened the office from scratch.

The senior dentist in the area, Dr. Jack Coats, called me up soon after I signed the lease and tried to talk me out of opening the practice. At first I thought that he was worried about the competition, but then I realized that Jack was simply concerned about me. There were over 40 dentists within five

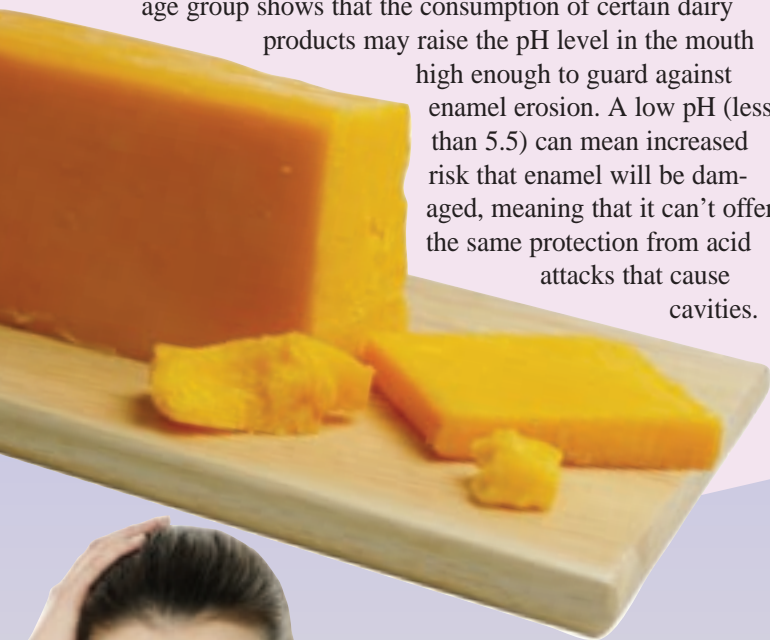
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Thank you for all your referrals. We appreciate them!

Cheddar may be better for teeth

Ever seen a mouse in a dental chair for cavity repair? Probably not.

All silliness aside, new research among youths in the 12–15 age group shows that the consumption of certain dairy products may raise the pH level in the mouth high enough to guard against enamel erosion. A low pH (less than 5.5) can mean increased risk that enamel will be damaged, meaning that it can't offer the same protection from acid attacks that cause cavities.



Nearly 70 young people took part in the study by consuming cheese, milk, or a sugar-free yogurt and then rinsing with water. The subjects' pH levels were checked at 10-minute intervals after eating. Those who ate cheese showed increasing pH levels each time they were checked. The other subjects' pH levels showed no changes.

Preliminary findings suggest that cheese may help fight cavities. Researchers aren't sure yet whether compounds in the cheese stick to enamel, or chewing results in increased saliva production, both of which may help protect teeth.

There seems to be no question, however, that when it comes to snack-food choices, cheese is better for you than sweet snacks. Your teeth will reflect the difference.



VITAMIN D— The anti-decay vitamin?

For decades the question of whether vitamin D can help prevent tooth decay has remained “unresolved.”

Now a review of a number of studies, some dating back to

the 1920s, has taken a serious look at the evidence collected during clinical trials involving about 3,000 children.

The nearly 25 trials pointed to a possible association between vitamin D and a lowered incidence of tooth decay. In fact, the chances of developing dental caries might be lowered by as much as 50 percent through the use of vitamin D supplements.

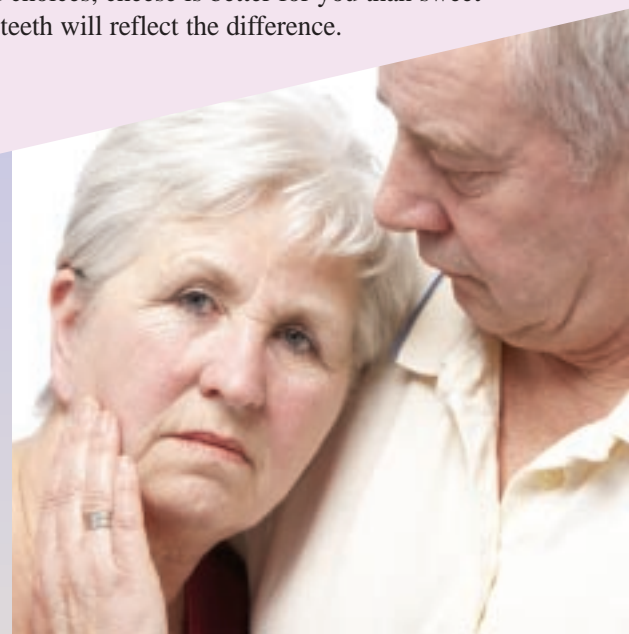
The part vitamin D plays in bone health is clear, and pregnant women and new mothers should be aware that vitamin D aids in bone mineralization. Unfortunately, vitamin D levels in young children have been decreasing, and the incidence of tooth decay has risen.

Vitamin D is available in milk and cereal because vitamin D is added to these products. Some yogurts, margarines, and orange juice products may also contain vitamin D.

Vitamin D is also associated with sun exposure. In fact, most of the vitamin D found in humans is created naturally from exposure to the sun.

Parents who are concerned about how much vitamin D their children need should discuss the situation with us or another medical professional.

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Hidden dangers of gum disease

Gum disease is often referred to as a silent disease because it quietly destroys the gums—the foundation of teeth—resulting in tooth loss.

Once the bacteria that cause the ailment gain a foothold, the disease can be difficult to treat. Now, researchers may have discovered the hidden reason that this destroyer of dental health works so efficiently.

Results of a recent study showed that the bacteria that cause gum disease have the ability to change the patient's immune system to increase the chances that bacteria will survive and damage the underlying gum tissue.

Since more than half of all adults who are middle-aged or older suffer from gum disease, researchers hope this information will provide keys to unlocking more bacterial mysteries and help to develop new and effective treatments.

Have we left the golden era of travel?

During the 1990s I learned how to “mine” frequent-flyer miles to travel incredibly cheaply. I paid all of my personal and business bills via travel credit cards, and I racked up tons of frequent-flyer miles...what a great perk! My family has taken numerous trips throughout the United States, Canada, and Europe that were almost free. Northwest Airlines serviced the Detroit Metropolitan Airport, and they required only 35,000 miles for a trip to Europe, 25,000 to Hawaii, and 20,000 within the States. Many found them hard to use, but I learned a system that proved very reliable. You just had to plan ahead and know what day Northwest made the flights available. Alas, Northwest is no more, as they were taken over by Delta. Delta now uses a cost-based system for frequent flyers, and it has dramatically increased the number of frequent-flyer miles that are necessary for many trips. For instance, travel to Europe has become much more costly, so Delta usually requires 100,000 miles for a ticket to Europe. Ouch! It used to take a family of five 175,000 miles to get to Europe; now it takes 500,000. That is a big difference!

This cost-based system does have its advantages, however. Flights under \$400 on many cards still only require 20,000 miles. If you shop around, you can find flights to many U.S. cities for that amount. This new system requires you to become a better shopper, and you may have to be more flexible in your destination airport and travel dates than before.

There are also many “discount” airlines that are looking at trans-Atlantic flights. If this becomes a reality, the cost of flying to Europe, or anywhere else that they go, will become far less. That, in turn, will reduce the number of frequent-flyer miles that are needed to go there. Already, airlines such as Spirit and Frontier have made travel to the Caribbean, Mexico, and Central America far less costly (although flying on some of these can be kind of painful).

Hotels and automobile rental also have become more costly to pay



for using “miles,” although some great perks are still out there. For instance, if you are traveling in Scandinavia, the Choice Rewards credit card can help you get free rooms in a very expensive part of the world. (Hotel rooms there average around \$300 per night. Last year we got all of our rooms free through the Choice Hotels card.) Oddly, it takes as many “miles” to get a free night at a Comfort Inn or Quality Inn here in the States (usually about a \$60/night room) as it does for a \$350 inn in Norway, Sweden, or Denmark.

In much of Europe, we have found that lodging costs can be very small if you stay in pensions, small inns, or hostels; rent apartments online; or even rent rooms in people’s houses. We have done all of these and enjoyed the experience very much. You just have to be comfortable being flexible, at times sharing bathrooms and having spartan accommodations. Rick Steve’s guidebooks are a good place to get lodging tips, and websites like www.VBRO.com and www.homeaway.com can be excellent at apartment, condo, house, or villa rentals.

So the golden age of travel is not gone, but it takes more frequent-flyer miles and more creativity to travel cheaply. It still allows those lucky folks who have the ability to collect frequent-flyer miles a chance to travel to spots that they could not normally dream of visiting. Good travels!

Dr. Dave

Please visit our new website
www.waterfordclarkstondentist.com

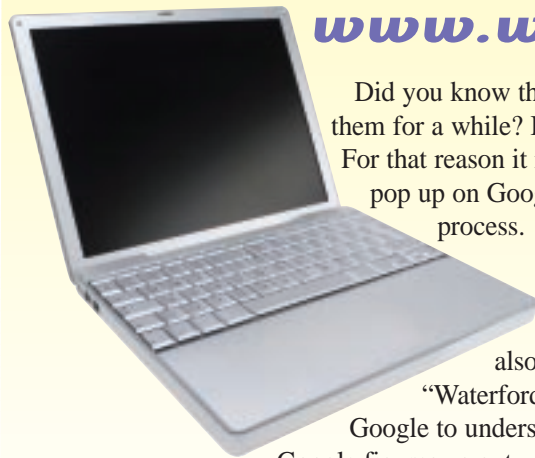
Did you know that when a company changes names, as we have done in the past year, Google will penalize them for a while? In a sense, Google doesn’t like being confused, so it downgrades anything that confuses it. For that reason it may take a while before our new website, www.waterfordclarkstondentist.com, begins to pop up on Google searches. Our web designer is actively “cleaning up” the web in order to hasten the process.

We would love for you to check out our new website! The site is full of helpful information about dental treatment and prevention, as well as info about our practice. We hope that you find it useful and use it when you have any questions about dentistry. You will also see some smilin’ photos of all of us 😊. You may notice that we repeat the phrase

“Waterford and Clarkston” over and over...almost too many times. This is done in order to help

Google to understand who we are and where we “live.” We will lessen the number of these references once Google figures us out.

Please give us some feedback of what you like and don’t like about our new website. We really appreciate the help!



Seems like yesterday... (continued from front page)

miles of this location, and Jack was certain that another dentist could not make it. Jack became a good friend and a frequent lunch companion, where we discussed our two passions: dentistry and skiing. As he saw my practice take off, he often laughed at himself for doubting me. Timing was not our friend, though. Two months after I bought the building (in 1993, if memory serves), Jack called me and asked to get together immediately. He had just been diagnosed with lung cancer and was given a poor prognosis. He wanted me to take over his practice and move my practice into his new building on Walton. There was no way that I could do that, as I had just bought my building, but I will always regret not being able to help replace Dr. Coats. Sadly, he died a few months later, and I miss his friendship and mentorship still today.

My first associate dentist was Clifford "Kip" Thomas, followed by Kathy Vani. Many of you "longtime patients" will remember

one or both of them. When Kathy found an Italian-speaking practice (which was her dream) in Mt. Clemens, Don Zelazny took her place. We eventually became Wright & Zelazny and lasted over 20 years in that form. With Don taking over the Franklin office full-time, our office is now back to "David A. Wright, D.D.S., P.C." We have come full circle, but I feel like a young kid with a new toy. I love coming to the Waterford/Clarkston office each day and having the consistency and continuity of care that this allows. This office has always been "my baby," and I plan to be here as long as the good Lord says I can. I want to thank each of you for allowing me to care for you through the years. I am truly, truly blessed!

Dr. Dave



Office Hours

Monday	10:00 a.m.-7:00 p.m.
Tuesday	8:00 a.m.-5:00 p.m.
Wednesday	8:00 a.m.-5:00 p.m.
Thursday	8:00 a.m.-2:00 p.m.
Friday	8:00 a.m.-2:00 p.m.
Saturday	8:00 a.m.-1:00 p.m.

Appointment and Emergency Phone: (248) 673-0505

Website:
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"Refer 'em and they will come"

**Get a pair of GREAT Detroit Tigers tickets
for each referral you make to
David A. Wright, D.D.S., P.C.**

You heard it here first: The Tigers will win the World Series in 2014. Really, I have a feeling on this. I think that we will remember 2014 the same way that we remember 1968 and 1984...and I want you to be a part of it.

Again, this year, any one of you who is kind enough to refer someone to us will receive a pair of tickets and a parking pass to a Tigers game this upcoming season. Our seats, right behind first base, allow an experience that can create great, romantic, and lasting memories. After all, what is better and more American than a summer day at the ol' ballpark?

There is no greater compliment to us than a referral. Many, many thanks for all of your referrals!