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# **Dental Implants**

**“The Secret to  
Smiling With  
Confidence Again”**

**By Dr. Your Name Here**

**Re: Special Report:**

## **Dental Implants: Your Secret to Smiling with Confidence Again.**

Dear Friend,

Most of my dental implant patients fall into one of two camps. Either they've lived with partial or full dentures, or worse, have dealt with the pain and embarrassment of missing teeth for years. I wish you could see the look on their faces when they walk out of my office after their dental implant procedure (perhaps you will, just by looking in the mirror)!

Simply put, dental implants are the best alternative, and closest thing to, real teeth out there. To learn why, please read on.

### **Did you know that...**

- **Dental Implants Prevent Bone Loss and Can Make You Look and Feel 10 Years Younger?**
- **Dental Implants can Actually Help You Live Longer?**
- **You can Actually Taste your Food more fully with Dental Implants?**
- **Embarrassment about Your Smile need not be a Way Of Life?**
- **With the Latest Technologies, you can have the Smile of your Dreams FASTER THAN YOU EVER IMAGINED?**

Each of the above statements is absolutely true. Missing teeth can lead to bone loss, which can change your entire facial appearance. Your face can actually start to *collapse* because of missing teeth. Also, a full and strong

smile can help you eat all the foods you like, aid in digestion and, if you have an upper denture, actually help you taste your food again!

You may be interested to know that millions of Americans are unhappy with their smile. Some have lived their whole lives embarrassed by gaps in their teeth, or that one tooth that got knocked out back in '85 during the Thanksgiving Day football game. Most of them are like you and have sadly resigned themselves to being unhappy with their smile.

I'm here to tell you that there is hope to regain that great smile you once had, and it's probably going to be a lot easier than you think.

Before we get to that, let me tell you a little bit about my practice. More specifically, I'd like to share with you the philosophy we strictly adhere to...

## Everyone, I Repeat, *EVERYONE*, Has a Perfect Smile Just Waiting To Come Out

With all the advances in implant dentistry over the past two decades, every set of teeth can be molded, shaped, and whitened into a movie star-quality smile. I make one promise to all my patients: **I will not give up on your smile until you are not just satisfied, but thrilled with it.**

Our practice caters to only the most discerning patients, those who appreciate state of the art equipment and a well-trained, knowledgeable and friendly staff.

Building beautiful smiles isn't just our job, it's our passion. It's a way of life in our office, and I feel privileged to have a Team that shares my philosophy. Our goals are to help build your confidence, improve your self image, and set you on the road to a lifetime of dental health.

**Take a few minutes to read this encouraging story from a dental implant patient...**

**“And, Then, Out Popped My Denture...”**



**It was one of the most embarrassing moments of my life.  
Something that I always dreaded and hoped would never happen.**

My dentures had always given me problems. They would slip if I ate anything difficult to chew like an apple. So, I would avoid eating chewy or hard foods. Especially in front of people.

Ever since I had to get dentures, having conversations face-to-face always made me nervous. I was worried the person could hear the horrible clicking sounds my dentures sometimes made when I was talking.

Then the one thing I always worried about happened. It was one of my worst nightmares. I was out having a wonderful evening with my friends and their husbands. It was the perfect combination of friends, food, and conversation. I was having such a good time, I forgot about my dentures, ordered a steak, and laughed at everything.

My choice of entree and my dentures did not mesh. I was chewing and trying not to laugh at a joke one of my friends told when I felt my dentures slip and then pop right out of my mouth. The dentures landed with a loud clank on my plate.

I could feel my face turn the color of the cherry tomatoes in my salad. Even though the conversation hardly skipped a beat and my friends were all gracious enough to ignore what had happened, I could not. I wanted to disappear. Quickly.

My friend sitting next to me whispered in my ear, “Don't worry about it, it's not a big deal.”

Later, as we were leaving the restaurant, another member of the group came up to me and recommended I speak with my dentist about implants for my dentures. She mentioned it would be a more “secure” solution. I was still so embarrassed that I just smiled, nodded, and thanked her for the advice.

The next day though, I thought about what she had said. Maybe it wouldn't be such a bad idea to at least look into the option, so I called my dentist and made an appointment to find out more about implants.

My dentist told me how implants work to keep dentures in place. He said the implants would fuse to my jawbone and the dentures would then snap onto the implants. With this procedure I would never have to worry about my dentures popping out at dinner again!

I was so impressed with what the dentist had to say about implants, I immediately scheduled another appointment to start the treatment process.

Now I have implants to hold my dentures in place and life has never been better. It's wonderful. I can eat whatever I want without worrying what will happen to my dentures. I can laugh as loud as everyone else. I'm not afraid to join in the fun of a group outing anymore.

Implants have improved my quality of life tremendously. I am the happiest I have ever been in a long time and my self-esteem has improved 110 percent!

I think anyone who is faced with the prospect of getting dentures should seriously consider implants to secure the denture. Implants made a world of difference and you will never have the embarrassment of losing your dentures during an important moment.

Think about implants. I did and now I never have to think about my dentures ruining the moment ever again.

## **Get The Full, Healthy Smile of Your Dreams...Now!**

I really cannot exaggerate how amazing the results of today's implant dentistry procedures can be.

Most of my patients are astonished with their results.

The comment I hear more often than any other is...

### **Why Didn't I Do This Sooner???**

Every time I hear that, it's music to my ears. In my mind there's nothing better than creating a full, beautiful smile for my patients.

It's not just about passion, though. I stay on the leading edge of dental technologies so my office can offer you the very latest and greatest procedures.

I offer private **Smile Consultations** to all potential patients, which gives me an opportunity to walk you through the entire procedure and put together a treatment plan that works for you and your budget.

**By the way, dental implants are for young people too. You'll get a kick out of this story...**

## **“Hockey Gave Me Drive and an UGLY Smile...”**



**Growing up, I loved playing hockey. I was also a rough player. I was so successful in high school, I advanced to the college level, earning a full-ride scholarship to my chosen university.**

School was important to me, but hockey was my true love. I scored a lot of goals, but I also checked and fought. Fighting is a part of hockey and one time, a punch knocked out my four front teeth. My only option at the time was to have fake teeth with a retainer kind of thing placed in the big hole that one fight created.

At the time I didn't mind. I was a big, tough hockey player!

But all good things come to an end. I graduated from college with a degree in business and hockey was pretty much over for me because I wasn't going to play for a professional team.

I was ready for the next chapter of my life as a financial planner. I was confident that I would outperform everyone at the company.

To my shock, this wasn't the case. I could never seem to book as much in new policies as everyone else. In fact, I was doing so poorly my boss called me in for a meeting. My falling self-esteem was about to get a bigger knock than I had already experienced with my low numbers.

My boss suggested that I do something about my teeth. I was puzzled. What was wrong with my teeth and what did they have to do with my sales? He explained that he had been in this business long enough to know that the weirdest things could affect your sales. He told me that, frankly, my teeth didn't look "normal" and people might be paying more attention to them than my presentation.

He said that I should speak with my dentist about my options.

So, I made an appointment. You see, I had played hockey long enough to know that you can't control everything in the game. However, the things you can change just might be the key to winning.

My dentist told me that if he replaced the four front teeth with implants, I would have a winning smile. A smile people would envy and I might sell more than ever before. I've always been a winner and I didn't want something like my teeth holding me back from begin successful, so I agreed to have implants put in to replace my ugly teeth.

Once the implants were complete and I looked in the mirror, I couldn't believe my eyes! I knew there was no way anyone would ever be able to resist a sale now! I no longer looked like I had been in too many fights on the street.

I learned a valuable lesson. Never underestimate the power of a smile. My new implants gave me a whiter, healthier looking smile along with more confidence to exceed all of my goals in life and at work.

My clients are no longer skeptical about my knowledge and are more willing to listen to my explanations of the benefits of insurance! My sales numbers are through the roof and I am well on my way to earning the salesperson of the year award at my company!

But my implants are really the true success story. I try to keep how I obtained my handsome smile a secret, but I can't help telling people who ask how I was able to turn an ugly smile into a great selling tool. I've even sold some of my old hockey buddies on getting implants to improve their lives!

## **Get The Full, Healthy Smile of Your Dreams...Now!**

We offer a full range of dental services and **we absolutely never pressure our patients**. Ultimately our only job is to make sure you have all the information you need to make an informed decision.

Great smiles aren't only for the rich. Our payment plans can be tailored to fit any budget.

**So call today and start on the road to a more confident you!**

Call **(555) 836-1113** and schedule your free Smile Consultation! You have nothing to lose, and a great new smile to gain. That will put a smile on my face too!

**Warmly,**

**Dr. Your Name Here**

**Your Practice**

**1222 Mainstreet**

**Your Town, XX 00000**

**PS.** If you can't use this, please pass it on to a friend.

One last thought -- it's important. If you have any questions, please don't hesitate to call me at **(555) 836-1113**.

## **For a Complimentary Smile Evaluation**

Call Dr. Your Name Here's office today at: **(555) 836-1113**

**Mention this Free Report and receive a special welcome gift!**

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