

YOUR LOWER RETAINER

EAST LYME
ORTHODONTICS

860-739-3190

Congratulations! You have a beautiful new smile! Now we have to pay particular attention to keeping the great bite that we have worked so hard to attain. You now have a retainer on your lower teeth to keep those pearly whites aligned. It's positioned directly behind your anterior teeth and is bonded to the cuspids. Its purpose is to hold those lower incisors in position. As long as it remains there, we can expect those teeth to hold.

So here's what you need to know about this retainer to keep it in good shape. First, it's important to keep it clean. There is a specific technique that can easily accomplish this and it's demonstrated in the accompanying photos. Just make it part of your daily routine....brush your teeth, rinse, floss your retainer (and the rest of your teeth while you're in there).

You should also know that this retainer is delicate; it has to be to keep it small and comfortable. Hard foods, such as unripe fruits and vegetables, stale bread products including large pretzel rods and nuggets, frozen novelties, especially candy bars should be avoided or you may find that your retainer breaks or even falls out.

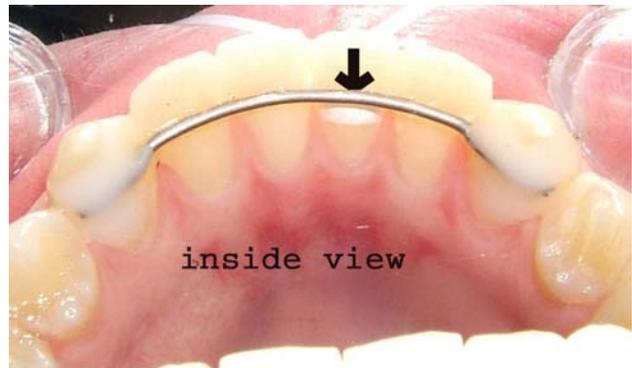
It will take a couple of days to get accustomed to having this new appliance in your mouth, but you will be surprised how quickly you forget that it's there. We expect that it will last for many years and it should be replaced if broken.

This is a time to celebrate your "new look". Enjoy your new smile and great bite—it's something that you can keep for the rest of your life!!

Congratulations!!!



To properly clean this retainer, make a loop with your floss around the back of each of the four lower front teeth. If you cross it over, as shown, the floss will slide easily between the tooth and the wire retainer behind the teeth and clean underneath the gum line.



REMEMBER:

- **DO THIS EVERY DAY**
- **WHILE YOU'RE AT IT, FLOSS THE REST OF YOUR TEETH**
- **AVOID BITING INTO HARD THINGS**
- **IF FOOD GETS STUCK UNDER THE RETAINER, USE FLOSS TO REMOVE IT**
- **IF YOUR RETAINER BREAKS, CALL THE OFFICE RIGHT AWAY**

Thomas J. Thibault
D.M.D.

ORTHODONTIST
TREATING ADULTS & CHILDREN

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208 BOSTON POST ROAD • EAST LYME, CT • 06333



Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new prod-

uct.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment

upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words. Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from

which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.



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EAST LYME ORTHODONTICS

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

Email: xyz@microsoft.com

Your business tag line here.



Organization



We're on the Web!
example.microsoft.
com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of stan-

dard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.