

Special Announcement.
Hygiene fees reduced...

Dear <David>:

In light of the economic pressures facing all of us, I have decided to reduce our hygiene visit fee from \$168 to \$145. This will take effect December 1, 2008 and run through July 1, 2009, at which time I will reevaluate this effort to keep costs down.

Let me be candid.

My concern is that you and other patients may neglect your oral health in this time of economic uncertainty. I hope this fee reduction will help prevent this. I must continue to stress the importance of keeping your gums and teeth healthy.

If you are one who considers a dental check up and cleaning to be something you can simply do without, please let me raise a flag of caution.

Having a licensed dental hygienist thoroughly clean your teeth is all about **prevention**. And I don't mean preventing only periodontal disease. More and more, important research studies are finding that people with periodontal disease are almost twice as likely to have coronary artery problems -- better known as heart disease. At least one study has found that the presence of common problems in the mouth, including bleeding gums (gingivitis), cavities, and missing teeth, were as good at predicting heart disease as cholesterol levels!

It all comes down to the bacteria that lives in our mouths. When your teeth are professionally cleaned by my highly-trained and licensed hygienists, Marissa or Bre, they are removing the harmful bacteria that has built up. Think of how clean and healthy your mouth feels. How your smile sparkles.

Today we are all worried about heart disease and how to prevent it. We spend our money on supplements, prescription medication, "heart-healthy" cookbooks and diets, fitness machines and health club memberships. Hold on. Your cheapest and most powerful weapon against heart attack, strokes, and other heart disease conditions is none other than the humble toothbrush and dental floss -- coupled with the peace of mind that only comes with professional cleaning and a checkup.

So, I sincerely hope our fee reduction will help. I also hope it sends a signal to you and all my patients that one thing no one can afford to cut back on is oral health care -- the key to our overall health and quality of life. Keep your prevention plan going. Our office number is 212-838-8230.

In health,

Jason Kasarsky, DDS
and staff

P.S. And use my web site as a resource. I continually post important and up to date information you and your family members can use. Just log on to www.jkdds.com.