



800.28.SMILE www.archorthodontics.com

smilemaker@archorthodontics.com

Bridgewater • Brockton • Canton • Hyde Park • Randolph • Stoughton • Westwood

FOR IMMEDIATE RELEASE Contact: Dr. Andrew Chase /
Dr. Robert Chavez / 1-800-28 SMILE or Stan Hurwitz 508-269-0570

October Is National Orthodontic Health Month

LOCAL ORTHODONTISTS STRIVE TO HEIGHTEN AWARENESS ABOUT THEIR PROFESSION, ORAL HYGIENE

(ISSUED FALL 2011) -- October is National Orthodontic Health Month. Orthodontics is the branch of dentistry that specializes in the diagnosis, prevention and treatment of dental and facial irregularities.

Locally, Dr. Robert Chavez and Dr. Andrew Chase, who operate seven ARCH Orthodontics offices south of Boston (www.archorthodontics.com), are using the occasion to launch a multi-pronged awareness campaign focusing on the specialty of Orthodontics; the importance of having aligned teeth and how an improved smile can improve one's self image; and to remind people of all ages to eat healthier all year long.

ARCH Orthodontics' month-long campaign includes:

- Appearance on a cable TV program along with Molly Whalen, Miss Massachusetts 2011 and a recent graduate of dental hygiene school
- A Governor's Proclamation
- Distribution of Halloween Healthy recipes (and what not to eat)
- A Candy Corn Counting Contest – Closest guess wins an itunes gift card and a braces friendly cookbook
- Halloween Costume Contest on October 31 (Brockton, Stoughton, Randolph, Hyde Park offices only) – Best costume wins a mall gift card
- Candy Collection Drive – Candy donated by patients will be send to U.S. troops
- Photo Contest – 'Your Smile Is A National Treasure' – See website for details

Patients of all ages receive ARCH OrthRewards Points for participation in most activities. Points can be redeemed for prizes.

Among warning signs that you should see an Orthodontist are: difficulty chewing or biting; mouth breathing, crowding, misplaced or blocked-out teeth, Jaws that shift, make sounds, protrude or are recessed, speech difficulty, protruding teeth, teeth that meet in an abnormal way, facial imbalance or asymmetry.

ARCH Orthodontics is the 'Official Orthodontist of the Miss Massachusetts Scholarship Foundation. The practice has offices in Stoughton, Bridgewater, Brockton, Canton, Hyde Park, Randolph and Westwood. Arch Orthodontics offers free initial consultation including digital photos and panoral x-rays. For more info: www.archorthodontics.com / 1-800-28-SMILE.

- By Stanley Hurwitz / 508-269-0570 / stanhurwitz@gmail.com

nationalOrthHealthMonth_0911 smh