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Arch Orthodontists Support New Year's Resolutions... With A \$500.00 Rocket Booster! *Resolution Follow-Through...Good Until January 31st*

(Issued Winter 2011-12) - The start of a New Year is a convenient way to mark new beginnings and it's the traditional time to make resolutions – Taking care of things you've put off during the past year.

For individuals whose New Year resolutions include correcting crooked teeth or spacing issues – with the goal of an improved smile, a more comfortable bite and increased self-confidence -- Dr. Robert Chavez and Dr. Andrew Chase of ARCH Orthodontics are offering a \$500 New Year discount off the usual and customary treatment fee for adults 18 and older. (*Treatment must start by January 31, 2012*).

Dr. Chavez says, "In recent years, We're seeing more patients in their 20s, 30s, 40s and older. He says, "Often they are referred to us by their own dentist or they call on their own because their teeth have shifted, or they want 'touch-ups.'" He adds, "There could have been issues previously, but now these people are working. Now they have a steady income and perhaps insurance so they can afford to take care of things that have been bothering them. Patients are focused on comfort, function and aesthetics."

Orthodontics isn't just about aligning teeth. General dentists refer patients to Drs. Chase and Chavez to address periodontal disease, tooth loss, and TMJ disorder that can cause severe jaw pain and headaches, often due to tooth misalignment (malocclusion).

Adults with malocclusion may choose Orthodontics to straighten their teeth. But Dr. Chavez notes, "Besides looking nice, straight teeth can improve how you bite, chew, and speak. They are also less prone to decay, gum disease, and injury."

Today Orthodontic treatment for adults is also a popular option due to better technology and more choices. Adult patients usually opt for less obvious appliances such as ceramic braces that are clear and blend in with teeth, lingual braces that attach to the back of the teeth, or removable clear plastic aligners (such as Invisalign or ClearCorrect) that are custom molded. "Whatever the patient's age, a perfect smile is our goal," says Dr. Chase. ARCH's patients range in age from 8 to 80.

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

- By Stanley Hurwitz / 508-269-0570 / stanhurwitz@gmail.com New Year Resolution_012412 smh