



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

ARCH ORTHODONTICS OFFERS 5% COURTESY DISCOUNT TO MUNICIPAL EMPLOYEES *A 'Thank You' In A Tough Economy*

(FALL 2011) -- ARCH Orthodontics is offering a 5% Professional Courtesy Discount to municipal employees and their immediate families who work in the seven towns in which ARCH has offices.

“We’re making this offer to show our appreciation for the hard work and dedication of town employees at every level,” says Dr. Robert Chavez who founded ARCH 37 years ago in Stoughton. “Now, especially during tough economic times, we don’t want anyone who would benefit from Orthodontic care to miss out.”

He adds, “For children, there’s usually a window of opportunity to begin a treatment regimen. We don’t want that to slip by. It’s important to give kids as much support as possible to build self-confidence, and Orthodontics often plays a critical role.”

Dr. Chavez said some adult patients in their 30s, 40s and older want to correct issues their families couldn’t afford when they were children. Others want to address changes due to aging such as too much space, crowding or overbites, or they may just want ‘touchups.’ “These people are working and have insurance so they can afford to take care of things that have bothered them for a while. Many people are focused on comfort, function and aesthetics. For example, brides and bridesmaids start planning for weddings and photos six months in advance,” he says.

Dr. Chavez’s son, Dr. Andrew Chase who joined the practice in 1998, adds, “Orthodontics isn’t just about aligning teeth any more. Often general dentists refer patients to us to address periodontal disease, tooth loss, and TMJ disorder that can cause severe jaw pain and headaches, often due to tooth misalignment.”

Dr. Chase notes that “a beautiful smile can greatly improve a person’s self esteem and confidence, whether it’s a teacher who presents lessons to a class, a firefighter who spends a long shift with his colleagues, or a librarian speaking to a book club.”

For those worried about how braces may look, today there are many choices: clear ceramic, behind-the-teeth designs, and invisible tooth alignment systems, such as Invisalign or Clear Correct. Over time, each aligner moves teeth a little bit until the teeth are straight. “Whatever the patient’s age, a perfect smile is our goal,” says Dr. Chase. ARCH Orthodontics has offices in Stoughton, Bridgewater, Brockton, Canton, Hyde Park, Randolph and Westwood. Arch Orthodontics offers free initial consultation including digital photos and panoramic x-rays. For more info: www.archorthodontics.com / 1-800-28-SMILE.