

Lande Cosmetic, Implant & Family Dentistry
9699 North Michigan Road
Carmel, Indiana 46032-9639
(317) 875-9531
www.TodaysDentist.com

Thanks to New Technology, Visiting the Dentist is Now as Pleasant as Watching TV in Your Easy Chair!

May 7, 2010

Mr. John Doe, President
Company Name
Company Address
Somewhere, FL 32083-2814

Dear Mr. Doe:

Does the idea of going to the dentist make you feel a little squeamish? Something you'd rather put off until—oh—the end of the millennium? Well, I've got a pleasant surprise for you. My name is Dr. Gerald Lande, and I've been practicing family dentistry for over 20 years. My patients and staff call me "The Friendliest Dentist in Carmel," and I would like to show you why—and how easy it is to experience more comfortable, even enjoyable, dental care.

Imagine kicking back in your favorite chair at home and turning on the TV...or closing your eyes and listening to your favorite music. Fun to think about, right? Well, my patients have almost as much fun having their dental work done—and they look forward to coming back for repeat visits!

You see, today's dentistry doesn't have to be painful, embarrassing or unpleasant. Over the past few years the field of dentistry has made gigantic technological advances, especially in eliminating pain. At Lande Cosmetic, Implant and Family Dentistry, having your teeth cleaned and dental work performed is now a breeze, for both adults and children.

Don't worry if you haven't been to a dentist in a long time. We won't make you feel guilty. In fact, we'll be thrilled to see you! It makes our day to help patients improve their dental health in an easy, comfortable environment.

What else makes us different? My dental practice has several key advantages:

- **I spend more time with my patients:** Lots of offices overbook appointments and make you wait forever, and then jump right in and start working on you before they

get to know you. I won't. You never have to wait more than 15 minutes to see me—I guarantee it—and I take the time to talk with you and personally answer all your questions.

I do a full exam, periodontal probing, full x-rays—a complete analysis of your entire mouth. After going over everything that needs to be done, I then come up with a plan. No shortcuts.

- **You won't get shuffled off to an assistant in the middle of a procedure:** I handle your dental work from start to finish, and give you my undivided attention throughout. You'll never feel like a number in our office!
- **We use the latest technology to give you the utmost comfort:** Whether you just need a routine cleaning and health check, dental extractions, fillings or even implants, we make sure you're comfortable and relaxed while we serve you. Listen to music, watch a movie—or just zone out until your procedure is done. You'll leave with a light heart AND a healthy smile.

Doesn't that sound inviting? Why not come in for a visit and see how pleasant it can be to maintain your dental health and improve your image and self-esteem with a beautiful smile?

Hurry in! For the month of June, we're offering several money-saving discounts on services, including 25% off new patient exams, and 15% off teeth whitening.

Just call **(317) 875-9531** and schedule your appointment by June 30th to qualify for the discount. And please check us out on the web at: www.TodaysDentist.com.

I look forward to meeting you!

Sincerely,

Dr. Gerald M. Lande
(317) 875-9531

P.S. Your oral health is extremely important! So please don't wait—especially if it's been a while since you've seen a dentist. Book your appointment this month, and in ADDITION to your discounts, you'll also receive a FREE Crest SpinbrushPro Electric toothbrush. Call (317) 875-9531 today!