

CASH FOR CANDY AND SWEETS FOR OUR TROOPS

Local Dentist Again Takes a Stand Against Sweets this Halloween

LEXINGTON, MA – What's a ghost's favorite candy? BOO-ble gum!

It's that time of year again, and on Halloween, trick-or-treaters can bring their excess candy to Lexington Smile Studio and receive \$1 per pound. Dr. Fawn Rosenberg is leading this anti-decay movement by giving away dollars and glowing electric toothbrushes in exchange for cavity-provoking candy. In addition, there will be a raffle for a free stem cell harvest (from baby teeth) donated by National Dental Pulp Lab (a \$795.00 value). Last year Dr. Rosenberg collected over 400 lbs. of candy which she sent to troops in Iraq along with toothbrushes, toothpaste, floss and mouthwash.

“Ditch the candy, that's what we're saying. Visiting your dentist twice a year and brushing daily are great preventative measures, but doing away with excess sweets altogether would really give your teeth a healthy boost,” says Dr. Fawn Rosenberg from Lexington Smile Studio. “Kids can still have all of the fun of trick-or-treating, and now their piggy banks will benefit as well. Plus, these glowing brushes we're giving out are really cool—they're like light sabers for your mouth.”

Global sugar consumption for kids increases by about 2% annually and currently sits at 50 million tons per year, which means parents need to be sure their children's teeth are being cared for more than ever. Candy, as well as hurting children's teeth, can lead to hyperactivity and weight gain. In some cases, the wrong types of candy can also lead to broken teeth and damaged braces.

Candy will be collected at Lexington Smile Studio the day after Halloween, Saturday November 1st, from 10:00 a.m. to 3:00 p.m. The candy must be unopened. Please no bites. It will then be shipped to troops overseas. Unicef boxes will also be collected.

Dr. Fawn Rosenberg at Lexington Smile Studio in Lexington, emphasizes family dental care as well as cosmetic, laser and sedation dentistry. Dr. Rosenberg is available to provide more information at 781-861-SMILE (7645), or visit Lexington Smile Studio on-line at www.lexingtoncosmeticdentistry.com.