



Introducing Our Patient's Network

Do you have a website that you would like to share with others? Perhaps it's your business website or maybe its a personal website that may be of interest to others? Maybe it's a website that you have found to be very helpful for a wide variety of reasons or even a favorite charity that you think others may want to contribute to. I would like to offer everyone in our practice the opportunity to add their favorite websites to our Patient's Network.



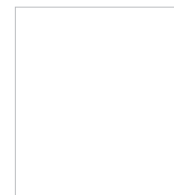
Here is what you have to do:

1. Go to <http://www.ganzdental.com>. After the introduction (which you can choose to skip) you will land on our home page.
2. Click on the About Us button on the toolbar at the top. Then click on Patient's Network.
3. Click on the Register Button and fill out the form. Click Submit.

That's all there is to it. I will add the site probably the very same day. I hope that you take the opportunity to share what you feel is important with others. If you have any questions please give us a call.

The Handz of Ganz

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Your Latest Issue of The Handz of Ganz



Dental FAQs

- Americans spend \$2 billion a year on dental products -- toothpaste, mouthwash and dental floss.
- 94 percent of Americans say they brush nightly; 81 percent say they do it first thing in the morning.
- 75 percent of the U.S. population has some form of periodontal gum disease.
- 50 percent of Americans do not receive regular oral health care
- \$1.8 Billion dollars is the total annual consumer spending on toothpaste. (ACNielsen, 2002)
- Colgate Palmolive Company now has 34.6% share of the US toothpaste market. Its recently introduced Simply White tooth-whitening product gained a 30% share of the at-home whitening market
- 74% of Americans are affected by some type of periodontal or gum disease or gingivitis. (AGD, 2002)
- \$775 Million dollars is the total annual consumer spending on toothbrushes. (ACNielsen, 2002)
- \$885 Million dollars if the total annual consumer spending on oral antiseptics/rinses. (ACNielsen, 2002)*
- People who drink 3 or more sugary sodas daily have 62% more dental decay, fillings and tooth loss.
- Academy of General dentistry, the average person only brushes for 45 to 70 seconds a day, the recommended amount of time is 2-3 minutes.



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From Dr. Ganz

By the time you receive this issue of The Handz of Ganz the 2004 holiday season will be behind us. We hope you enjoyed your holidays and that 2005 will meet or hopefully exceed all of your hopes and expectations. If there is anything we can do to make 2005 a year to remember please do not hesitate to ask.

Thank you.

Cary

What's New?



As always we try to bring you the most up to date information and technology available as relates to your total dental health. There is a new product and technology that is now available that I would like to bring to your attention.

The product is called ViziLite and is produced by Zila Pharmaceuticals, ViziLite is an early oral cancer screening tool. Most people are surprised to learn that oral cancer is the sixth deadliest cancer in America, taking more lives per year than cancers thought far more lethal—melanoma, Hodgkin's disease or cervical cancer. That's why the American Dental Association has made oral cancer a top priority.



Oral cancer is far too often discovered in late stage development, the primary reason for the high death rate. Even when caught while still curable, oral cancer can have potentially disfiguring effects on patients, seriously compromising their quality of life. Early diagnosis can make a large difference in life expectancy; oral cancer is 90% curable when found early. Unfortunately, 70% of oral cancers are diagnosed in the late stages, and 52% of those diagnosed will die within five years.

The exam is quick and painless. You first rinse with the ViziLite solution for 60 seconds and expectorate. Then the ViziLite light stick is activated. The room lights are dimmed as much as possible and we examine the oral cavity using the ViziLite device. We look for white areas which may indicate a change in the oral tissues.

We would suggest that all patients over the age of 40 and all patients that smoke or drink somewhat in excess should have this type of exam once a year. Anyone else that wishes to avail themselves of this new diagnostic tool are certainly welcome to use it as well.

Please ask Anna or Michelle for more information at your next visit or visit Zila at <http://www.Zila.com>.

As always we appreciate the kindness expressed by the referral of your family, friends and business associates. Please ask them to mention your name when they call.

The Dental Spa at Garden City

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<http://www.ganzdental.com>