



**FOR IMMEDIATE RELEASE**  
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### **In a Difficult Economy, Save Money—And Your Smile**

Home sales are down, the stock market is down, and the unemployment rate is up. So in this tough economy, what can you do to turn your frown upside down?

The Massachusetts Dental Society (MDS) says that especially in these difficult economic times, it's even more important to have a positive and proactive approach in taking care of your teeth to keep some extra money in your pocket.

"We've been through economic downturns before; this is not the first one," says Richard H. Price, DMD, an MDS member and a spokesperson for the American Dental Association (ADA). "Do not put off those dental checkups—it's insurance for your teeth."

It's especially important to continue regular dental visits, which could actually save you money in the long run. Your dentist will be able to catch any potential problems early when they can be more easily treated. This can save you money by preventing more costly dental treatment and procedures later on. You can also save money by having your dental treatment completed in phases or working with your dentist's office to create a payment schedule.

"Be upfront and explain your situation to your dentist," adds Dr. Price. "Most dental offices can help you with payment plans."

In addition to regular checkups, practicing dental hygiene at home is equally important. Brushing and flossing at home will help keep your teeth in good shape and remove plaque, the sticky film that can build up on tooth surfaces. Dr. Price recommends taking the time to find out what brands of toothpaste and floss are on sale at your local supermarket or pharmacy that carry the ADA seal of approval.

"Prevention is key," adds MDS President Milton Glicksman, DMD. "Dental disease, by and large, is preventable. Good home care—brushing and flossing—is important every day. Neglect can cost a lot of money in the long run."

Money can also be saved by avoiding costly sweets and drinks. In times of stress, people often turn to comfort foods, such as candy, baked goods, soda, and sugary coffee drinks from the

local coffee shop. Limiting your intake of these foods and beverages can help your oral health and your wallet. Drinking tap water, especially if it's fluoridated, is a great alternative to pricy bottled water and soda. And healthy snack choices mean healthier teeth.

In addition to saving money by maintaining your oral health, you may find that a healthy smile can help you in your professional life. During a time of uncertain employment and widespread company layoffs, a healthy smile can really improve your self-esteem. A positive outlook on your appearance and a healthy smile can also be invaluable during a job interview.

“So remember, if you prevent it, you don't pay for it,” adds Dr. Price. In this tough economy, “Lean on your dentist to help you.”

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The Massachusetts Dental Society is a 5,000-member professional association and statewide constituent of the American Dental Association.