

# Whiten your teeth and help a child.



## Deeply Discounted, Professional Smile Whitening with **ALL** Proceeds to Kids' Charities.

**How often** do you get a chance to do something wonderful and easy for yourself, **and** make a difference in somebody else's life at the same time? Here's a chance. March thru June, Crown Council\* dentists donate their time, Discus Dental donates the whitening materials, **your smile** is professionally whitened at a deeply discounted fee (donation), and seriously ill, disabled, and underprivileged children in **your** community (and around the world) **get 100% of the money. YES, IT'S WAY COOL.** Call today to schedule an appointment! Because there are kids waiting for you to whiten your smile!

Be their hero by whitening your smile.



**IS MONEY A LITTLE TIGHT, BUT YOU'D STILL LIKE TO WHITEN AND DONATE?**  
No problem! We can easily set up a \$30 per month automatic charge to your checking account OR credit card. Ask the dentist for details!

**Kenneth W. Williams**

call 1-619-462-6900

5565 Grossmont Ctr Dr Bldg #1 Ste 220  
La Mesa, CA 91942

[www.kennywilliamsdds.com](http://www.kennywilliamsdds.com)

**local charity benefitted:**

**Call to inquire**

### ..... **ADDITIONAL INFORMATION ON PAGE 2!**

If this email has been forwarded to you and you live in another part of the country, you can find a participating Smiles for Life dentist by entering your zip code at: [www.SmilesForLife.org](http://www.SmilesForLife.org)

# Three great reasons to really smile!

- 1) Your professionally whitened teeth **look fabulous**.
- 2) You **feel great** knowing that **ALL** proceeds go to kids' charities.
- 3) You **save money**.



## How can your teeth lend someone a hand?

From March 1 through June 30, you can save lots of money and time by having a participating Crown Council dentist whiten your teeth. When you do, 100% of your whitening donation goes directly to the Smiles for Life Foundation to help children facing serious health conditions and educational deficiencies in **your** community and in communities throughout the world.

## Everybody wins.

You save, and get a bright, new smile. Kids get the money. And, both you and the dentist take pride knowing that the time they dedicate and the money you donate put smiles on the faces of thousands of needy children.

## Put your smile to work.

How will you know that all of your money goes to kids' charities? The Crown Council is an alliance of leading-edge dental teams throughout the US and Canada that are strongly committed to promoting oral health, fighting oral cancer and serving their communities through charitable work. During the Smiles for Life campaign, Crown Council dental teams donate ALL of their services, and Discus Dental donates ALL of the whitening supplies. **You write your check directly to the Smiles for Life Foundation—not to the dentist.**

## Flash those pearly whites.

Nothing helps you look or feel younger than a beautiful, healthy smile—it's a huge boost to your professional and social life! Nothing is easier, or makes a more dramatic, immediate improvement in your smile than having it professionally whitened. Many find that once they've whitened it's the perfect time to consider other cosmetic smile enhancements. And the neat thing is, you've established the beginnings of a relationship with a highly qualified, preferred Crown Council dental provider.

## Why "professional" whitening?

Professional consultation ensures both safety and effectiveness. Some Crown Council dentists use ZOOM!® technology to whiten your smile in about an hour. Others take impressions of your teeth to create custom mouthpiece trays that **fit exactly**—allowing maximum contact with your teeth and minimizing the gel's contact with gum tissue.

Yes, sometimes those over-the-counter systems may **seem** less expensive. However, many find that in order to achieve the acceptable results they desire, they're constantly buying and bleaching. Experts agree that professional teeth whitening, while slightly more expensive (initially), is the way to go for dramatic, longer-lasting results and convenience.



## Help in your own community.

When you donate, 50% goes directly to the **local** charitable organization the dentist has designated. The other 50% goes to Garth Brooks' Teammates For Kids Foundation and is contributed to select non-profit organizations that effectively serve and benefit children, with an emphasis on health, education and inner city needs. Since 1998, the Smiles for Life campaign has raised nearly \$22 million for children's charities.

## Pass the word along.

Would a friend, family member or co-worker enjoy the great feeling and benefits of a professionally whitened smile? Pass along the card on the front of this brochure! Or, **give the gift** of a beautifully enhanced smile! Contact the participating Crown Council dental practice below to make arrangements.

## Is your donation deductible?

Donations made to the Smiles for Life Foundation are considered charitable contributions. Seek the advice of your tax planner about the deductibility of your donation.

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