

**“Finally Revealed!”**  
**The Real Truth About Sedation**  
**Dentistry That No Other Dentist**  
**Will Ever Tell You!**

**It’s Here!**  
**The Answer For People Who Hate**  
**Going To The Dentist**

In This Confidential Free Report You Will Discover:

- How You No Longer Have To Suffer From “Dental Anxiety”
- How You Can Have A Whiter, More Confident Attractive Smile Quickly, Easily, Anxiety-Free and Pain-Free! Guaranteed!
- The Harsh Reality About Sedation That Most Dentists Don’t Want You To Know!
- The Questions You Need To Ask To Discover If Sedation Dentistry Is A Dream Come True For You!
- The #1 Common Misconception About Choosing A Sedation Dentist And The Solution!

And Much More!



**(906) 774-0100**

**[www.drjohnfornetti.com](http://www.drjohnfornetti.com)**

# “Is Fear Of Going To The Dentist Ruining Your Teeth?”

*There is having a fear of a dentist and going, then there is having a FEAR of the DENTIST and not going, the latter is what I had been doing since I was 12. I can seriously say that Dr. John and his staff took me from being a 12 year old girl afraid of the dentist to a 40 year old woman who is O.K. with it.”*

*Annell S.*

Dear Friend,

The above quote is from just one of hundred of my patients who have told me they now feel more **attractive and confident**, and no longer suffer from “dental anxiety” due to their wonderful “sedation” experience.

If you are experiencing a lot of fear and anxiety about your dental treatment, I invite you to read some testimonials from patients who have successfully completed their treatment and overcame what they felt to be insurmountable fear. I believe that the best people to describe conscious sedation are the patients who have been through it.

Please read this entire letter to hear what patients have to say, and to find out how you can end your fear of going to the dentist once and for all.

## Sedation Dentistry Testimonials

*“This has been the best dental experience that I have ever had in my life. I love the fact that my teeth and gums are becoming healthier, stronger and more beautiful with each sedation visit.”*

*Faye D.*

*“If it had not been for the “sedation dentistry” technique I never would have been able to go through with all the dental work that I had done In fact, I never would have gone to a dentist. My fear was so great that I could not go and after 44 years I made my first visit.”*

*Mary W.*

*“Sedation Dentistry changed my life. I was able to have months worth (or even years) of work done quickly and amazingly painlessly. I never experienced pain, fear or shame concerning my dental condition.”*

*Carole Z.*

*“This was the most painless, stress free trip to any dentist or doctor I have ever experienced. I felt NO pain during or after the sedation dentistry. I would recommend this to anyone.”*

*Marsha W.*

*“My two “Sedation Dentistry” visits were the only two times in 53 years that I was not terrified before the dental work and a nervous wreck after.”*

*Marsha G.*

*“I was very pleased since each visit I had with my previous dentist were extremely painful. I was not looking forward to this, but I am very happy that I did it.”*

*Charles J.*

*“The most wonderful experience in a dental office I have ever had. I was not even aware of the dentist being there. I would never have believed this could be possible.”*

*Peggy M.*

*“It went extremely well. I don’t remember a thing while I was treated. Wonderful procedure!”*

*Beth H.*

*“I believe that this dental technique offers hope to those of us who are professed dental cowards and because of it I now have a beautiful smile.”*

*“I have been treated three different times using this technique and am completely satisfied with the work done. It was a very enjoyable dental experience and the only method I will use in the future.”*

*Cherie B.*

*“Sedation dentistry is wonderful!! Without it my teeth would never be fixed.”*

*Ann W.*

*“I have had this treatment two times in the past 6 months for two root canals. After having it done there is no way I would have it done any other way. I recommend it to my friends.”*

*John J*

*“Absolutely wonderful experience. I was treated with such kindness and care. I now have no pain and no embarrassment over neglect of my teeth. I highly recommend this procedure to anyone.”*

*Lou M.*

*“The Sedation Dentistry techniques used made the dental work far more pleasant than I imagined. I recommend this approach and technique to anyone who has anxiety about going to the dentist. “*

*Theodore G.*

## **It's Unfair, But True.**

We all want to be attractive; we can dress up, get the hair and make up done just right, yet one of the first things people notice, the one thing that makes a lasting impression, is your smile!

Without a great smile you just don't look your best! I guarantee it!

Many people are unaware of how much of an impact their smile makes when being introduced to people, the level of respect they are given, or even how it can affect either positively or negatively their relationship with their spouse or significant other.

For example, Tom was a lifelong sufferer of a hideous looking smile. Whenever he would laugh, smile, or even talk close up, he would always cover this teeth. And after years of drinking coffee, they were not only crooked, but terribly stained too!

Tom never realized how bad it was until he and his wife got pictures developed from their most recent vacation. When looking at the pictures his wife told him “You know Tom, you better do something with those teeth. I gotta be honest, they're a real turn-off.”

Tom was so humiliated that he came in, and after just one visit, his teeth were fixed and his wife and family were in awe! Most people think that in order to have a great change in the way their teeth and appearance look, they need a lot of painful work done.

But that's not true at all. In fact, it's never been easier and more comfortable to get a more attractive smile than ever before, and I'll tell you about it in just a minute.

But first, if you are reading this letter, I'm guessing you hate going to the dentist and are experiencing one of these problems or situations:

1. Are embarrassed about your teeth
2. Have sensitive teeth and gums
3. Hate noises, smells, and tastes associated with dental care
4. Hate needles and shots
5. Have a bad gag reflex
6. Have trouble getting numb
7. Have limited time to complete your dental care

*If you fit any of these categories, I guarantee I can help you.*

## **“145 MILLION AMERICANS AVOID THE DENTIST OUT OF FEAR OF PAIN”**

Hi! My name is Dr. John Fornetti and I want to congratulate you on taking the steps to find out how you and others can enjoy the benefits of good health and a beautiful smile with sedation dentistry.

I have created this booklet to educate people, like yourself who suffer from dental anxiety and don't know what questions to ask, what to expect, and don't know that there is a whole new world of comfort for dental patients.

The greatest thing about all of this is, it can be done in a pain-free, anxiety-free environment, where you don't feel a pinch of pain and can enjoy the experience!

## **THE “SEDATION” EXPERIENCE**

I would like you to picture the following scene in your mind's eye. You are gently resting your head on a soft pillow, and your eyes are closed. You are completely relaxed and about to drift off to a very comfortable and restful nap. When your visit is complete feel energized and rested and you smile. You look in the mirror and see the new beautiful smile that you always wanted. You also have the comforting knowledge that all of your dental care has been completed and you are now able to practice prevention and wellness when it comes to your dental care. You have just visualized the experience you can have if you have your dental care done while you are sedated. Thousands of people are now choosing safe oral sedation when it comes to their dental care.

Everyone can now know that all of his or her dental care will be restful and relaxing. There is such a good feeling from experiencing and enjoying a nice restful nap. There is also a good feeling knowing that there is a safe and comfortable way to have your

dental care no matter what kind of anxiety your situation has caused you in the past. Now, thanks to safe oral sedation, all of your dental visits can be relaxing and comfortable! Statistics tell us that out of the 265 million people in the USA, 145 million have serious anxiety about going to the dentist.

## **YOU “NO LONGER” HAVE TO SUFFER FROM “DENTAL ANXIETY!”**

If you’ve been putting off YEARS of dental work, our conscious sedation dentistry will change your life!

Imagine being able to accomplish all your dental care in as little as one or two relaxing appointments. With no more anxiety! No discomfort during or after procedures - and no groggy feeling! And little or no memory of the treatment!

It doesn’t matter whether it’s been 5, 10, or 20 years since your last dental exam. We can help you! We completely understand your apprehensions about going to the dentist.

## **WELCOME TO A WHOLE NEW WORLD OF COMFORT FOR DENTAL PATIENTS**

No more anxiety! That’s right, you no longer have to be afraid of anything when it comes to your dental care!! Now you can enjoy a younger, more vibrant smile, sparkling fresh breath, comfortable chewing and total confidence in your appearance.

### **Q and A Sedation Dentistry and You!**

#### **Q. What are the advantages of Sedation?**

*Answer:* The medicine has an “amnesia” quality, which for most patients, tends to prevent almost any memory of the visit. The advantage is that the brain doesn’t “register” the work that was done so there is no lingering discomfort! By being totally relaxed, you reduce joint and gum soreness, the medicine allows you to have more work done comfortably at one time. You can have your exam, general dentistry, cleaning, root canals and even some cosmetic procedures all done in ONE VISIT - instead of the traditional 2 to 4 visits!

#### **Q. Is Sedation Dentistry safe for me?**

*Answer:* The medicines we use are safely used tens of millions of times every year. They

have been used in dentistry for the past 20 years. There are almost no side effects or interaction with other medicines. We keep a close watch on your heart rate, blood pressure and oxygen levels at all times. Plus, you're never alone. We also have an agent on hand that reverses the effect of the medications in less than 30 seconds.

**Q. How long does the effect last?**

*Answer:* For most patients, the effects last 2 to 4 hours. You simply have someone here ready to drive you home thirty minutes before your work is complete.

**Q. Will my insurance cover my treatment?**

*Answer:* We'll review your insurance coverage and, if necessary, make financial arrangements to ensure you get the dental care you need.

**“Hidden Gum Infections Can Lead To A Stroke or Heart Disease!**

**Find Out How Comfortable and Quick Our Cleaning Procedure Can Be With “Sedation”**

New studies link “gum disease” to stroke, heart disease, diabetes, low birth-weight babies and more! ! The truth is, if you haven't been to a dentist in over five years, chances are you have gum disease **RIGHT NOW**. “Sedation Dentistry” can help us reverse years of dental neglect in just a few hours!

So what does “gum disease” have to do with our health? For starters, gum disease is an infection of the tissues that support the teeth. As with any infection, bacteria can travel through the bloodstream and affect other areas of the body. Gum disease is usually caused by dental neglect.

**You Could Have a “Life-Threatening” Gum Infection and Not Know It!**

The early stage of gum disease, called *gingivitis*, affects only gums. Without treatment, the condition progresses into advanced *periodontitis*, which eventually destroys gum tissue, ligaments, and bones that hold your teeth in place! Your *healthy* teeth can actually start falling out of your *unhealthy* gums!

But that's not the only loss that can occur! As the infection spreads, there is a greater chance that it can reach your heart and other vital organs with serious, sometimes fatal consequences. Studies have made a connection between plaque build-up in the gums and plaque build-up in the arteries!

Some form of gum disease affects as many as 75% of the population. Do you know for sure you're not one of them? You don't have to be in pain or have symptoms to have gum disease. You could have this serious condition right now and not even know it!

## Why You Need Us!

The accumulation of *calculus*, the hardened plaque that forms around the teeth and under the gum line, leads to gum disease. Calculus deposits form “pockets” in the gums. These deep pockets open the door to spreading infection.

The **only** way to remove calculus is through regular in-office, professional cleaning. The truth is, without frequent cleaning (one to four times per year), gum disease is inevitable.

Perhaps you’re feeling uneasy or anxious about having an oral exam and teeth cleaning. We urge you to contact us. Don’t let dental fear or anxiety rob you of your enjoyment, your youthful smile and a healthy life!

I have found that fearful patients mentally have no problem being sedated for dental treatment. You ask a nervous patient, “Would you rather have this work done in six appointments over the next two months or in one appointment while you are sedated?” and they look at you like you’re crazy. “Please use conscious sedation” is all they say.

### **Misconception: All sedation dentists sedate patients the same way.**

*Solution:* When considering sedation dentistry choose a dentist that utilizes “Conscious Sedation” and “Unconscious Sedation.”

- many patients are needle phobic so they would not like to be told that they must have a needle to sedate them
- the medicine has an “amnesia” quality, which for most patients, tends to prevent any memory of the visit
- patients feel totally relaxed and comfortable - allowing them to have more work done at one visit
- sedation is very safe

As a way of improving our profession, I’ve dedicated my practice to educating the public. The only way you can make an intelligent decision is to have all the facts you need. This is why I give away this booklet.

If you’re thinking about having your dental treatment with “Sedation”, I offer these 4 recommendations:

**Recommendation #1:** Make a commitment to yourself to take immediate action. I suggest you share this report with a family member or loved one and ask for support.

**Recommendation #2:** Choose a sedation dentist that is willing to give you a “**Free Get Acquainted**” visit. This will provide you with an opportunity to see if you feel comfortable with the dentist, meet the dental team, and will help you to determine if it will be a safe, comfortable and positive experience. After that initial visit, you should know if you’ve come to the right place.

**Recommendation #3:** Ask questions! The way you learn about a practice is to ask specific questions and listen carefully to the answers.

By asking questions and spending the small amount of time necessary to make an intelligent choice of a dentist, you will help create a doctor-patient relationship founded on mutual trust and respect.

**Recommendation #4:** Once you are satisfied that you are working with an honest, competent professional set up an appointment.

By following these recommendations, you'll gain all the information you need to make an informed, intelligent decision. If you want any dentist that says they do sedation dentistry and feel all sedation dentists are the same, many practices in the phone book will help you. Remember, only 1% of the dentist in the entire country are qualified to administer this **PROVEN, VERY SAFE** program.

If you want to have those wonderfully relaxed and totally comfortable dental experience you will ever have in your life, then I invite you to call me. I'll be happy to answer your questions or have you come in and give you a **Free Sedation Consultation and Recommended Action Plan - without obligation of any kind**. To reach me call (906) 774-0100.

## Let's get acquainted offer!

Due to the high demand for treating high anxiety and fearful patients, I am currently expanding the **Sedation Spa-Like Environment** of my practice and I would like to offer you this.

- **Free Sedation Consultation**. When you come into our office for the first time, you will be greeted by one of our team and interviewed in a very private setting. We will talk about the problems you have had in the past, what your specific fears are, and address any of the concerns you wish to discuss. At this initial **"Get Acquainted"** visit you will also have the opportunity to meet the rest of our skilled, understand and nurturing team. **We Do What No One Else Will Do For You!!**
- **Special Guest tour Of Our Office**. A valid concern before treating our Conscious Sedation patients is the fear of the unknown. On the tour of our office you will have the opportunity to see the beautiful, tranquil, relaxing, dental spa-like environment that was created for our wonderful patients. It will be our pleasure to welcome your to our **"Happy Dental Home"**
- **One Time Free Sedation!! ( a \$128 Value)**. We know you're going to love our unique conscious sedation approach to dental care, but still may need one more incentive to take action (this does not include actual dental services)

You see, I am confident that once you experience our quick, easy, anxiety free and pain-free dentistry, you will select our office for your conscious sedation needs.

By selecting our office for your conscious sedation needs, what have you got to lose?

**ABSOLUTELY NOTHING . . .** Unless you choose to ignore this letter and you are One of 4 out of 5 with gum disease, then chances are . . . **YOUR TEETH!**

Thanks very much for reading this report. I hope you find this to be helpful. If you have questions or comments -or if you'd like to schedule a **Free Conscious Consultation** please call right now and set up your appointment at (906) 774-0100.

Kind regards,



Dr. John Fometti

**P.S.** Time is Running Out! The **Free Conscious Sedation Consultation (a \$128 value) Offer Is For A Limited Time Only.** This offer expires in 30 days so call immediately to reserve your appointment.

**PPS.** The only way you can get a **Whiter, Brighter, More Confident, More Attractive Smile With Pain Free Sedation Dentistry** is by calling and finding out what your options are. Please call today while this is fresh on your mind, and you will be amazed at how quickly we can have you loving your smile.

