

From the Desk of Dr. Chris Kammer

Hello to all the Buyback offices from around the country!

Let's begin this week with some bullet points about the Buyback. This is the 8th year we've been doing the Buyback. The national movement has really been growing and we're still breaking records! Check this out:

- **127.5 tons of candy "off the streets" in 2012**

This year Operation Gratitude will ship their one-millionth package and 12.7.2013 is the official celebration date in Van Nuys, CA (join me there!)

- 170,000 care packages will have been mailed this year
- 7-8 pounds is the total weight of each package
- 120,000 Beanie babies received
- 70,000 toothbrushes packed
- 4,500+ Dental & Orthodontics Offices have been participating!!!!

When I took this event national, I did it because I wanted your team to experience the joy and all the good of this event. I want YOU ALL to be the stars that put dentistry in a good light. This Halloween Candy BuyBack is about you, your office, your community, your family, your patients, your supporters, your charity and your personal involvement.

That's why this newsletter is about what all of you are doing. We have been soliciting feedback on the various newsletter layouts that we have sent, website changes that are in place and more to come plus we have consistently asked what is your office doing? We had a purpose! Here are some nuggets of golden information on what others are doing for Halloween Candy BuyBack.

OFFICES FROM AROUND THE US:

A few offices heeded the call to submit what they have been able to execute for their Halloween Candy BuyBack. Here's a fun flyer from:

KiDDS Dental in Liberty Lake, WA



Dr. Ron Briglia, DMD, wrote to tell us:

1. They are holding their 3rd Annual HCBB this year.
2. They collected and donated over 900 lbs of candy last year.
3. They also donated to a local "Stockings for Soldiers" program in Delaware.
4. "Stockings for Soldiers" are in their 11th year of making and sending Christmas / Holiday stocking to our troops overseas in Afghanistan and Iraq.
5. Their Marketing & PR team got Dr. Briglia two TV spots to promote last years HCBB.
6. They have that posted on their website: www.brigliadentalgroup.com so go check it out.

Letters for Our Troops:

Of course, they have support letters for the kids to sign when they come in to donate candy. I think the letters are one of the greatest things we offer and here is a picture of one of our (Lifetime Family Dentistry) tots after he completed his letter for the Hero. Isn't this sweet and totally the coolest!!



Sidebar: Do you notice his cash along with a *BIG* smile? I think this picture speaks to remind us of why we go through the motions of promoting Halloween Candy BuyBack.

Yes, it's our dental holiday. Yes, we get to meet the great people that make up our local communities. Yes, we are afforded the opportunity to teach about healthy dental practices in a welcoming way. Yes, we show the children that we are the good guys that help them grow big and strong. Then we work to box all the candy loot and go back to our day. Well, it's a powerful experience that impacts us and reminds us of why we do it all. We remain committed to making this the automatic best Dental Holiday and charitable opportunity ever!

Google Alert:

Yes, I have set a Google Alert that will let me know anytime Halloween Candy Buyback is mentioned on the web so I am able to follow all of you and the amazing exposure you are getting. The Buyback offices generate millions of dollars of free publicity annually.

Here is a recent alert as it came across my phone:

- [Halloween Candy Buy Back Program Benefits Deployed Troops](#)

Please send video footage or a direct weblink on your Halloween Candy BuyBack

DISCOUNTS:

Introducing our newest sponsor providing sugar-free chocolates.

The World's first all Chocolate...Complete, Wellness & Weight Loss Program.
All Natural, Sugar Free, Diabetic Friendly, Sweetened with Xylitol or Stevia, Physician Formulated.

For Guilt Free...Healthy Indulgence

Great for Teeth & Gums, Pain & Stress Relief, Weight Loss, Natural Energy, Meal Replacements, Immune Boosting & Overall Enhanced Health Benefits.

For more Information contact the National Representative: John Petek at 262-827-9380
or

Email: John@HwaTwa.com or visit the website www.MyHealthyDeliciousChocolate.com

Xlear Spry Not only do we reward the kids with \$1 per pound (up to five pounds in my office although some offices allow more as we once did) and give them the fun Halloween themed brush; we also replace some of their candy with xylitol candy treats from Spry. It's a great opportunity to educate families on the healthy preventative benefits of xylitol. **Remember, Xylitol is not safe for dogs.** * **The coupon code "Halloween" is set up for a 10% discount off RETAIL on all of the SparX items through October 31st and is valid online only.**



We are very pleased to have Tess Oral Health back as our toothbrush sponsor. They have awesome Halloween-themed brushes that you can imprint with your office logo and info. Order them now and you can give them out to the children in your practice through the month of October! Use this link: [Order Tess Toothbrushes.](#)



LECTURES:

Professional Development -The Oral Systemic Connection:

Three years ago I started an organization to promote the oral systemic connection. The American Academy for Oral Systemic Health (www.aaosh.org) is really growing and on the move. Our most recent scientific session in Las Vegas sold out! I will be out on the road in the months to come to promote to our profession, the rock solid connections, and the life saving dentistry we can be offering our patients. If you like the Halloween Candy Buyback program; I double your money back guarantee that you will be supercharged by the ideas I present in my Gums of Steel- Hygiene Transformation program. As a Halloween Candy Buyback office you are eligible for special rates for the US dates. For more details contact us at drchris@thesmileexperts.com

US Lecture Invite

**I will host a full day seminar in Chicago on Nov 22nd;
Los Angeles, CA on Dec. 6th (the day before Operation Gratitude's
Millionth Package Celebration).**

**Each day will run from 9a-4pm and will cover oral-systemic health,
transforming your hygiene department, and an intro to mini-dental
implants, and marketing and PR during this challenged economy.**

London Lecture Invite

**I will be in London on November 16, 2013, lecturing on oral-systemic,
Gums of Steel and the transformation of your hygiene department, as
well as my "Dynamic World of Dentistry" topics above.**

So until the next newsletter, as always, let your dental light shine!!

Dr. Chris Kammer

[Lifetime Family Dentistry](#)

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