

To QUICK REGISTER, follow this link ----- [SIGN UP HERE!!!!](#)



The graphic features a black background with a large, glowing blue moon. In the foreground, there is a silhouette of a haunted house with lit windows, several bats flying, and a witch on a broomstick. The text 'HALLOWEEN CANDY BUY BACK' is written in a stylized, red, serif font. Below this, the year '2014' is written in large, white, block letters. A red banner at the bottom left contains the text 'WELCOME TO HCBB 2014' in white. At the bottom right, in smaller red text, it says 'FOR QUICK REGISTRATION, FOLLOW THE LINK IN THE HEADER ABOVE!'.

WELCOME TO HCBB 2014

2014

FOR QUICK REGISTRATION, FOLLOW THE LINK IN THE HEADER ABOVE!

A CALL FOR INCREASED SIGN-UP!!!

YOUR CHANCE TO BE FEATURED LOCALLY!

We're thrilled at the number of practices that have signed up this year so far but let's do better than we could have ever imagined! We have a few hundred practices registered already and we expect that number to grow exponentially!

If you've yet to register, please follow the link at the top of this newsletter and please do so! Allow 48 hours for your practice to be listed under the ZIP code search.

ATTENTION!!! This year we are pleased to be working with a national PR company and they want to help **YOU** get more publicity.

***ESPECIALLY IF YOU ARE ONE OF
OUR
"FIRED UP" PRACTICES!!***

Our PR company wants to showcase local practices that seem to have a great drive to make this year's buyback more successful than ever.

To apply: please email any promotional material you've created, a brief plan for your buyback, and your practice's email address to topaul@dentalproshop.com

We will be reviewing our applications and would very much like to pursue practices that are creative and very excited about the HCBB. If chosen, our PR people will be in contact with you to hash out a plan to take over your local media! What's more, we may feature your practice's effort in upcoming newsletters as well as on the HCBB website.

**PLEASE SUBMIT APPLICATIONS BY:
WEDNESDAY SEPTEMBER 16th**

If you have any questions regarding HCBB, please contact my new assistant, Paul McDonald via email at hcbb13@gmail.com or directly by phone at

608.520.3689.

If you have any questions regarding Operation Gratitude or would like to donate to their cause, please see their blog at

<https://opgrat.wordpress.com/2013/07/18/halloween-candy-for-the-troops/>

or email to

info@operationgratitude.com



This Year's Sponsors



The Halloween Candy Buyback program is pleased to announce our partnership this year with the Xlear company because we have been recommending that offices offer a xylitol candy replacement for years now. Xlear has been working hard to get the word out about xylitol and how it helps prevent tooth decay...a goal that is very synergistic with the goals of dentistry and the HCBB program.

For all offices participating in the HCBB this year, Xlear Inc. (the makers of Spry products) will be letting offices have an unprecedented 50% off (retail) for the last two weeks of October. Xlear is hoping that as the children and parents come in to sell their candy back, that the staff in the offices will be talking about the importance of using xylitol in any preventative care regime.

Any office that would like to take advantage of Xlear's xylitol educators and get a free webinar to learn about xylitol and how to implement a xylitol program can get one scheduled by contacting Xlear Inc. directly at www.xlear.com

We will have more information about Xlear's sponsorship as well as info regarding the discounted HCBB special prices in later newsletters.



It is so awesome to have Tess Oral Health back as our toothbrush sponsor because of their great Halloween themed brushes. Your Buy Back kids will love these and so will you because they can be personalized for your office.

Not only is Tess Oral Health making a monetary donation to the Candy Buyback program, but for every box of Halloween toothbrushes sold, they are donating a free toothbrush to U.S. troops. Their Happy Halloween brushes are great giveaways in your office through the month of October and at your Candy Buyback event. And, for just 39¢, they're a real treat. Tess Oral Health will personalize the back side of each toothbrush with your practice's logo and information for just 4¢ more. How cool is that?!?! Available in adult

and child sizes with a low minimum quantity of 72 brushes. Orders ship in 3 days or less. BUT DON'T

WAIT!! **GET THEM NOW!!!** Call #1-800-762-1765 or visit WWW.TESSORALHEALTH.COM to order!



This is new and wonderful!!! Are you ready for a new Halloween Friend?

Switch Witch!

Of course, you know the Tooth Fairy and you probably know the Elf on the Shelf too... Now, Switch Witch children's book and doll are here to help with those kids who are more reluctant to give up their Halloween Candy. Kids get to play with their cool Switch Witch doll in October and then on Halloween night while they're asleep, their Switch Witches *switch* their candy for a gift!

At this point, parents themselves can bring any and all candy donations to their participating HCBB dental office for it to be sent to the troops via Operation Gratitude. What a great match Switch Witch is for HCBB! You can purchase one Switch Witch package for your waiting room as a sample for families to see -or- even better, you can purchase a bulk order to sell them yourself at your office!

The book comes in a beautiful box along with a soft Switch Witch doll and "flying" cauldron.

Please visit the website www.switch-witch.com for more information and for ordering. We're glad Switch-Witch reached out and is on board!



IN OUR UPCOMING NEWSLETTERS:

- Updated press release
- An educational xylitol flyer for you to hand out to parents at your Buy Back
- Links to previous news exposure for your HCBB to use on the local level
- Featured practices that are on the front lines of event promotion
- Coupons and offers from our generous sponsors

Don't forget to post your local Buyback
posters to the

[HCBB facebook page](#) and link your practice
to the post!

Thank you for your participation and we will be reaching
you again soon

Let your dental light shine!

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