

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

Please hit "**show images**" to view this email to it's fullest extent!



The graphic features a large, glowing full moon in the background. 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 displayed 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!".

IS YOUR PRACTICE ONE OF THE

----- 1,869 -----

REGISTERED BUYBACK LOCATIONS?!

As the leaves begin to turn and the temps cool off a bit, fall is indeed in the air.

Kids are getting into the Halloween spirit and now is the best time to start pushing your buyback on the local level.

We are so pleased at the outpouring of signups we've received over the last month. With one month remaining until Halloween, we're looking to amp up the registration even more!

If you've yet to register, please do so at your earliest convenience by following the link at the top of the page. Let's keep that number growing in an attempt to get 3,000 national offices on board with this great tradition!

**We are still looking for practices to potentially be featured by a PR company we're working with this year.**

While not every practice that applies will be chosen, the PR company would love to provide some offices with the chance to be featured in their local media. This is a great chance to get the word out about your buyback event!

**To apply:** please email any promotional material you've created as well as the following information to: [paul@dentalproshop.com](mailto:paul@dentalproshop.com)

**Contact name/phone/email & practice name/location**

We will be reviewing our applications and would very much like to pursue practices that are creative and very excited about the HCBB. Once your information is forwarded, they will reach out if your market has been chosen. Again, this opportunity is totally free although not every practice that submits info will be chosen.

If you're looking for some inspiration regarding the promotion of your buyback, we've included a few links to HCBB stories in the news. The local news is a great place to promote your buyback and here are a couple success stories for you to check out:

<http://www.youtube.com/watch?v=A7RYOle0EL4>

<http://www.youtube.com/watch?v=Do15qaB1w5I>

<http://www.youtube.com/watch?v=BpGym2tpTV4>

What's more, most practices will create an event flyer that may be posted around town, in local schools and on social media platforms.

We've included a few of the best ones we've seen this year if you'd like an example of what other practices are doing!



# OPERATION: CANDY BUY BACK NOVEMBER 1-8

available during office hours including Saturday



All Children Welcome  
with parent or guardian

We Will Buy Your Candy  
\$1.00 per pound, up to 5 pounds

Candy Goes to Deployed Soldiers  
We support our troops!

Come by and Enter to Win Prizes  
Plus your chance at The Grand Prize

The **Smile**  
Spot  
Children's Dentistry

**203-405-6301**  
SouthburySmileSpot.com



250 Main Street South • Southbury, CT 06488

facebook.com/TheSmileSpotChildrensDentistry

If you have any questions regarding HCBB, please contact my new assistant, Paul McDonald via email at [hcbb13@gmail.com](mailto: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](mailto: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](http://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](http://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](http://www.switch-witch.com) for more information and for ordering. We're glad Switch-Witch reached out and is on board!





**GUMS<sub>OF</sub>STEEL**

Another new sponsor for this year's  
buyback!

**Gums of Steel!!!**

The Gums of Steel program is a periodontal maintenance program directed at the shocking fact that over 90% of dental patients have some form of gum disease, and most of those cases go undiagnosed!

Combining in-office changes to protocol, valuable informational material, a personalized home-care regimen, Dr.-to-Dr. consultations and blood & bacteria testing, the Gums of Steel program will double your hygiene production while offering the medical standard of care to you patients!

Created by Dr. Chris Kammer, this program will forever change the way you view gum disease and it's oral systemic connection to your patient's long-term health.

[Click here to read more about the program!!!](#)



## IN OUR UPCOMING NEWSLETTERS:

- Updated press release
- An educational xylitol flyer for you to hand out to parents at your Buy Back
- Testimonials from successful practices and appreciative troops!
- More great posters from participating practices!
- Coupons and offers from our generous sponsors

Please post your local promotional flyer on the HCBB Facebook as we'd like to feature them as well as use them in upcoming newsletters!

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

## Let your dental light shine!

Dr. Chris Kammer  
Lifetime Family Dentistry  
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608-827-6453 (82-SMILE)  
Email: [hcbb13@gmail.com](mailto:hcbb13@gmail.com)