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Get 'Em While They're
Hot!!! Promotion time...

Our lead sponsor, Xlear Inc., is offering an incredible deal to all of this year's HCBB participants:

The 2014 Xlear Inc. HCBB xylitol kit includes:

- 2 blistercards of Spry xylitol gum
- 1 lemon or berry flavored pack of Gems Mints.
- A variety of other xylitol samples will be included!

A retail value of over \$5 can be yours for just

\$1.50 per kit.

- Add a tube of Spry xylitol toothpaste for just \$1 more!

That \$10 value is yours for just

\$2.50 per kit.

ONLY 15,000 OF THESE KITS WILL BE
AVAILABLE AT A FIRST -COME,
FIRST-SERVE BASIS!!!!!!!!!!!!!!!!!!!!

What's more, Xlear will be offering 15% off
of wholesale price on all products from
October 27th through October 31st!

-----Please call toll-free @ 877-599-
5327 and mention you are with the
Halloween Candy Buyback
to receive special offers.-----



For those of you unfamiliar with xylitol, it's a healthy sweetener and can be used on a multitude of platforms to promote oral and systemic health.

---Xylitol reduces tooth decay by up to 80% and assists in the remineralization of damaged enamel

---Xylitol makes decay-causing bacteria lose their ability to adhere to teeth and are washed away

---Xylitol tastes sweet, just like you want your candy to taste and it never has an aftertaste. You will love it!

---Xylitol has 40% fewer calories than sugar

---Xylitol is safe for diabetics and doesn't raise glycemic index

---Xylitol is safe for everyone including babies and pregnant mothers

---Xylitol helps prevent bad breath by slowing down the growth of harmful mouth bacteria

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.

Any office that would like to take advantage of Xlears 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 877-599-5327



Tess Oral Health is back as our toothbrush sponsor with their “Happy Halloween” brushes. Your Buy Back kids will love these brushes and so will you because they can be personalized to promote your practice. 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 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 (order personalized brushes by Oct. 17!!). Available in adult and child sizes with a low minimum quantity of 72 brushes. **“Happy Halloween” toothbrushes ship in 48 hours or less. IT’S NOT TOO LATE TO ORDER!!**

Call 1-800-762-1765 or <http://www.tessoralhealth.com>.

**REMEMBER: OCTOBER 17th is the deadline
for customized brushes!!!!**



As always, we are looking to reach our goal of sending 100,000 toothbrushes to the troops. Please do your part

and include 100 brushes in
every shipment of candy sent
to
Operation Gratitude!

Important!

We have posted the previous newsletters on the HCBB website for reference.
Please follow the link below to view them!

[-----2014 Buyback Newsletters-----](#)

If you have any questions regarding HCBB, please contact my assistant Paul
via email at hccb13@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



-----Call For Flyers/Posters

Due to some recent spamming on the Facebook page, posters will need to be submitted in .jpeg format to hcbb13@gmail.com (Must be .jpeg). From there, we will post appropriate posters to both the Facebook and HCBB website. Submit an awesome poster and it just may be featured in an upcoming newsletter!



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!



GUMS OF 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----

---An educational xylitol flyer for you to hand out to patients at your Buy Back

--- Tips for a better buyback

--- More great posters from participating practices!

Below are some shots from our buyback last year here in Middleton, WI!





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

Let your dental light shine!

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Email: hcbb13@gmail.com

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