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*99% Of Practices Are
Missing Something...*

While supporting the troops and the general health benefits of reducing children's candy intake are the obvious buyback messages, there's plenty more you can do. In working with Xlear Inc., we've made an effort to explain why candy replacement and the introduction to xylitol products is the next step in the buyback. **Xlear has made their product available to you at such a low cost simply because this product is a GAME-CHANGER!!!!**

We are doing more than just buying the cavity causing candy back...
We are replacing it with candy that is good for teeth!

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.

**THIS IS YOUR LAST
CHANCE!!!**

The deadline for ordering to ensure delivery by
Saturday, November 1st is

-----THIS COMING-----

Tuesday, Oct. 28th.

For delivery by
Monday, November 3rd: Order by

-----THIS COMING-----

Thursday, October 30th.

**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
the wholesale price of all
products from October 27th
through October 31st!

Restock your office supply in
this
Buyback Special sale!

-----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. The deadline for ordering personalized brushes has passed, but please call 1-800-762-1765 if you'd like personalized brushes, and Tess Oral Health will let you know if they can deliver before your buy-back event. Available in adult and child sizes with a low minimum quantity of 72 brushes. **Non-personalized “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>.**

Check out all of the previous newsletters by following the link below.

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

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

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!

Better Tips for a Better Buyback

A few last minute things you can do to help your buyback.

---Get to the media! Use our fill-able press release listed on the website @ <http://www.halloweencandybuyback.com/assets/docs/pressrelease2014.pdf> to bolster your local media presence. Whether it's the newspaper, local TV or radio, media outlets love human interest stories and our buyback has the interest of at least completely separate human groups: kids, soldier, and the community hosting the buyback.

---Talk to your school nurse. Send your flyers to the local schools and see if you can get a few classrooms on board. What teacher wouldn't want their students eating less candy?!

---Use the banks! We've seen banks used in a multitude of ways over the years. One instance included the bank sponsoring the buyback aspect of the event and providing crisp, non-circulated dollar bills to the kids. Another was a bank that wrote kids a check for their candy. The kids could turn around and cash that check but would be able to keep what may be their first "real" check and take it home as a keepsake.

---Educate your patient-base. The majority of your buyback attendance will be from your patients. Keep them in the loop. Every time a patient checks in or out, remind them of the upcoming event. Get at the parents. Let them know that they buyback supports both their kids' health and the troops morale. They can make a difference if they stop by for a quick donation!

As of the last newsletter, we had roughly 2500 practices with another couple hundred coming in since... Let's reach 3,000 total practices by the 1st! Tell a neighboring practice! Tell your school! Tell a hospital! Tell all to get on board and buy candy back!
(and replace it with xylitol products too of course!)

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!!!](#)

A few final flyers that caught our eye! Well done!

DOCTOR SAKURAI PRESENTS
CANDY BUY BACK 2014

SATURDAY, NOVEMBER 8, 2014
9 AM - 2 PM

TRADE IN YOUR
CANDY FOR CASH!
BRING IN YOUR UNOPENED
CANDY AND RECEIVE \$1 PER POUND.

• • • • •

CANDY WILL BE DONATED
TO TROOPS OVERSEAS
THROUGH OPERATION GRATITUDE.

PACIFIC VIEW SMILE CENTER
2811 WILSHIRE BLVD, SUITE 590
SANTA MONICA, CA 90403

FOR MORE INFORMATION: (310)453.3747
WWW.PACIFICVIEWSMILECENTER.COM



JOIN US WEDNESDAY, NOVEMBER 5th • 4-6PM
FOR OUR ANNUAL HALLOWEEN CANDY BUY BACK

Babylon Dental Care of Great South Bay • 785 West Montauk Highway • West Babylon, NY 11704

OPERATION GRATITUDE



BROUGHT TO YOU BY

Cares
BABYLON DENTAL

BDC WILL PAY \$1 PER POUND (up to 5 lbs - participants age 2-16)
FOR YOUR UNOPENED HALLOWEEN CANDY TO SEND TO OUR TROOPS.

LET'S MAKE IT A SWEET HOLIDAY FOR OUR SOLDIERS! 631.983.3697 for details

babylondentalcare.com • facebook.com/babylondentalcare • twitter.com/babylondental • youtube.com/user/BabylonDentalCareG58

As we approach the zero-hour for the buyback, I'd like to extend a huge thank you to all that have helped this year. From our great sponsors to the outpouring of registrations, we're on pace for the best year yet and we couldn't have done it without you!!! Once again, a special thanks goes out to Operation Gratitude. Without their amazing work, the buyback would be vastly different and exponentially less effective.

Now go out and promote like crazy!

Best of luck with your buyback and keep an eye out for a followup in the first week of November!

**Let your dental light shine and thanks again for
this incredible year!**

Dr. Chris Kammer
Lifetime Family Dentistry
8313 Greenway Blvd Ste. 150
Middleton, WI 53562
608-827-6453 (82-SMILE)
Email: hcbb13@gmail.com