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**LAST CHANCES TO
REGISTER!**

The Buyback Approaches... Are You Prepared?!?!

We're now less than two weeks out and it's getting to be crunch time. With that in mind, here are a few brief tips to help
Better Your Buyback

- Over estimate for goody bags and give-aways! More kids will come this year than last year, and even more the year after that! It is better to be over prepared for the throngs of candy donors than to unexpectedly run out of supplies.
- Have your shipping boxes ready and waiting. The candy can be dumped into them right away rather than transferred at a later time. This makes it much easier on you and your staff! And the kids can see how much others have given and how their own donations will be sent. You'll get shock factor, trust me!
- Find a local business to donate boxes to the cause! You can offer to promote THEIR name with your event, and most are eager to help with this cause. Finally, the same-size boxes are MUCH easier to pack up and send.

- Ask local businesses to co-sponsor the event with donation of coupons, samples, etc. Do this as early as possible. Don't wait for them to find you! You have to cold-call or stop in, then follow up once or twice, and finally stop by to pick up the donations. Make sure to mention that you will be promoting them to all of these families and through the media in exchange for their generosity.
- Send a personal letter of appreciation to all your sponsors along with pictures of the event, your business card, and even a great offer for their employees.
- Make sure your patients know what you are doing! From sending out a short letter to your active patient database to letting it all take place in your office while patients are waiting, your patients will appreciate what you are doing and hopefully bring their own children in.
- Cash donations are always welcome! Ask your favorite banks or credit unions to chip in to help defray those expensive shipping costs. You want to be the fun collection center, not the entire factory!
- Find out if major distributors, such as the vendors you buy your dental supplies from, will donate toothbrushes, toothpaste, and dental floss for the soldiers! They will need it after eating all the candy you send. You can be sure that business people will see the value in donating for this terrific, popular cause. Make it a community event!
- At least one office provided a big card for children to sign for the troops. What a great idea this is, and how easy would it be to set up a small table with posterboard and markers? Or find some inexpensive, blank cards that the kids can write their own message in. This creates fun for small children and will win big points with the soldiers. Just think of the servicemen and -women who open a package with a card like this! Make their day brighter and their jobs a little easier with a heartfelt greeting from home. Make color copies if you are sending multiple boxes.
- Ask parents to fill out informational cards while they wait in line to weigh their candy. Then your staff can just take the card, write down the weight of the donation, and keep it for your tracking information. Make sure to get the child's age and name and the parent's phone number and e-mail address. It will give the parents something to do AND free up your staff to have more fun with the kids! Give out something as an incentive, such as the chance to win an iPod or a big gift from your office. Find out if someone can donate a door prize like this!

- Have the children separate the chocolate from the non-chocolate candy after you have weighed them in! Please send in separate cartons, marked "Chocolate" or "Non-Chocolate."

While we mention goody bags above, what might you put in the bags...This year's sponsors have some ideas!
Check them out!

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
the wholesale price of 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

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>



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!

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-----](#)

To get you caught up on numbers, today (10-20-14), we surpassed **2,500** registered practices. That is a staggering number but let's push for 3,000! We're trying to expand our reach every year and can always use for help, from more than just the dental field.

If you have any questions regarding HCBB, please contact my assistant Paul 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



-----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

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-----

---The final pre-buyback newsletter

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

--- More buyback tips

--- More great posters from participating practices!

A few more great poster designs for your
inspiration!

Halloween Candy Buy Back



**BRING YOUR UNOPENED HALLOWEEN CANDY
AND RECEIVE \$1 FOR EVERY POUND*!**



DONATED CANDY WILL SUPPORT OPERATION
GRATITUDE AND BE SENT TO OUR TROOPS OVERSEAS

WIN PRIZES

RAFFLE FOR FITBIT FLEX,
RESTAURANT GIFT CARDS, AND MORE!
TOOTHBRUSHES AND GOODY BAGS
FOR ALL PARTICIPANTS

SATURDAY, NOV. 8, 2014
10AM - 2PM

MCCALL FAMILY DENTISTRY
407 WILLIAMSBURG AVE. GENEVA, IL
630.232.9620

MCCALLFAMILYDENTISTRY.COM | FACEBOOK.COM/MCCALLFAMILYDENTISTRY
ALL CHILDREN WELCOME WITH PARENT OR GUARDIAN
*LIMIT 5 POUNDS

treetop
pediatric dentistry



2ND ANNUAL

Halloween Candy
BUYBACK

**Support the Troops
get Cash for Candy!**

Bring in your unopened candy
and receive \$1 per pound and
a goody bag.

All candy will be donated to our
troops serving overseas through
Operation Gratitude

NOV 4TH-7TH

8 AM-4 PM

\$ 1 per Lb.

2810 Oak Run Pkwy
New Braunfels, TX 78132



For more information, call 830-515-5365
or visit our website at treetopdental.com



HALLOWEEN CANDY BUY BACK

PRESENTED BY



522 E SR32
WESTFIELD, IN 46074
317.867.5511



12525 N MERIDIAN
CARMEL, IN 46032
317.571.9610

Growing Grins
Pediatric Dentistry

526 E SR32
WESTFIELD, IN 46074
317.896.9600

BRING IN A
LETTER TO THE
TROOPS AND
WE'LL BE SURE TO
SEND IT ALONG!

CANDY WILL
BE COLLECTED
NOVEMBER 3RD - 7TH.
RAFFLE WINNERS WILL
BE ANNOUNCED ON
NOVEMBER 7TH.

ALONG WITH

GIRL SCOUT TROOP 951

PLEASE JOIN US IN SUPPORTING OUR SOLDIERS BY DONATING YOUR EXCESS HALLOWEEN CANDY TO TREAT OUR TROOPS! FOR EVERY POUND OF CANDY DONATED, YOU WILL RECEIVE ONE TICKET TO ENTER A RAFFLE FULL OF FUN PRIZES! JUST BRING IN YOUR UNOPENED CANDY TO ANY OF OUR DENTAL OFFICES FROM MONDAY, NOVEMBER 3RD - FRIDAY, NOVEMBER 7TH DURING NORMAL OFFICE HOURS TO ENTER. CANDY COLLECTED WILL THEN BE SENT THROUGH OPERATION GRATITUDE TO US MILITARY TROOPS DEPLOYED OVERSEAS.



QUESTIONS ABOUT THIS EVENT? CONTACT TRACY KUPER AT gstroop951gscil@gmail.com.

TO LEARN MORE ABOUT OPERATION GRATITUDE AND THE HALLOWEEN CANDY BUY BACK PROGRAM, VISIT THEIR WEBSITES OR FIND THEM ON SOCIAL MEDIA.



2014

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