



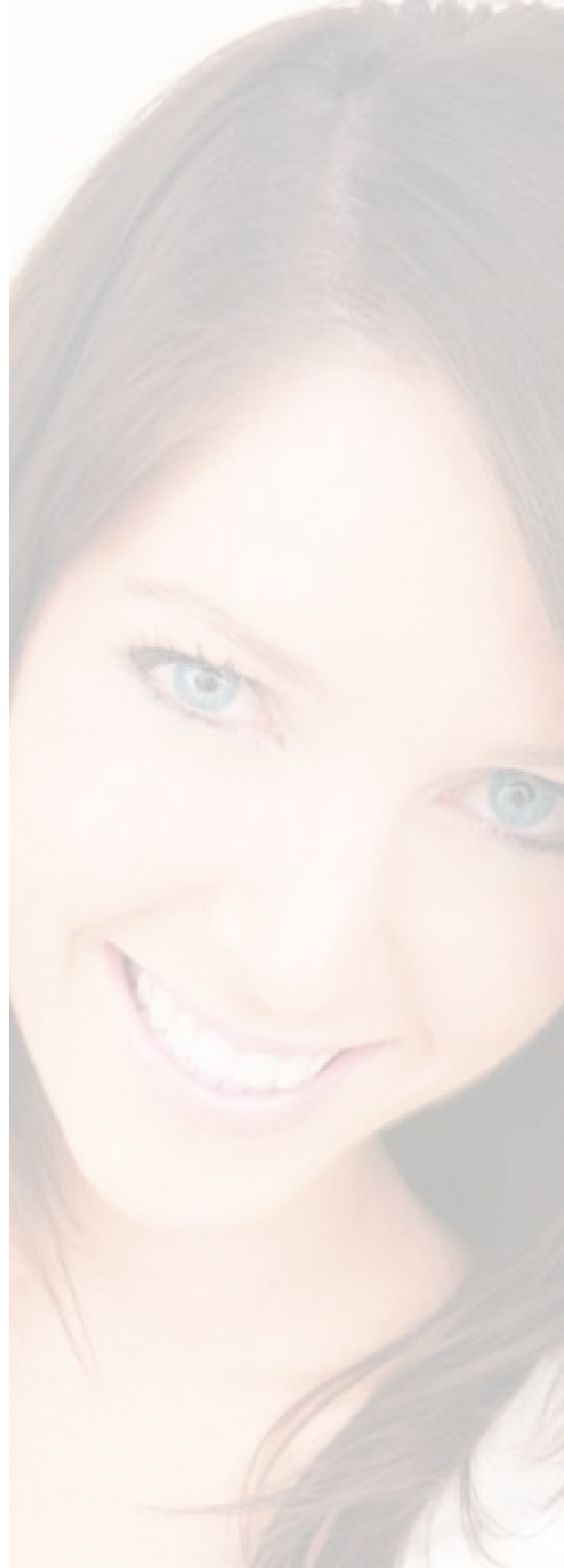
## THE BAROTZ DENTAL DIFFERENCE

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# DENTISTS...

*Which Ones Will Transform Your Smile...  
And Which Are Guaranteed To  
Disappoint You, Leave Your Teeth Looking  
Fake, And Still Cost A Fortune?*

*Twelve Critical  
Characteristics  
You Should  
**Demand**  
From Your Dentist*



*At Barotz Dental, you'll never have to Demand anything- because you can expect unparalleled service.*

1. **Compassion and Sympathy** — Demand that your Dentist be compassionate and empathetic to your needs.

The Barotz Dental Difference:

Expect for the Doctors at Barotz Dental to value the Doctor-Patient relationship in the old-fashion sense: We are committed to providing you with all of the information, options, and guidance you need to make the best decision for you and your health.

2. **A Genuine Concern For You** Demand that your Dentist be concerned for You- and your health.

The Barotz Dental Difference:

Expect the Doctors at Barotz Dental to be concerned about you as a human being, your overall health, and your comprehensive oral health. The health of your teeth, bite, and gums can have a dramatic impact (either positively or negatively) on your overall health as well as your appearance.

3. **Friendly, Courteous Staff** — Demand that your Dentist have friendly, courteous staff that genuinely Care About You...And Show It!!

The Barotz Dental Difference:

Our staff of professionals are just that - Professionals. Each individual is trained to do one thing: Make your Barotz Dental Experience as comfortable and pleasant as possible. At Barotz Dental, you can expect that:

- The staff will know you and call you by name.
- You be greeted personally when you arrive for your appointment.
- You be offered refreshments upon your arrival.
- You will be treated as a guest in our home.



4. **Quick Appointments** — Ever have to wait 6 months for a cleaning and check-up? Demand that your Dentist is able to provide reasonable appointments that fit your schedule...and doesn't make you wait until your teeth fall out.

The Barotz Dental Difference:

Expect that Barotz Dental will offer appointments that work for you!!

- Appointments every day of the work week: Monday - Friday.
- Early morning (8:30am) and late evening (6:00pm) appointments.
- You'll be able to see the Dentist in a timely manner. At Barotz Dental, 30% of first-visit patients can be seen the same day they call, and 70% within 1-2 days.
- No more than a 10 minute wait to get into a treatment area.

5. **Educational Materials** — Demand that your Dentist provide you with detailed educational materials on the area of treatment you may desire or require- before you see the Dentist if that is what you want.

The Barotz Dental Difference:

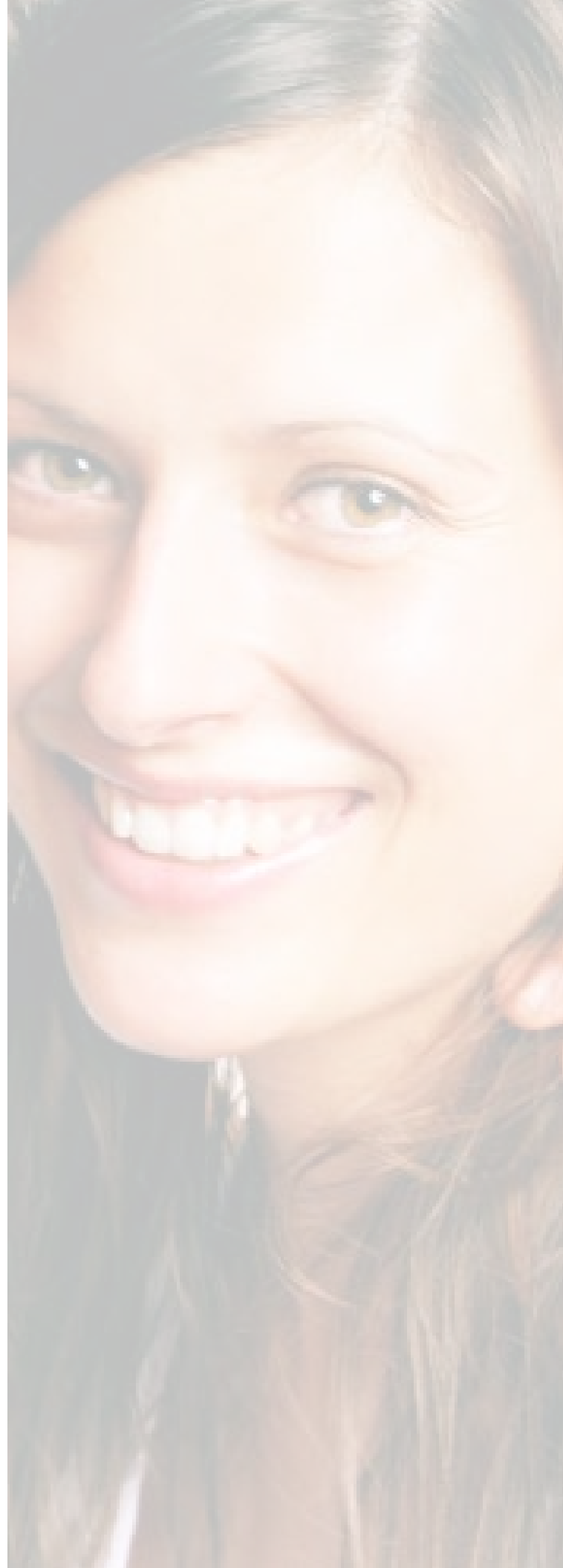
Expect that Barotz Dental will provide you with the educational materials you require to be informed about your possible treatment options:

- Information on Cosmetic Dentistry options.
- Information on Dental Implants.
- Information on Custom Vitapan Dentures.

6. **Nothing To Hide** — Demand that your Dentist prove they have nothing to hide- by providing you with a guided tour of the dental facilities.

The Barotz Dental Difference:

Expect for a concerned professional to give you the "cook's tour" — to guide you through and explain to you the components of the entire facility:



- Where refreshments are kept for your comfort.
- Hi-Tech Digital Panoramic X-ray equipment- what it does, how it works, safety precautions to protect you, and how you will benefit.
- The dental lab room, including where and how we create cosmetic models in our own office.
- Sterilization equipment- our ultimate concern is for your safety.
- Treatment Areas- the equipment in them, how they work, safety precautions to protect you, and how you will benefit.
- The private consultation room where all of your questions can be answered and concerns addressed.

7. Amenities For Your Comfort — Demand that your Dentist make every possible attempt to provide you with unparalleled comfort.

The Barotz Dental Difference:

Expect for Barotz Dental to provide everything you need to feel comfortable and relaxed:

- Refreshments, including a variety of juices, fresh baked Otis Spunkmeyer cookies, soft drinks, Starbucks coffee, tea, and purified spring water.
- Interesting and engaging reading materials in the reception area, including magazines and current newspapers- local and The Wall Street Journal.
- A wardrobe closet to safely store your coat and valuables.
- Pleasant music or recent movies for your entertainment (we have over 200 CDs and over 20 movies from which to choose- and headphones if you desire).
- A warmed neck pillow and massaging lumbar support for you while you are in the treatment area.



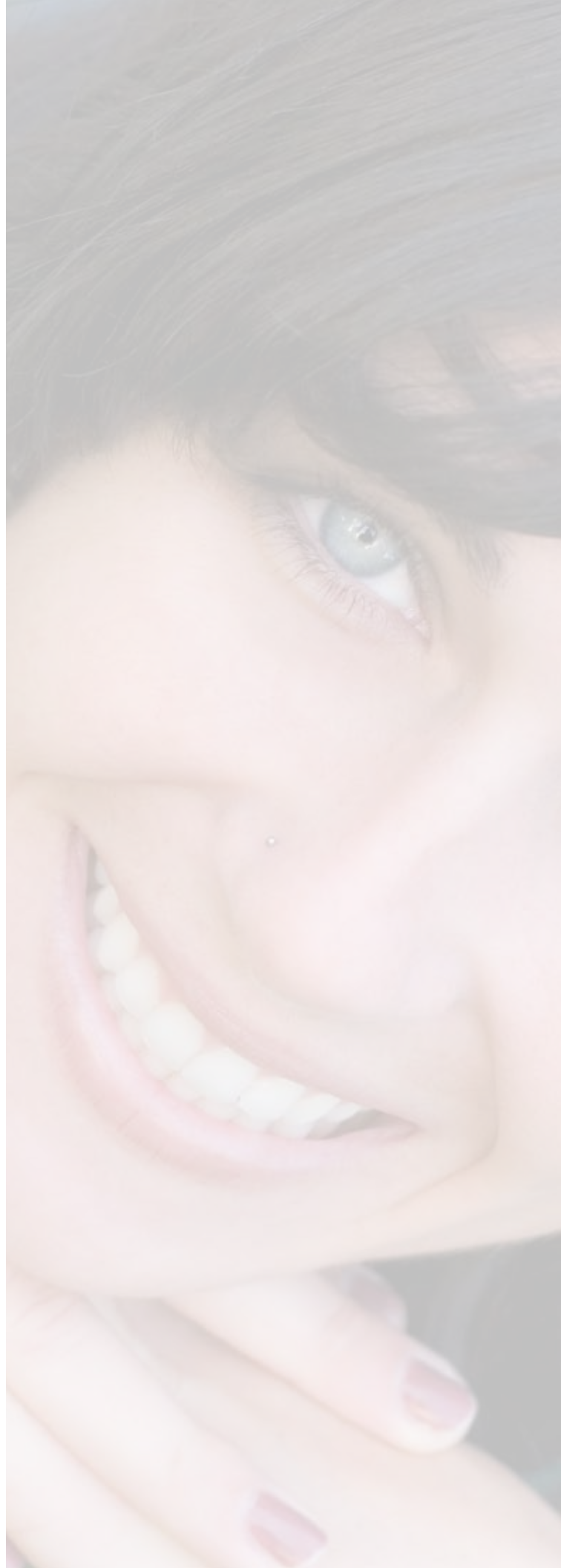
- Safety sunglasses to keep the dental light from glaring in your eyes and to keep your eyes safe during treatment.
- Jaw rests to keep your jaw from getting tired.
- Anxiety reducing techniques to calm you down if you are nervous or anxious about having dental treatment. Nitrous Oxide (laughing gas) and oral medications can also be used to reduce your apprehension.
- Pleasant-tasting lip balm to prevent drying and chapping.
- Paid parking — We will validate your parking at the Adams Mark Hotel parking garage (does not include valet).

8. Free Consultation — Demand that your Dentist provides you with a free consultation to discuss ways to improve the appearance of your smile — without financial risk.

#### The Barotz Dental Difference:

At Barotz Dental, expect for the opportunity to meet and greet the Doctors and the entire Barotz Team who will provide a private, one-on-one consultation to discuss your needs.

- A variety of treatment options will be discussed with you- including treatment procedures, benefits, and costs.
- The process is a cooperative one. It's your smile and your oral health — you and the Barotz Dentists will work together to determine the treatment that will work best for you.
- Digital Imaging equipment (Enhanced Smile Imaging) is utilized so that you can see how various treatment options will enhance your smile before you begin treatment.
- Before and after photos of recent patients are provided to you so you can see The Barotz Dental Difference for yourself.



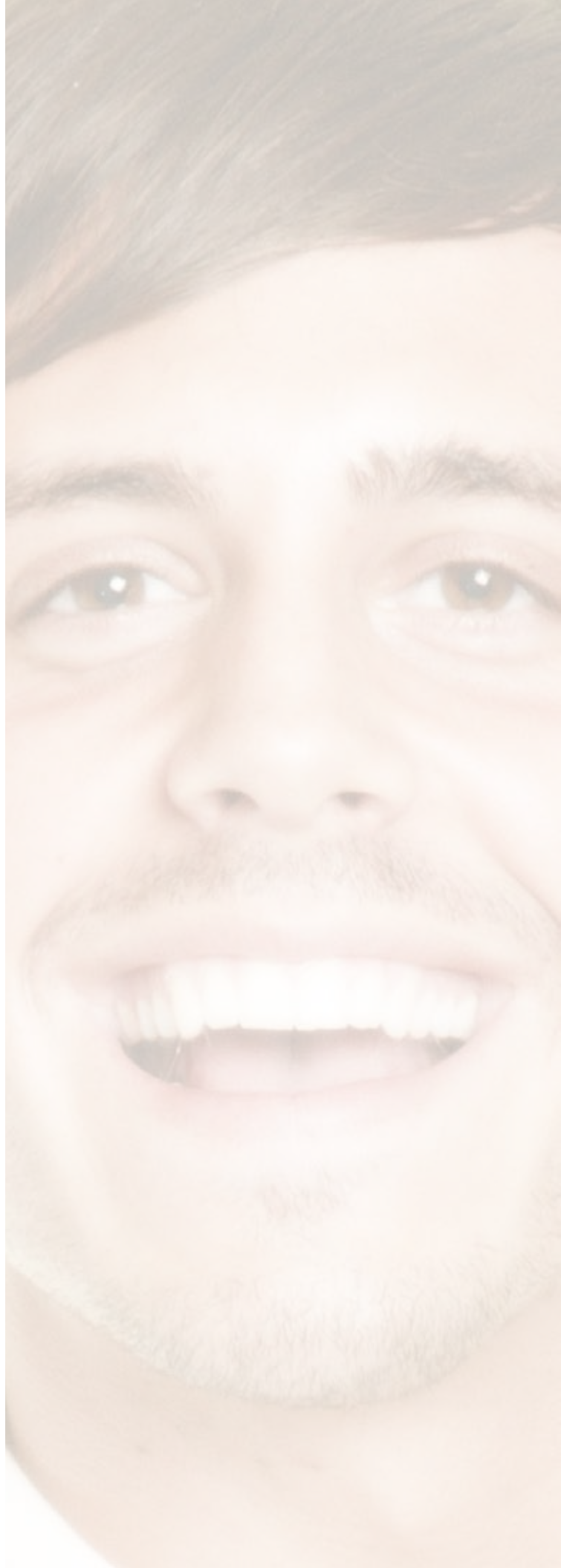
- You will be provided with references and contact information for patients who have had the exact treatment you are considering. Remember: With your permission, you'll be a reference too!!

9. Full Service Dentist — Demand that your Dentist be experienced, qualified, and able to provide you with all the services you'll ever need as an adult.

The Barotz Dental Difference:

Expect the Doctors at Barotz Dental to be skilled professionals who have extensive experience and have practiced excellent dentistry over the last 20 years. Expect the following from the care at Barotz Dental:

- A Comprehensive Exam that screens for health problems including oral cancer, Panoramic X-rays, an evaluation of the periodontia (the gums and supporting bones — this is the #1 reason adults lose their teeth), complete check-up, etc....) an evaluation of your bite, screening for TMJ (jaw problems), and an honest evaluation of your previous dentistry.
- Routine dental treatment and prevention services, including regular check-ups, cleaning, fluoride treatments, simple fillings, tooth extractions, gum treatments, treatments for jaw problems, snoring cessation treatments, etc...
- If your needs include cosmetic dentistry, expect that Barotz Dental will provide all available Dental Cosmetic Makeover services at their facility. This includes tooth whitening (home kits and in-office), bonding, porcelain laminate veneers, crowns, white (tooth-colored) fillings, plastic surgery for the gums, Invisalign ( Clear orthodontics), dental implants (including bone grafts), etc...
- Barotz Dental has the most modern dental equipment available. Expect Intra-Oral Video Imaging (a small camera that lets you see what your dentist sees) and Laser Cavity Detection (a laser device that tests the hardness of your teeth to detect cavities- no more guesswork or subjectivity



as to what is a cavity and what is not. Laser cavity detection is 50 times more sensitive and accurate than manual methods).

**10. Continuing Education And Professional Participation** — Demand that your Dentist remain up-to-date on the latest dental treatments and techniques through continuing education and that they participate in seminars and write articles that provide value to the dental community.

The Barotz Dental Difference:

You can expect that the Doctors at Barotz Dental go above and beyond in both continuing education and professional development.

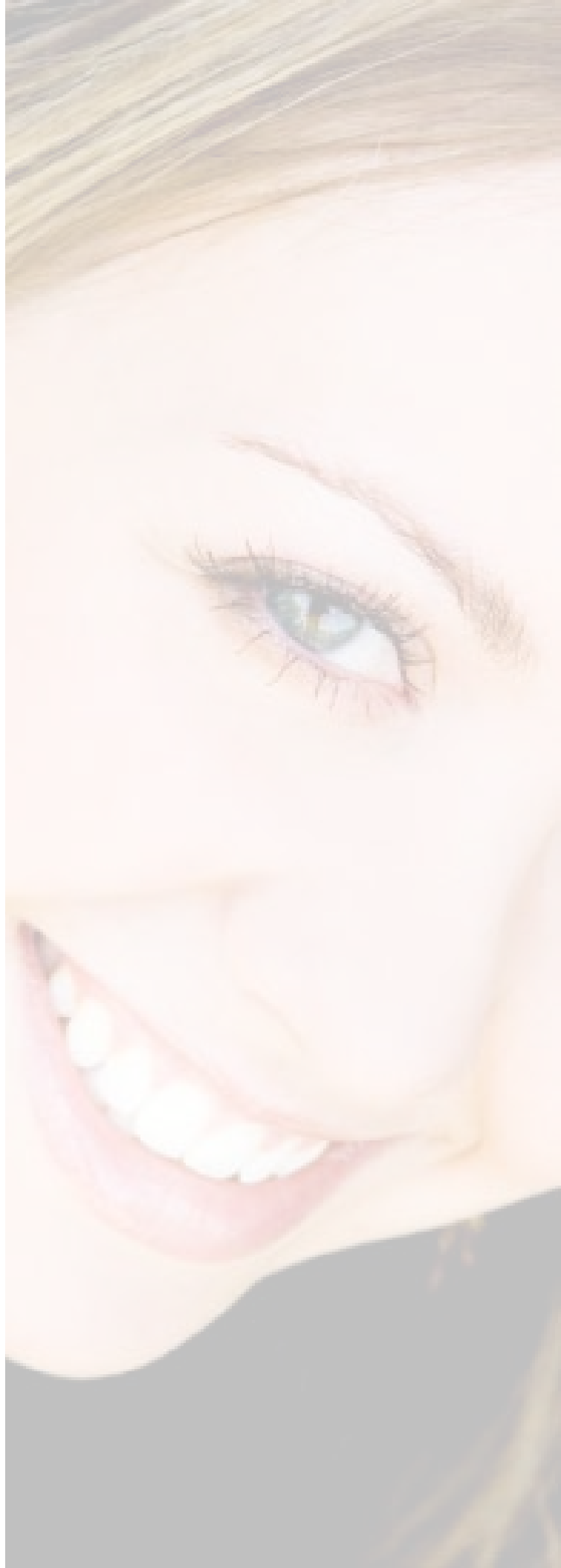
- The doctors at Barotz Dental routinely participate in over 200 hours of continuing education each year — well above and beyond the American Dental Association's 20-hour recommendation for annual continuing education.
- Dr. Barotz is a guest speaker several times per year at professional conferences.
- Dr. Barotz is a published author in several professional journals.

**11. Insurance - Demand that your Dentist Does Not** hold you hostage to the treatment recommendations dictated by insurance companies.

The Barotz Dental Difference:

At Barotz Dental, we feel that insurance companies have no place in determining what type of treatment you deserve to enhance your smile or your health.

- Expect for Barotz Dental to provide you with the Best Solution to meet your needs, regardless of what the insurance companies say.
- Barotz Dental will provide you with the information, directions, and know-how to collect what the insurance companies Owe You as quickly as possible.



12. Follow-Up — Demand that your Dentist provide personalized follow-up care after treatment.

The Barotz Dental Difference:

At Barotz Dental, you can expect for us to feel that we haven't done a good job until you say we have.

- Expect for the home numbers of the Doctors at Barotz Dental to be listed with telephone information services and to be published in the White Pages in your phone book.
- Expect that your treating doctor will personally give you a follow-up call in the evening after treatment to make sure you are comfortable and satisfied with the work you had done.

At Barotz Dental, we enhance the lives of the people we touch by providing the most up-to-date, high quality dental care in a comfortable, personalized manner. A beautiful, healthy smile can make a difference in your confidence and self esteem. We emphasize dentistry in a personalized and comfortable adult setting. We've been a pioneer in the dental field with our artistic cosmetic dentistry. Our name has been synonymous with excellence since 1980.

If you are looking for an office that knows and deals with the special dental needs of an adult...why not call or e-mail us ([barotzdental@barotzdental.com](mailto:barotzdental@barotzdental.com)). We offer complimentary get-acquainted consultations where the doctors can discuss your specific concerns. Barotz Dental is conveniently located at 303 Sixteenth Street Mall at Court Place. Take that important first step towards dental peace of mind or smile beautification. Call us at 303-595-4994 to set up a no charge consultation today.

Get a Fabulous New Smile,  
Not a Big Disappointment

Sincerely,

Dr. Charles Barotz

