



WaterLase Dentist Introductory Press Release

**Teeth Get High-Tech Treatment from Levittown Dentist; WaterLase laser Makes No Shot, No Drill, No Pain Dental Visits Possible at Last**

**Levittown, NY (February 15, 2012)** – Say goodbye to the nerve-racking whir and vibration of the dental drill. Levittown dentists Sam Malkin & Karen Weiss-Camhi have become the latest dental professionals to adopt WaterLase Dentistry from BIOLASE Technology, with the WaterLase iPlus™ laser dental system. The WaterLase laser is a high-tech tool that improves patient comfort, reduces anxiety, and in many cases can mean no shot, no drill and no pain.

“No one likes the drill. People tense up the minute they hear it. WaterLase Dentistry is a major advance, both in terms of patient comfort and clinical results,” Dr. Weiss-Camhi said. “Our goal is always to provide the most comfortable experience and the best dentistry for our patients, and making things easier on the patient is a big bonus.”

Drills, needles and numb lips can prevent people from taking a positive, proactive approach to oral health. WaterLase Dentistry changes the dynamic. Patients experience WaterLase Dentistry as more comfortable, convenient and less invasive. “As a WaterLase Dentist, I feel like I connect better with my patients in a positive, consultative atmosphere, leaving dread and fear in the past,” explains Dr. Malkin.

The WaterLase laser system combines laser energy and a gentle spray of water to gently cut teeth, gums and even bone without heat, vibration or pressure – all of the things that make the drill hurt. The only sound that patients hear is a gentle popping noise, removing much of the anxiety from the experience of being in the dentist’s chair.

The WaterLase system’s laser handpiece never touches the tooth as it removes dental decay, eliminating the grinding and heat associated with the drill, along with the pain triggered by nerves reacting to heat and vibration. The laser also helps preserve teeth by eliminating vibrations that can create microscopic cracks and fissures in the surrounding healthy tooth surface.



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In procedures such as gum surgery, the WaterLase system uses only the energy of the laser to cut and water to cool as the tip gently touches the tissue. In most cases the laser eliminates bleeding.

For most patients, a WaterLase treatment is painless, and no injection of anesthetic is needed. That means there is less chance of walking out of the office with a numb lip. “Not relying on pain killers in turn means we can fix several cavities anywhere in the mouth in a single visit, reducing the number of appointments you need,” explained Dr. <LAST NAME>, so it’s a lot more convenient for patients.”

“Technology is transforming dentistry. Eventually, every dentist will use a laser,” said Dr. <LAST NAME>, “but we are leading the way by offering WaterLase Dentistry to our patients today.”

WaterLase lasers are completely safe and have been approved by the US FDA for preparing cavities for filling, root canals, bone surgery and a variety of other procedures, and are now used by thousands of dental professionals throughout the U.S. A list of dentists who use the system can be found at [www.WaterLase.com](http://www.WaterLase.com).

### **About <PRACTICE NAME>**

<CREATE BRIEF DESCRIPTION OF PRACTICE, INCLUDING TYPES OF PATIENTS, RANGE OF TREATMENTS AVAILABLE, OTHER TECHNOLOGY OR SERVICES OFFERED>



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## **Local dentist fights fear of dental work with lasers.**

<CITY, ST> (DATE) – It’s a truth as old as the human race: we fear the unknown. It’s also one of the main reasons many people are still afraid of going to the dentist. They simply don’t know how comfortable an experience having their teeth fixed can be. Yes, we said comfortable! With Waterlase Dentistry™ <<DENTIST FULL NAME>> in << CITY NAME>> can treat patients in greater comfort than ever. “Most people don’t even know that Waterlase Dentistry exists,” explains <<DOCTOR’S NAME>>, “but at <<DENTAL PRACTICE NAME>> we are always looking for ways to improve the comfort and clinical care of our patients, so we invested in this advanced technology.”

The Waterlase® laser system, from Biolase Technology of Irvine California, is a revolutionary dental tool that uses a patented combination of laser energy and water to perform a variety of dental procedures, in most cases with no shot, no drill and no pain. Cleared by the U.S. FDA for use in many kinds of dental work – from fixing cavities to preparing teeth for crowns, performing root canals, and even putting in implants – the Waterlase® laser is being used by thousands of dentists worldwide.

Studies have shown that Waterlase Dentistry™ can be less traumatic than the drill. The combination of laser and a fine spray of water is precise and gentle, so it preserves healthy tooth or gums around a cavity or diseased gums. “It’s an approach called minimally invasive dentistry.” says Dr. <<DOCTOR’S LAST NAME>>, “The idea is to fix the diseased part of your tooth, gums or bone without damaging adjacent healthy tissue. Waterlase Dentistry gives us a big advantage in providing excellent clinical care with maximum patient comfort.”

For anyone who needs dental work, but may be putting it off because they’re afraid of the discomfort, visiting Dr. <<DOCTOR’S LAST NAME>>’s office at <<DOCTOR’S ADDRESS>> or making an appointment by calling <<DOCTOR’S PHONE NO.>> could mean an end to their fear of dentists. “Like they say, ‘Knowledge is power’, Dr. <<DOCTOR’S LAST NAME>> explains, “and the more people know about Waterlase Dentistry, the easier it is for them to conquer their fears and let us take care of the dental work they need.”

*waterlase*\**dentistry*<sup>™</sup>

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