

FOR IMMEDIATE RELEASE

Pavlo Orthodontics Opens “Green” Office

Newburyport, MA, July 16, 2009—Pavlo Orthodontics, a local leading provider of quality orthodontic care, is proud to announce a move to their new location, 1 Harris Street, which will take the place of their previous location at 1 Merrimac Street. John A. Pavlo, DMD and his team have created beautiful smiles for over 8 years, after taking over for Dr. William Tenenbaum who had practiced in town for over 30 years. Dr. Pavlo’s other practice location in Peabody has been open for almost 10 years.

Pavlo Orthodontics provides local communities with personalized, gentle orthodontic care, creating straight teeth and healthy, beautiful smiles. After outgrowing his previous location, Dr. Pavlo’s team broke ground early this spring and began researching the most efficient technologies for use in his new office space. With a focus on being “green”, Dr. Pavlo chose recycled materials, purchased energy efficient lighting, toilets and hand dryers in hopes of educating his younger patients on the importance of saving the environment when they visit the new office.

When patients arrive for their next appointment, they will notice the following changes:

- **Paperless Office:** Pavlo Orthodontics is essentially paperless. They will be using customized and integrated Mac-based orthodontic software systems that allow minimal use of paper with maximum efficiency. Pavlo’s team continues to look for ways to eliminate paper in the office thereby lessening stress on the environment. Any paper that is used is shredded and recycled.

- **Digital Photographs, Digital Diagnostic Models and Radiographs (X-Rays):** Dr. Pavlo and his team are using the latest technology in digital radiographic equipment to substantially reduce patient exposure and to eliminate the waste and health hazard of film processing. Digital technology enables the storage of all patient records on the network and facilitates interoffice access with the Peabody location as well as contact with dental colleagues via email.

- **Recycled Materials:** Dr. Pavlo has incorporated natural and recycled materials into every aspect of the new office design. Where appropriate, the flooring, carpeting, cabinets and chairs are made from natural or recycled sources. Recycled paper is used whenever possible.

- **High Efficiency Dual-Flush Toilets:** Water saving dual flush technology toilets in the restrooms save approximately 2,500 gallons of water each year. A button for light waste will produce a 1.0-gallon flush, and a button for solid waste will produce 1.4-gallon flush. Automatic sensor faucets are used throughout the office to help conserve water as well.

- **Brick:** The existing brick of this 50 plus year old building was sandblasted and repointed to maintain the “Newburyport” feel and use existing materials to further preserve the environment. Other exciting changes to see are flat screen monitors, a coffee cafe bar, an arcade area, a homework area and available Wi-fi for patients and their parents. “We tried to use materials that we considered to be ‘green’, which we all know is very important for our children’s future,” stated Dr. Pavlo. “It is with great pride that we can finally say: our doors are finally open at our new One Harris Street location.”

Pavlo Orthodontics Mission Statement

Our team’s passion is creating straight teeth and healthy, beautiful smiles. We are dedicated to an outstanding orthodontic experience for you, our Orthodontic Family, and will meet and exceed all of your expectations in a friendly, comfortable, compassionate and energetic environment. We are committed to exceptional treatment results and total patient satisfaction through the latest technology, continuing education and providing service second to none. “We change your smile... You change the world!” www.pavlobraces.com

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Media Contact:

Wendy Hamel

Practice Representative

978-239-9715

wendyhamel@verizon.net