



## iPad Accessories Are Hot Gifts

\* One of the most stylish accessories for an iPad 2 makes it look like a book. This cover is handmade from sailcloth and linen using traditional bookbinding methods. It has a contrasting spine and will make people think you are reading a classic instead of playing "Angry Birds." It's \$80 at [jcrew.com](http://jcrew.com).

\* Stickers. To personalize an iPad, you can get two iPad-sized stickers for \$25, with family photos at [ericcondren.com](http://ericcondren.com).

\* Apps. For outdoor grillers, the \$99 iGrill thermometer and its free app will tell you, on your iPad, when food is cooked. Available to [igrillinc.com](http://igrillinc.com).

\* Stands. A \$25 handmade cherry hardwood iPad stand is sold at [Etsy.com](http://Etsy.com).

\* Speakers. The \$129 iDesign Power Speaker Stereo for iPad lets you blast your own music through the speakers or stream tunes online.

October is Breast Cancer Awareness Month and toward that end, we are donating \$100 from each whitening procedure we perform in September and October to the National Breast Cancer Foundation in your name.

## Straight Front Teeth and a Wonderful Smile In as Little as 6 Weeks

The **Inman Aligner** is a custom Orthodontic appliance that utilizes modern materials to generate comfortable, continuous orthodontic force – ideal for correcting mild to moderate crowding of the front teeth by gently guiding them into alignment. In six to sixteen weeks, the Inman Aligner can give you the straight, winning smile you deserve – without

surgery, without spending an arm and a leg, and without braces or Invisalign.

The **Inman Aligner** is fast, affordable, and aesthetically preferable because it can be removed for brief periods (as easily as a retainer) . . . and most can wear it comfortably, all day long, without any speech interference.

Straight front teeth means no nooks and crannies around overlapped teeth for

bacteria – containing plaque and tartar to accumulate. This unhealthy build-up leads to gum disease, gum recession and bone loss, as well as other diseases of the body (see Laser Article).

The **Inman Aligner** is a simple affordable, dramatically effective way to straighten your front teeth and give you the smile you've always wanted – in a fraction of the time required for previous options, and at a fraction of the cost.

## Upgrading 911 Systems for the Digital Age

Changing 911 systems to accept digital communications is a huge task. Darrin J. Reilly, now CEO of Cassidian Communications, should know. He spent the last 17 years at Motorola getting emergency responders and investigators wired for new emergency communications systems.

Right now, the only way to reach 911 in almost all areas is by telephone. Los Angeles and Houston are the first to use Cassidian's text

and data 911 systems. In those cities, if a cellphone user is in trouble or captured by a criminal and can't talk on the phone, he can send a text message to 911.

Emergency texting may be available in 2012 to people in many parts of the United States. In time, emergency texting will be available almost everywhere in the country.

But that's not all. Sometime after 2012, the ability to send photos and videos

to 911 operators will become a reality as well. Cassidian software call-taker screens display text and video alongside callers' numbers and location. Investigators will also get this data.

In the future, 911 networks could have access to building floor plans, information about hazardous materials on site, and even live security video.



# Stores Move to QR Codes, But People Don't Know Why, or What They Are Used For

Those square, futuristic-looking matrixes are popping up everywhere. They look like abstract art, but they have a much more serious role to play.

You may also see them in newspaper and magazine ads, on product displays, price tags and For Sale signs in front of homes.

They are quick response codes, QRs for short. They can be scanned with your smartphone or tablet computer for



information about nearly anything.

For example, scan a QR on your plane ticket, and you'll find out if the plane is on time. Scan one on a business card and import someone's contact information automatically. Scan a head of lettuce to find out where it's grown or an item on a restaurant menu to get the recipe.

The QRs are one of the new tools retailers and companies are using to connect customers. The industry's leading code maker says they are now making 2 million a month, which is about double their production last year.

Advertisers love them because they're cheap, easy to deploy and can be placed anywhere

from a print ad to a price tag or a billboard.

At Home Depot, customers get immediate access to videos telling them how to use the product they are purchasing. Theme parks like one in Dayton, OH are using them to create scavenger hunts for patrons and direct marketers can use them to provide videos, automatically schedule appointments and more.

According to USA Today, by the end of 2012, half of all Americans will own a

smartphone. But a study by Forrester Research shows that, right now, only 5 percent of all smartphone users have ever scanned a QR.

You can even create your own QR on the Web. Search for 'create QR' using any browser.



## Why the Laser Is Now Being Used

We are committed to providing a superior level of dental care to you. This commitment requires staying current on all the latest science, research, and technology available to provide the highest level of care possible.

We now know that approximately 80% of

adults are affected with gum disease (AKA: periodontal disease). It is a growing epidemic in our society, and it is, also, affecting our youth. Periodontal Disease is a bacterial infection in the pockets and gum tissues around teeth. The bacteria in your mouth is responsible for perio disease.

Periodontal Disease is associated with the following diseases: Heart Disease, Diabetes, Pulmonary Disease, Low Birth Weight and prematurely delivered babies, Osteoporosis, Alzheimer's, Pancreatic Cancer, Obesity and Still-birth, and Hypertension.

Diode Lasers are now being used safely and

comfortably to decontaminate the gum tissue and pockets around the teeth. The laser emits concentrated light energy, which vaporizes unhealthy bacteria. This procedure is called Laser Bacterial Reduction (LBR).

# New 9/11 Memorial to Open on September 11, 2011

Ten years after the terrorist attacks, the names of all the September 11 victims will be read for the first time during a ceremony in New York City.

Besides the names of those killed at the World Trade Center on September 11, 2001, relatives will read the names of those lost in terrorist plane crashes at the Pentagon in Washington, DC, and in Shanksville, Pennsylvania. And they will read the names of the victims of the 1993 Trade Center bombing.

In all, 2,983 names will be read. In addition, the names will be inscribed



in bronze on the memorial plaza.

President Barack Obama will attend the ceremony marking the opening of the national memorial to relatives of the victims on September 11, and to the public the next day.

The ceremony will pause six times, each representing when a twin tower was struck and fell, the attack on the Pentagon and the Flight 93 crash in Shanksville. The first moment of silence will be at 8.46 a.m. eastern time.

A "Tribute in Light" commemoration will take place at sundown, with two bolts of light shooting up into the sky symbolizing the towers.

The names of all victims of terrorist attacks are inscribed on bronze panels lining the two pools. Waterfalls cascade down all four sides of each pool, creating a



special place for remembrance and reflection. The surrounding plaza will be filled with oak trees and a gallery pear known as the "Tree of Life," which was nursed back to health after surviving the 9/11 attacks.

The entrance to the 9/11 Memorial Museum, a large pavilion with a glass atrium, houses two enormous tridents within its glass atrium. The tridents are artifacts from the steel facade of the original WTC, also known as the North Tower. Although the pavilion will be inaccessible to 9/11 Memorial visitors, the majestic tridents will be visible from the plaza.

## If You Think Your Smile Is Beyond Repair, Think Again!

Are you fed up with trying to hide your teeth when you talk or smile?

Do you find yourself gazing enviously at "those men" or "those women" with perfect teeth?

Are you worried that even if a dentist could help you, it would be too expensive?

Good news! At La Jolla Dental Care, we've helped moderately to severely smile-challenged people just like you every day for more than 30 years. So believe me when I say there's nothing we HAVEN'T seen in this office and almost NOTHING we can't handle!

After all, smile restoration is our specialty and making it as painless as possible is all part of the package.

### How Do You Know If Corrective

### Cosmetic Dentistry Is Right For You?

Well, only you can say for certain but in my experience you will benefit the most if you:

- 1) Are unhappy with the color of your teeth
- 2) Want to **recapture your youthful appearance**
- 3) Are unhappy with earlier attempts to fix your teeth
- 4) Have **chronic bad breath**
- 5) Feel you are (as several patients have put it) a Dental Disaster with no place to turn
- 6) Have worn, chipped or uneven teeth that seem to be getting shorter
- 7) Have **suffered** a motor vehicle or sports **accident** such as a baseball,

or any other sport and want to regain function and appearance



**Dr. Briscoe**

If one or more of these descriptions sounds like you, please **call for your FREE Consultation now.**

It won't cost you a dime and you'll learn everything you need to know to reclaim your health and your good looks with the miracle of cosmetic dentistry.

To learn how you can get the teeth you want and deserve, **call 858-454-3221 today.**



### On The Personal Side....

August was a busy month, getting Matthew ready to go off to college (CU Boulder), and making sure he got together with all of his high school friends one last time. With eight fully-packed bags, Nancy and Matt flew to Denver on the 15<sup>th</sup> so he could move into his dorm room the next morning. Orientation was two full days for students and for parents – separate sessions. By Thursday, when Charlie arrived, the dorm room was pretty well set up. Matt is in a brand new dorm, i.e. new building, new furniture, new mattress and even air conditioning! We bought him a bike and a printer, explored more of the area together, and then left him (all smiles) to become a college student!

After a couple weeks of classes, he seems to be settling in. As for Nancy and Charlie, we are trying to adjust to being “empty-nesters”.

### Become Our Winner

We still have a few weeks left **on our referral contest – September 30<sup>th</sup> deadline!**

**WIN one of the 3 exciting prizes!**

1. Hotel Del overnight Get-Away for Two – plus Spa Treatments and dinner!
2. 13-inch Apple Mac Book Air – the thinnest laptop available!
3. 42-Inch Sony Bravia HDTV and Blue Ray Disc Player!

Refer someone to our office who becomes a patient, and you are entered. **You can't win, if you don't enter, and we want you to be Become Our Winner**