



ALTIMA PORT HOPE DENTAL CENTRE OFFERS SMILE MAKEOVER!

Win a smile makeover prize package valued up to \$8,300: enter by September 30, 2009

August 1, 2009 (Port Hope, ON) – Altima Port Hope Dental Centre is offering local residents the chance to win a smile makeover prize package, a value of up to \$8,300. This package includes cosmetic dental services such as teeth whitening, veneers and crowns. Considering most people say the first thing they notice about someone is their smile, it's a prize package that could dramatically improve the lucky winner's appearance and confidence.

One winner will be chosen out of all entries received at the Altima Port Hope 19 Queen St. location. Entrants must write a short 100 word paragraph explaining why they want a smile makeover, and attach a recent photo. The clinical team will choose the best candidate for the smile makeover based on the essays, photos, and ability of the winner to undergo cosmetic dental treatment within the required time period.

In addition, the winner will receive other makeover services from participating sponsors to complete the prize package. These include: hair, makeup, facial, manicure and pedicure by Cheryl's Hairstyling and Esthetics (value of \$200); outfit from G. Facey Clothing (value of \$300); shoes from Gould's Footwear (value of \$100); and professional photos by April Day Photography (value of \$200). Geradent Dental Lab will provide lab services for the dental centre. Two runners-up will also be selected to receive complimentary teeth whitening (value of \$250 each).

Smile Facts

Phyllis Diller once said "A smile is a curve that sets everything straight". It's easy to underestimate the dramatic difference that straight, white, even teeth can make to one's appearance and the impression they make upon others. Studies show that **96% of adults believe an attractive smile makes a person more appealing** to members of the opposite sex, **and 74% of adults feel an unattractive smile can hurt a person's chances for career success** (AACD, 2008). Attractive smiles can make one look and feel younger, healthier, impress interviewers and improve confidence and social skills.

Enter to win a smile makeover by visiting Altima Port Hope Dental Centre at 19 Queen St., or call 905.885.5314.

Love your smile!®

**About Altima Dental:**

Altima Dental is the largest dental network of its kind in Canada. They operate 22 dental centres in convenient locations across Ontario, and 5 in Alberta under the name BrightSmile Dental Centres. The Altima network services more than 200,000 patients yearly. 2009 marks Altima Dental's 16th year Anniversary.

General and cosmetic dentistry are offered at all Altima dental centres. Many centres also offer specialty services, such as orthodontics, Invisalign, sedation dentistry and oral surgery. Altima offers 0% financing, convenient locations and extended hours. The dedicated professionals at Altima Dental combine technological prowess and aesthetic ability to enhance and beautify your smile. Continuing education is an on-going priority for the dental team, to ensure optimal treatment options for their patients. For more information and a list of locations, visit www.altima.ca.

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