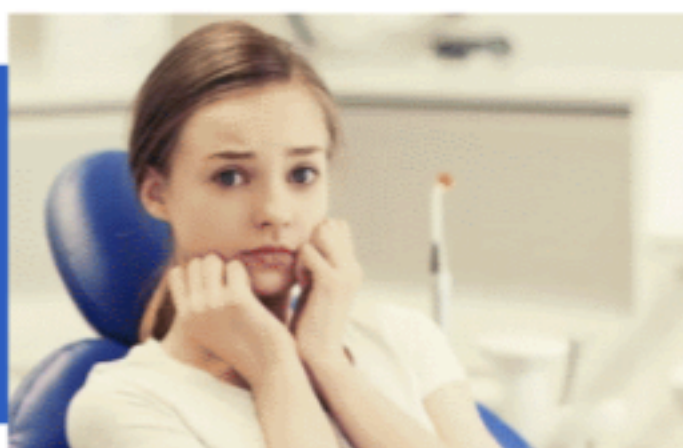


DENTAL ANXIETY



THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION REPORTS THAT ALMOST 75% OF AMERICANS FEEL OR HAVE FELT DENTAL ANXIETY TO SOME EXTENT. AT LEAST 5% OF PEOPLE REPORT THEIR ANXIETY AS BEING SO SERIOUS THAT THEY CONSIDER IT TO BE PHOBIA. THROUGHOUT TIME IT HAS BECOME A COLLECTIVE IDEA THAT VISITING THE DENTIST IS A STRESSFUL EXPERIENCE. THIS HAS BEEN INGRAINED IN A LARGE MAJORITY OF SOCIETY'S IDEALS, BUT THE DENTIST DOES NOT NEED TO BE A TRAUMATIC STRESSFUL EXPERIENCE. BELOW ARE SOME TIPS TO DEAL WITH DENTAL ANXIETY.

SIGNS YOU ARE EXPERIENCING DENTAL ANXIETY



- NAUSEA PRIOR TO APPOINTMENT
- FEELINGS OF STRESS AND ANXIETY
- LOW BLOOD PRESSURE
- EXCESSIVE SWEATING
- PANICKED FEELINGS
- INCREASED HEARTBEAT

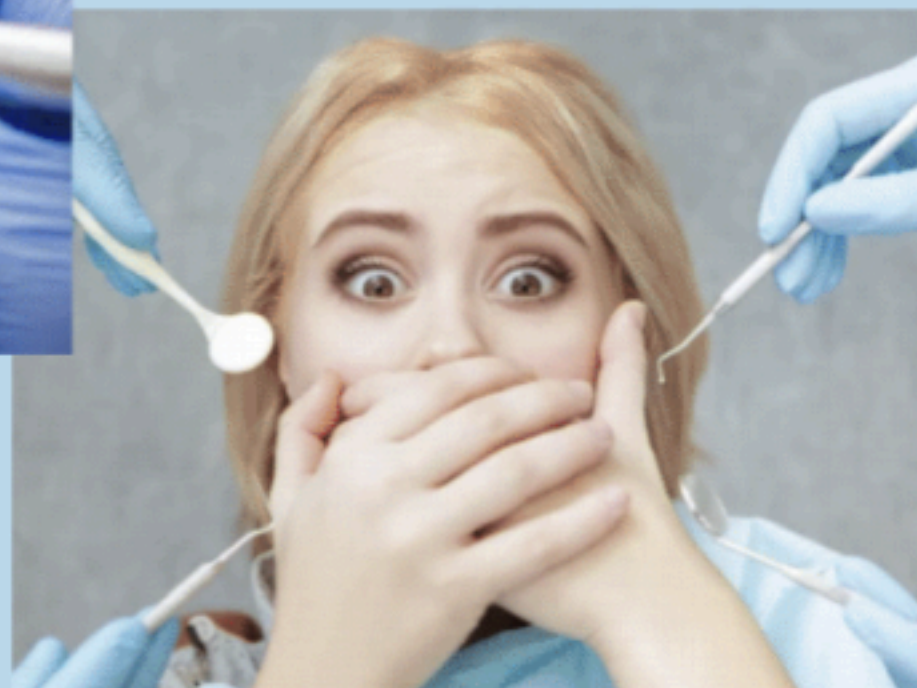


IN ORDER TO DEAL WITH DENTAL ANXIETY PATIENTS NEED TO IDENTIFY EXACTLY WHAT IS CAUSING THE STRESS. REMEMBER THAT 3 IN 4 DENTAL PATIENTS DEAL WITH THE SAME FEELINGS AS YOU, SO YOUR FEELINGS ARE NOT ALONE. IF YOU COMMUNICATE YOUR FEELINGS WITH YOUR DENTIST THEY HAVE MANY WAYS TO HELP MAKE YOUR EXPERIENCE MORE COMFORTABLE FROM THEIR END.

TIPS FOR COPING WITH DENTAL ANXIETY



- COMMUNICATE WITH YOUR DENTIST
- DISTRACT YOURSELF
- BRING A FRIEND WITH YOU
- VISUALIZE OTHER THINGS
- ASK YOUR DENTIST ABOUT SEDATION



DENTAL REVENUE
The *Next* Level of Web Marketing.