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pain or discomfort. With Deep Bleaching we will find the strength of the treatment that fits you best. We will take into consideration any sensitivity caused by the whitening gel and make sure the strength of the bleach won't harm or be painful to you.

Your beautiful whitened teeth can last a life time with minimal at home maintenance with Deep Bleaching. With periodic touch-ups it is entirely permanent! It is a dramatic treatment;

however, the whiteness of your teeth will not look "too white" or artificial. Because the teeth that we will be bleaching are natural teeth, it is not possible for those teeth to look unnaturally white.

Give us a call today so we can schedule your first step towards the perfect, beautifully white smile that you have always wanted! And don't forget to bring your coupon for \$100 off the total cost of the Deep Bleaching treatment!

Want to Relax at the Dentist?

Did you know that nearly 30% of Americans are afraid of the dentist? Did you also know that going to the dentist can actually be a great experience, even when it involves necessary treatment? People avoid dentists and dental care at all costs, even if they are in pain, and we here at Steven R Johnson, DDS & Associates want to change that. We want to offer you the most comfortable, safe, and effective treatment for those precious pearly whites!

I am sure by this point all you want to know is how?! It's called Oral Sedation, or Relaxation, Dentistry. After effortlessly swallowing a small pill, it allows a fearful, anxious patient to simply lie back and relax while we do all the work!

Sedation Dentistry allows doctors to give patients more treatment in a shorter amount of time and can help turn multiple visits into one sitting. During the time of the conscious sedation, the patient is still responsive to questions asked by the doctor or assistants and is still capable of being verbal about any concerns he/she might have. The sedatives are administered orally and are completely safe and pain-free!

For more questions on Sedation Dentistry, please visit www.SedationCare.com or call (703)256-5870 to speak to someone on our fabulous crew about the wonderful world of Relaxation Dentistry!

The Perfect Smile

Do you want the whitest, brightest smile possible?

**\$100 Off
Deep Bleaching**

Nothing makes you look fantastic like a white smile, and nothing whitens teeth like Deep Bleaching!

This offer ends November 30, 2008
Good for the whole family!

Time to Share Some Treats

Well we have entered month two in our recipe contest! We did not receive many recipes this past month but thank you to those that submitted their favorites! Please continue to send in your recipes so that you can be declared our next Recipe of the Month Winner!

This month's winner is one of our own staff, Penny Johnson. Dr. Johnson just couldn't resist the taste of her scrumptious recipe! As his personal chef, Penny cooked up a storm with all of the recipes that were submitted and without knowing it was his wife's, Dr. Johnson chose the splendid taste of the Peanut Blossoms. These cookies are among the best in Penny's recipe repertoire and Dr. Johnson just couldn't help but declare her the winner! These Peanut Blossom's are quick, easy, and wonderful and I hope all of you will try them!

Here is the October recipe:

Peanut Blossoms

1 ¼ cup flour
1 tsp. baking soda
½ tsp. salt
½ cup shortening
½ cup peanut butter
½ cup white sugar
½ cup brown sugar
1 egg
1 tsp. vanilla extract
3 dozen Hersey Kisses

Sift the flour, baking soda, and salt into a bowl. Cream the shortening, peanut butter, white and brown sugar in a separate bowl. Mix the two together. Add the egg and the vanilla. Mix well.

Roll dough into small balls. Roll balls in a bowl of white sugar. Place on ungreased cookie sheet.

Bake at 375° for about 10 minutes. Remove from oven. Place a Hersey Kiss in the center of each cookie while still hot from the oven. Let cool and serve. Makes 3 dozen cookies.

Our October Recipe of the Month winner is: Penny Johnson
Congratulations Penny!

Dr. Johnson has GREATLY enjoyed taste testing everyone's recipes, but he needs more to try. You can submit as many recipes as you like; the more we get, the happier Dr. Johnson stays! Just bring them to the office at your next visit, or email them to gina.johnsonassociates@gmail.com with the subject of "recipe." We are going to choose a winner on the 20th of every month and the winning recipe will be displayed in the next month's newsletter. So make sure to get us your recipe before then!

“You didn’t FAIL... the DIET FAILED You!”

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muscle.

When the dieter gains back the weight she “lost”... her fat to muscle ratio is worse than before starting the diet!

Dieting shuts down the metabolism to a “snail’s pace.” Typically, a dieter has gone on a “quick fix” diet because his or her metabolism isn’t doing the job anymore... its “NON-RESPONSIVE.”

If this is you, it means that your METABOLISM isn’t burning up all the calories you’re consuming.

The next time you’re tempted to yield to another “quick fix” diet... you’ll be armed with the TRUTH!

“Q & A with Dr. Cliff Sheats”

Q. How much Vitamin E should I take in ratio to the amount of Omega 3 Fish Oil per day?

A. Science is suggesting that a person taking Fish Oil supplements should be taking approximately 100 IU’s of Vitamin E for every 1000 mg of Fish Oil. This is to protect against oxidation issues.

Q. Is there a specific supplement that has shown to help with asthma?

A. There has been excellent research done with Omega 3 Fish Oil and asthma. Asthma is an

inflammatory problem. Omega 3 Fatty Acids have proven to reduce inflammation at the cellular level. This in turn produces an overall systemic lowering of inflammation throughout the body.

Q. What do you think of the popularity of Soy protein in snack bars?

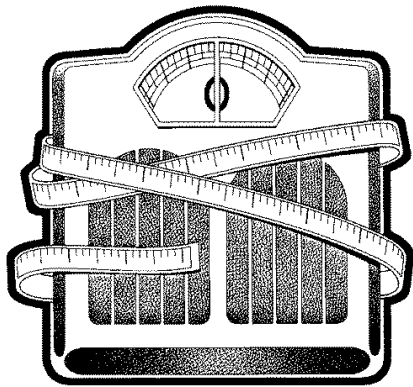
A. It’s unfortunate that slick marketing has caused confusion for consumers in the snack bar arena.

When we eat protein, our body breaks it down into amino acids that are “building blocks.” In turn, our body then goes to work making its own protein from these “construction materials.” While Soy protein is categorized as a complete protein..... it actually has

the lowest P.E.R. (protein efficiency ratio) of all complete proteins. The P.E.R. of Soy being so low actually places it into the status of a low quality protein.

You wouldn’t build your house with cheaper, low quality construction materials would you? Don’t build your body with a low quality protein. So, next time you see an energy bar touting the great number of grams of Soy protein... don’t be impressed.

*Dr. Cliff Sheats is a National Best Selling Author, Board Certified Clinical Nutritionist with a Ph.D. in Health Sciences. For more information go to www.VeryBestYears.com and start **TURNING BACK Your Biological Age 15 Years!***



“Courage is what it takes to stand up and speak;
courage is also what it takes to sit down and listen.”

- Winston Churchill

“5 MORE Tips to Writing a Killer College Admission Essay”

By Ron Caruthers

In last month’s issue, I discussed 4 specific things to do to get started on your college admissions essay. Now, let’s discuss a few more tips to keep you on track.

Do not copy an essay.

I know, this should be obvious because cheating is wrong and all that, but there is a much more practical reason not to do it: If you’ve seen it, so have the admissions officers—probably dozens of times. And no school will admit a known plagiarist, so it’s not going to do you any good anyway.

Do not exceed the word limit (typically 200-500 words).

Most schools put a word limit on essays. Stay as close to it as you can. Going a little over or a little under is OK, but don’t go too much beyond that. You may feel that writing a super-long essay shows your commitment and dedication to the school, but to the admissions officer that has to read *hundreds* of these a day, it’s just annoying and it’s not going to win you any points. And, it may even cost you points because you didn’t follow the directions.

Prove what you say and be specific when you say it.

Most essays are weak, wimpy and vague. Be sure to include all the relevant details that will help paint a complete picture, like a journalist writing an article. For example, don’t just say you did well in the national competition; say what number you placed out of how many other competitors, as well as how long you prepared and anything else that would help make that statement live in your reader’s mind.

Avoid overused essay topics

There are a handful of topics that admissions

officers see over and over again, so do your best to avoid them. Examples include:

- **International issues-** “*The situation in the Middle East must be solved!*”
- **Travel-** “*My trip to the Incan ruins taught me that deep inside we’re all the same.*”
- **Volunteer Work-** “*I just love to volunteer for the homeless. I, like, totally understand Mother Theresa when I work at the soup kitchen.*”
- **Sports-** “*Football taught me what was really important. A winner never quits and a quitter never wins.*”

It’s not that you have to completely avoid these topics if that’s what you’re really passionate about. It’s just that so many people use them that you start at a disadvantage unless you have a really unique take on the subject.

Read your essay out loud before you send it in.

I know it may sound crazy, but you will hear stuff that you don’t see when you are reading it to yourself. Also, any place where you stumble or trip over the words should be smoothed out so your essay flows without any distractions.

This list isn’t complete by any means, but hopefully, it will get you started and give you a leg up on everyone else while making the process fairly painless. And remember, effective communication is a skill that you’ll use for the rest of your life, so these tips should help you for years to come.

Ron Caruthers is the nation’s leading expert on all things related to college and careers.

Download tons of free information exclusively for SmartLife readers from his website www.CollegePlanningInc.com/SmartLife

“In the truest sense, freedom cannot be bestowed;
it must be achieved.”

-- Franklin D. Roosevelt



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"No, I don't want to know what my approval rating is."

"Batter Up"

by Florence Markoff

For more than a hundred years Americans have had a love affair with baseball – and their passion has influenced our everyday language like no other sport.

We like people "right off the bat," particularly if they "have a lot on the ball" and never "throw us a curve."

And we all hope the fellow who was "born with two strikes against him" will get a second chance to "hit a home run" in "a whole new ballgame."

If you're a baseball "fan," you started out as a "fanatic."

The term "fan" appeared in the early 1900s when the owner of the St. Louis Browns described a friend as the greatest baseball fanatic he had ever known. Sports writers picked up the word and began to call baseball enthusiasts fanatics. Headline writers clipped the word and "fan" has been with us ever since.

If you're a fan you probably enjoy watching any pitcher who throws a great "screwball." The word was coined in 1923, when N.Y. Giants pitcher Carl Hubbell came up with a pitch that wobbled crazily as it approached the plate.

Fans called the pitch a screwball and today we use the word for anything or anyone whose behavior is strange and unpredictable.

Fans also enjoy double headers, an expression that comes from railroading where a double header is a train with two engines.

Then there's the seventh inning stretch, an expression that became part of the language during the 1910 season.

Then-President William Howard Taft, who tipped the scales at a robust 332 pounds, was attending a game in Pittsburgh.

Because of his weight he found it difficult to sit for any length of time so, in the middle of the seventh inning he stood to stretch.

The crowd saw him stand and thought he was leaving. To give him the proper respect, the crowd stood as well.

The President, unaware of the crowd standing, sat down again. The crowd followed and the seventh inning stretch was born.

Word lover, writer and radio personality Florence Markoff lives in Providence, RI

There's a
Word
for it.

"Back to School Means Backpack Safety"

Help protect kids from stress and strain, experts say

Backpacks help kids carry schoolbooks and supplies, but they can also be harmful when overloaded and/or improperly fitted, warns the American Physical Therapy Association.

"Wearing backpacks improperly or ones that are too heavy put children at increased risk for musculoskeletal injuries," Mary Ann Wilmarth, assistant dean and director of the transitional doctors of physical therapy degree at Northeastern University in Boston, said in a prepared statement. She's conducted a number of studies on school backpacks.

Posture problems

Injuries occur when children use faulty postures -- such as arching the back, bending forward, twisting, or leaning to one side -- when they're trying to manage a heavily loaded backpack. These faulty postures can cause improper spinal alignment, which hampers the functioning of spinal discs that provide shock absorption, Wilmarth explained.

Overloaded backpacks also place an extra burden on muscles and soft tissues, causing fatigue and strain that increases the risk of neck, shoulder and back injuries.

Safety tips

Wilmarth offered some backpack safety tips:

- Use both straps in order to better distribute the weight of the backpack and to promote a

well-aligned, symmetrical posture. Using one strap means that one side of the body has to bear most of the weight of the backpack.

- Be careful when putting on and removing backpacks. Keep the trunk of the body stable and avoid excessive twisting.



- The backpack should be positioned evenly in the middle of the back, near the wearer's center of gravity. It should not extend below the lower back.

- Adjust the shoulder straps so that the child is able to put on and remove the backpack without difficulty.

- While the straps should not be too loose, they should be adjusted to permit free movement of the arms.

- Keep the load at 10 percent to 15 percent or less of the child's body-weight. Children should carry only items they require for the day.

- The heaviest items in the backpack should be positioned closest to the back.

- Encourage children to be active, in order to promote better muscle strength and flexibility, which makes it easier to carry a backpack.

More information

The American Academy of Orthopaedic Surgeons has additional information about backpack safety.

"I have learned to use the word impossible with the greatest caution."

- Wernher von Braun