



Getting to know you

If you think going to the dentist means you'll be "processed" in a clinical, unfriendly office, think again.

Our practice is located in a renovated 18th-century home. Our staff will not only know your name, they'll probably get to know where your kids go to school and what sports they play. Plus you're welcome to enjoy a cup of coffee and some freshly-baked bread in the waiting area.

We take pride in getting to know you. What matters to you is what matters to us. Best of all, we'll tell you about options you have that you may not have considered.

Dr. Randall K. Freeman, DDS, MPH
126 East Main Street (Route 96)
Victor, NY 14564

The expertise you need.
The service you expect.
An office that feels like home.



Not just a dentist.
A dentist who teaches dentists.

R A N D A L L F R E E M A N
Assistant Clinical Professor U of R *f* DDS, MPH, Innovative Dentistry

126 East Main Street (Route 96)
Victor, NY 14564 585.924.2160
www.dentalprofessor.com

Welcome to the new world of dentistry

Times have changed, and so have the methods used to keep your teeth healthy. We recognize the need to stay on top of the ever-changing procedures used to keep our patients smiling.

How do we do it? With continuous training in the latest techniques and technologies. Because Dr. Freeman teaches other dentists in the latest techniques, he stays well informed of what's current.

What does that mean for you? More choices.

- Choices about how to make your teeth straighter and whiter.
- Choices about treating gum disease or other serious conditions.
- Choices about how comfortable you want to be when you have work done.

Take a look inside for just a few of the newest procedures available to you.

"My hygenist always takes the time needed to do a good job and never makes me feel rushed. I'm also impressed with how accessible Dr. Freeman is. I had a bad toothache once and he found a way to squeeze me in."

— Joyce Brantl, patient

A trip to the dentist isn't what it used to be

Have you looked in the mirror lately and wondered if there's something that can be done to improve your smile?

Chances are, the answer is yes. The world of cosmetic and restorative dentistry gives you more options than you may realize. Think about the possibilities:

- Whiter teeth in just a single treatment
- Porcelain veneers that give you model-perfect teeth
- Invisible tooth straightening with Invisalign® transparent trays
- Attractive porcelain crowns or mercury-free white fillings

Are you afraid that years of neglect mean months of drilling and pain? Not so! Just a few visits may be all you need to restore your dental health and get you back on track for a lifetime of healthy teeth and gums.

Best of all, your children could grow up never knowing a cavity. By applying sealants to molars as they emerge, "trouble spots" are covered up and many children remain cavity-free.

"I chose Dr. Freeman because he treats me so well. His staff makes me feel at home and I know he keeps up with the latest in dental technology. I don't mind driving across the city to visit him because he's worth the trip!"

—Scott Martin, patient



Six months to straight teeth for adults

If you didn't wear braces as a child and wish you had, give us a call. With the latest in orthodontics, you can have a smile to be proud of in just six months. No more waiting three years for those teeth to take shape.

For about the same price as traditional orthodontic treatment, you'll be fitted with brackets and an elastic wire that continuously pull your front teeth into shape. Only your front teeth are corrected, so there's no lengthy wait for your bite to be adjusted.

Dental laser

Ever wonder how you can be cavity-free at one visit and have a large cavity at the next? It's because the cavity was there in the first place.

With our state-of-the-art laser scanner, we can detect the tiny cavities that x-rays miss. And the sooner you fill a cavity, the less your tooth structure is compromised. Dental lasers are also used to correct gum disease painlessly, making gum surgery unnecessary. Not only do they sterilize the area instantly, they reduce inflammation and sensitivity.

When you need work done

No one likes to have dental work done, especially if it will take some time. And now there's an alternative—I-glasses!

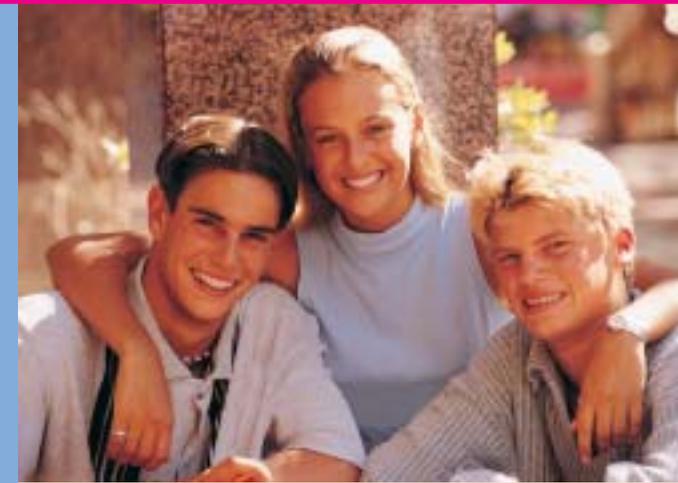
What could be better than checking out your favorite cable-TV program as Dr. Freeman works on your teeth? Try out our I-glasses to help distract you from what's going on in your mouth.

Before you know it, your dental procedure will be complete and you'll have caught up on the latest soaps, sports, or whatever interests you.

Anxiety-free dentistry

Nervous about having work done? Rest assured—we offer a full range of techniques that controls pain and takes away your fear should you need it.

If you're prone to high anxiety, just a pill is all you need to put you on your way to healthy teeth and gums. We also offer new methods of numbing the area comfortably, and use nitrous oxide therapy with no aftereffects. We're committed to your comfort and safety.



About Dr. Freeman

Dr. Freeman graduated from Columbia University's School of Dental and Oral Surgery and holds a Master of Public Health degree. In addition, he:

- Continues to research and test new dental techniques as he has for the past twenty years
- Teaches at the University of Rochester's Eastman Dental Center as an Assistant Clinical Professor
- Acts as program director of the Eastman Dental Center's *Cosmetic Dentistry Continuum*
- Has received the *Part Time Professor of the Year* award, presented by dental students
- Lectures other dentists frequently
- Has contributed dental articles to the *Daily Messenger*

Call us today at (585) 924.2160 for a free consultation. Your future is full of bright smiles!