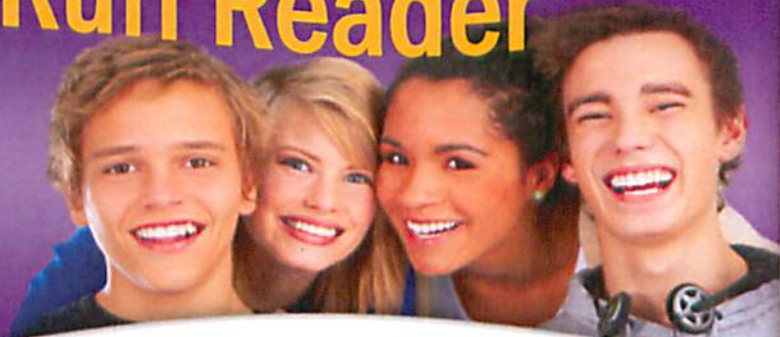




"The Ruff Reader"



CHARLES J. RUFF DMD · PA

specialist in orthodontics
certified, american board of orthodontics

Summer
2012

www.smiles4me.com

Ortho Tips

Continue to visit your dentist every 6 months during your Orthodontic treatment!

Don't forget our website holds lots of great information on how to care for your braces.



Incognito

Ask us for details about Incognito braces: the hidden way to straighten your teeth!

Check out the Smile Gallery on our website

Trek Across Maine



Dr. Charles Ruff recently sponsored a team to ride in the Trek Across Maine. Sarah Ruff, our Treatment Coordinator rode 180 miles during Father's Day weekend. Darlene Michaud, decided to take a year off of riding and volunteered instead. She promises to ride next year and they both hope to recruit many more riders on the team. This years riders were Angela Weston, one of our patients, Katie Hoskins, Joe Lynch, Kathleen Harrington (Darlene's sister) and Mike Lynch. **If you are interested in riding on our team for 2013 please let us know!** The Trek Across Maine is the largest fundraiser for the American Lung Association.

Team Anniversaries



We recently celebrated two of our team members who have been with Dr. Ruff for OVER 25 years! Kim Plourde, COA, DA and Elaine Otis, our Lab Technician. Kim has been with Dr. Ruff for 25 years and Elaine 27 years! Wow! We enjoyed a great lunch at Riverside Café.

Other team members who are celebrating anniversaries are: Janis - 19years! Darlene - 8years! and Brenda - 7years!

Newest Contest FLAT CHARLIE

We are excited to introduce our newest contest for the summer! If anyone remembers Flat Stanley then you will understand what you need to do with your FLAT CHARLIE!



Print off your very own Flat Charlie and take pictures of him enjoying your summer with you. Each week you can submit a NEW photo. We will do a random drawing with all the people of who submitted a photo. The winner each week will receive 2 tickets to Funtown/Splashtown (\$72 value)

Upload your photo on our Charles J. Ruff, DMD Facebook wall and you will be entered in the weekly contest. Winners will be notified each Monday.

You may go to our website; click on Funstuff and then click on Contests and Events to find the Link for printing your Flat Charlie. Contest ends Aug. 28th

Outstanding Office

Dr. Ruff and the dental assistants are all outstanding! They are all wonderful and really put my children at ease. They take the time to answer ALL my son's questions -which can be ALOT. I would not hesitate to recommend Dr. Ruff's office to anyone.

By Jordan D



Slideshow in Reception Area

Check out our new Flat Screen TV in our reception area. We will be showcasing our photos of patients and information regarding our upcoming contests!

Dr. Ruff sends kids to Camp Tracy

Dr. Ruff challenged patients to send in a essay about "Why I want to go to Camp Tracy" Names were drawn from those that entered and we had 3 lucky winners! Kaleb Sicina, Renee McDonald, and Alexandria Mason. The winners get to go to Camp Tracy for one week! How exciting and we hope they have a wonderful time enjoying the great Maine outdoors!



Dr. Ruff wins an award!

Congratulations to Dr. Ruff for being awarded the **Margolis Award** at Tufts School of Dental Medicine in the Orthodontic department for the 2nd time in 4 years. This award is presented to an outstanding part-time faculty member by the graduating class.



Pretax Dollars?

Flexible Spending, Health Reimbursement and Health Savings Accounts have become a popular way for patients to manager their healthcare expenses including orthodontics.

When you decide to enroll in a Flex Spending, Health Reimbursement and/or Health Savings Account each year during Open Season, you first need to determine how much money you want to elect for your account for the upcoming Benefit Period.

Let US help you utilize these programs and maximize your benefits by choosing the right dollar amount that best suits your needs. Having an orthodontic evaluation to determine if you or your child is ready to begin treatment with us is a great place to start. Remember to schedule your or your child's appointment before the Open Season ends. Check with your employer to verify your enrollment period.

We would be more than happy to accept your Flex Spending, Health Reimbursement or Health Savings Account as a form of payment for your orthodontic services.



"I think this was the best place I could of gone to get my braces! They are friendly and help you with whatever you need! I feel that they know what they are doing and love their jobs! They are the nicest people ever so I hope you take your kids there!"

By Rebecca

Parent Appreciation Contest

It's that time again....time to THANK your parents for all the effort THEY have put in for YOUR Orthodontic treatment. Enter your parents to win; either in the office, by emailing us, or on our Facebook wall. They can **win a \$100 Gift card** to a local restaurant. Check out our website for details!
Contest ends 6-28-12



Our focus is extraordinary service, where everyone is treated like family.



Sleep Apnea Therapy

Are you drowsy during the day with no explanation? Do you snore loudly, or wake up breathless in the middle of the night? Maybe you've been prescribed a CPAP but can't use it. If so, you may be one of more than twelve million Americans affected by sleep apnea.

What is sleep apnea?

Sleep apnea is a condition in which breathing stops periodically during sleep, as many as 100 times per hour! ("Apnea" is the Greek word for "without breath.") If you suffer from sleep apnea, each time your breathing stops, the resulting lack of oxygen alerts your brain, which temporarily wakes you up to restart proper breathing. However, the constant wake-sleep-wake-sleep cycle interrupts the deep sleep that refreshes the body, and sufferers are frequently drowsy during the day.

What are the signs of sleep apnea?

The following symptoms can indicate the presence of sleep apnea.

- Insomnia or difficulty sleeping
- Loud snoring at night
- Waking up at night short of breath
- Snorting or choking sounds during the night (indicating a restart of breathing)
- Headaches upon waking in the morning
- Falling asleep unintentionally during the day
- Extreme drowsiness throughout the day



Is sleep apnea dangerous?

Sleep apnea is considered a serious medical problem and if left untreated can lead to high blood pressure, increasing the risk of heart failure and stroke. Being tired because of sleep apnea can lead to problems at work or school, as well as danger when driving. Sleep apnea can also cause complications with medications and mask other medical conditions.

How is sleep apnea treated?

Treatments can range from something as simple (but yet hard to do) as losing weight or stopping smoking or as complex as using of a continuous positive airway pressure (CPAP) machine while sleeping. Many people do really well with a CPAP while other find they can't get used to it. Other patients don't need that level of care and can be well treated using a removal oral appliance that positions the lower jaw forward to prevent airway collapse. This kind of appliance is also recommended for mild and moderate sleep apnea where the CPAP machine is not needed.

What should I do if I suspect that someone in my family suffers from sleep apnea?

If you or a family member has had a sleep study done and for whatever reason is not being treated successfully with CPAP, the alternative of a custom fit oral appliance may provide a more successful result. We would love to see you for an initial consultation and explain the different treatment options available to you.

What about insurance coverage for sleep apnea?

Medical insurance covers sleep apnea like other diseases, and we bill your medical plan for any services related to sleep apnea. We're always happy to talk about any detailed questions you have.