

TOOTH OR TREAT: 7 WAYS TO SCARE AWAY CAVITIES THIS HALLOWEEN

Anaida Deti, owner and CEO of DentalX, and registered dental hygienist, offers her tips on how your little ones can avoid a dental nightmare this Halloween

FOR IMMEDIATE RELEASE--TORONTO, ON--It's no spooky coincidence that October is both Dental Hygiene Month and Hallowe'en; but that doesn't mean having to swap treats for tricks. As the fun-filled day slowly creeps up, your little ghosts and goblins are eager to hit the candy jackpot and head out for a fun scare or two, but there's something spookier than creepy crawlies and cackling witches - rotten teeth and dental plaque.

Registered Dental Hygienist Anaida Deti is regularly asked to provide tips and commentary to Canadians on how to take better care of their oral health. As the ambassador and trainer for both the Ontario and Toronto Dental Health Associations, she says that making healthy decisions won't take the fun away for little monsters this Hallowe'en, but rather help them treat - not trick - their teeth.

Some frightfully fun tips include:

- 1. A non-candy treat:** Sugar and chocolate come and go, but little trinkets last longer! Opt to hand out fun and functional little treats like bouncy balls, spooky pencils and erasers, stickers or even glow-sticks to help keep the fun going, way past the 31st.
- 2. Creepy Crafts:** Set up a small craft station on your porch and invite kids to colour some halloween pictures, put some silly tattoos or create some mini halloween crafts instead of handing out the candy bars.
- 3. Avoid a sticky situation:** Just because you got them doesn't mean you have to indulge in them. Before kids sort through their favourites, do a pre-emptive strike and take out all the sugar bombs and sticky snacks like taffy and gummy bears that will wreak havoc on kids' teeth. They won't miss what they don't see.
- 4. Give your kids a moustache:** A milk moustache that is! Load up on healthy sources of calcium like a smoothie filled with cow, almond or soy milk, spinach and fruits to help keep those growing teeth strong.
- 5. Time it out:** Allow your children to eat only a piece or two of candy at a time. To avoid sugar overload, keep the Halloween loot as a special treat in and around meal time, which will also make the candy last longer.
- 6. Host a spooktacular Halloween party:** invite your closest little monsters and throw a fun and healthy Halloween party! Serve up some frighteningly delicious foods like eye-ball pasta, witch finger hot dogs, Oreo spiders, and jack-o-lantern clementines

- 7. Trade it in for a reward:** Most dental offices offer fun incentives for kids giving up their Halloween stash! Swap out your bag of treats for gift cards, toys or even cash.

To interview Anaida or invite her to do an interactive segment on dental wellness, please contact:

Dessy Danishwar, Front Door PR
dessy@FrontDoorPR.com
905.805.1024

-30-

ABOUT ANAIDA DETI:

When Anaida Deti immigrated to Canada from Albania 15 years ago with her husband, she had only \$500 in her pocket and a dream of opening her own business. Seven years, seven-day workweeks and a diploma later, she opened the doors to her very own dental hygiene practice, becoming CEO of Dental-X Smile Centers now DentalX. A Registered Dental Hygienist, Anaida has made it her mission to educate patients on the importance of dental health.

Anaida is a member of the Canadian, Ontario and Toronto Dental Hygienists Association, and was elected as the ODHA Ambassador for Toronto North. She founded *Mission Kind* (Kids In Need of Dentalcare), to help children aged 6-16 obtain much needed dental work at no charge. In 2015, she became a finalist for the MOMpreneur Award for Excellence. Anaida is a coveted speaker at dental conventions and seminars. Her passion and dental expertise has garnered her media coverage in the Toronto Star, Elevate Magazine, and Focus Magazine. She has been a featured guest expert on Global Morning, BT, CTV News Channel, CP24, CTV News and Yahoo. She had a monthly dental column in Metroland Media called Deti Does Dental, and is a regular contributor to Huffington Post. You can connect with her @anaidadeti www.DentalX.ca