RECOMMEND DESITIN® TODAY
AND THERE'S A 92% CHANCE YOU WON'T
GET CALLED BACK TOMORROW.

92% of DESITIN babies got noticeable relief in 24 hours.

There's been a lot of good physician experience with DESITIN, but there's also good clinical data: DESITIN® Original has been shown to be 92% effective at noticeably relieving diaper rash in just 24 hours.¹

DESITIN Original is formulated with 40% zinc oxide, which forms a moisture barrier that seals out irritants and protects baby's tender bottom. For fast diaper rash relief, recommend DESITIN Original. Also available: DESITIN CREAMY®.

Reference:
1. Data on file for DESITIN Original. Pfizer, Inc.
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When can your patients with ADHD discover moments like this?

Now is the time to introduce your patients to Strattera. It is proven to offer continuous symptom relief for children with ADHD. That means his ADHD symptoms are covered at school, during family time, and in the evening hours. Because you never know when he might learn how cool his mom really is.

Strattera is indicated for the treatment of ADHD in children aged 6 years and older and adolescents.

Important Safety Information

• Strattera should not be taken within 2 weeks of taking an MAOI and is contraindicated in patients with narrow-angle glaucoma.
• Although uncommon, allergic reactions, including angioneurotic edema, urticaria, and rash, have been reported with Strattera. Some children and adolescents may experience a loss of weight when starting treatment with Strattera. Any long-term effect of this weight loss on adult height or weight is unknown. Patients requiring long-term therapy should be monitored.
• Strattera should be used with caution in patients with hypertension, hypotension, tachycardia, or cardiovascular or cerebrovascular disease.
• In children and adolescents, the most common adverse events reported in clinical trials were decreased appetite, nausea, vomiting, fatigue, dyspepsia, dizziness, and mood swings.
• Safety and effectiveness have not been established in pediatric patients less than 6 years of age or in geriatric patients.
• In clinical trials, adverse events reported in at least 5% of patients and twice the rate of placebo.

www.strattera.com

Lilly
Dear Colleague:

The American Academy of Pediatric Dentistry Foundation (AAPDF) invites you to participate in the Good Health Starts Here public education initiative.

In June 2000, the U.S. Surgeon General released a report on oral health in which he referred to oral disease as a silent epidemic. Alarming statistics from the report emphasized the need for immediate action:

- Dental decay is the single most common chronic childhood disease - 5 times more common than asthma and 7 times more common than hay fever.
- 50% of children age 5 to 9 have at least one cavity, and this percentage increases to 78% among 17-year-olds.
- 25% of children living below the federal poverty line suffer 80% of dental decay.
- More than $1 million school hours are lost each year due to dental-related illness.
- Dental disease affects over 97% of the population in their lifetime.

In response to the Surgeon General’s report, the AAPDF allocated $300,000 of its endowment to develop the Good Health Starts Here campaign. This three-year campaign will promote awareness of children’s oral health by targeting parents, educators, and health care professionals who serve children by:

1. Educating them that oral health is an essential component of overall health and
2. Promoting actions that can maintain health and prevent oral disease among children.

This information, conveyed in educational materials like the Good Health Starts Here brochure below and the poster on the adjacent page, will be placed in venues frequented by these audiences.

We need your help to reach as many children as possible. As primary caregivers to the majority of U.S. children, you can assist us in getting our educational information into the hands of caregivers and children who desperately need it. Please consider ordering the Good Health Starts Here brochures and posters for your office. We also encourage you to review the materials with your patients and their parents. Brochures and posters are available by either mailing or faxing the order form below.

Providing these materials to parents and caregivers will improve both a child’s oral health as well as their overall health.

We encourage you to take part in this worthwhile initiative. Together, pediatric dentists and pediatricians can help children live healthy and happy lives.

Sincerely,

Joel H. Berg, DDS, MS
AAPDF President

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TOLL FREE: (312) 337-2169 FAX: (312) 337-6359 • www.aapdf.org

For more information contact the American Academy of Pediatric Dentistry Foundation
at (312) 337-6359 or visit our website at www.aapdf.org.

Fluoride helps protect your child’s teeth against decay and stops cavities in their early stages.

Prenatal:
- Brush your teeth with a fluoride toothpaste.

Infancy & Early Childhood:
- Your pediatric dentist will help determine the correct amount for your child.

Diet & Nutrition
Good diet and nutrition are necessary for your child’s oral health.

Prenatal:
- To ensure your child develops healthy teeth, eat nutritous foods, especially those high in calcium and minerals.

Infancy:
- Guide against early tooth decay. Don’t put baby to bed with bottles containing formula, milk, juice, or milk.
- Use only water in the bedtime bottle.
- Suckling on a finger or pacifier canals.
- Try a pacifier at bedtime instead of a bottle.
- Begin teething baby to drink from a cup at 6 months.
- Mean child off the bottle by 12 months.

Early Childhood:
- Continue good nutritional health.
- Serve foods containing sugar or chalk only of medications.
- Limit frequency of snacking.
- Choose healthy snacks like fruits, vegetables, protein and cheese.
- Suckling on a finger or pacifier canals.
- Many tooth pastes, but can’t replace brushing.
- If your child has special health care needs, talk with your dentist about diet and oral health.

Good Health Starts Here

Infancy & Early Childhood
- Take care of your own oral health.
- Brush and floss regularly.
- Gum disease is associated with poor nutrition and low birth weight.

Prenatal:
- Take care of your own oral health.
- Brush and floss regularly.
- Gum disease is associated with poor nutrition and low birth weight.

Early Childhood:
- Take care of your own oral health.
- Brush and floss regularly.
- Gum disease is associated with poor nutrition and low birth weight.
- The American Academy of Pediatric Dentistry Foundation offers free dental health education material for use with children. For more information, contact the American Academy of Pediatric Dentistry Foundation at (312) 337-6359 or visit our website at www.aapdf.org.

For more information contact the American Academy of Pediatric Dentistry Foundation
at (312) 337-6359 or visit our website at www.aapdf.org.
**Publication Order Form**

- **AAPDF Good Health Starts Here Brochure/Poster**
  Packs of 50 brochures/1 poster - $36.00 (includes shipping charges)

*Please note: Prices are subject to change.*

**SHIPPING ADDRESS**

| Name: | | | 
| Address: | | | 
| City: | State: | Zip: | 
| Telephone: | | | 

**CREDIT CARD INFORMATION**

- **Master Card**
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| Card No: | Exp. Date: | 
| Name on card (please print): | 
| Authorized Signature: | 

**Quantity** | **Total** | 
| | | 

**Subtotal:** $ | 
| Sales Tax (IL residents only): | $ (Chicago Residents add 8.75%; Elsewhere in Illinois add 7.75%) | 
| **TOTAL ENCLOSED:** | $ | 

All orders in the continental U.S. will be shipped via United Parcel Service. Please allow 7-10 days for delivery. Foreign orders: Additional shipping charges will be applicable for orders outside the U.S.

Order forms can be mailed with appropriate payment (check payable to AAPDF) to:

American Academy of Pediatric Dentistry Foundation
211 E. Chicago Ave., Ste. 700
Chicago, IL 60611-2663

All of our publications are also available on our Web site; www.aapdf.org.

Click on On-line Store
Often, what appears to be a short-cut can cost you dearly. Jumping for a “bargain” in medical malpractice insurance is a dangerous leap...a risky proposition for your practice and your future. As Illinois’ leading medical professional liability insurer, we are dedicated to providing physicians and their practice entities superior protection with unparalleled service at affordable prices. It is easy to understand why physicians who choose ISMIE, stay with ISMIE. Our outstanding record of proven results makes us the best insurance value in the business. Call us today at 1-800-782-4767 or visit us at www.ismie.com.
VIGAMOX® solution is indicated for the treatment of bacterial conjunctivitis. In vitro data are not always indicative of clinical success or microbiological eradication in a clinical setting. The dosing of VIGAMOX® solution is one drop in the affected eye(s) 3 times daily for 7 days.
THE NEXT GENERATION IS CHANGING ALL THE RULES.

New 4th generation VIGAMOX™ solution takes bacterial conjunctivitis treatment to new heights.

Next generation VIGAMOX™ solution combines a broad spectrum of coverage with quick kill rates and low MICs for greater efficacy. All in a therapy that’s safe and BAC*-free. And, kids will flip for the convenient dosing. Get on board with new VIGAMOX™.