



## NEIGHBORHOOD NEWSLETTER

[www.beacondentalcenter.com](http://www.beacondentalcenter.com)

*We invite you to experience...*  
**Excellent, Unparalleled  
Dental Care!**



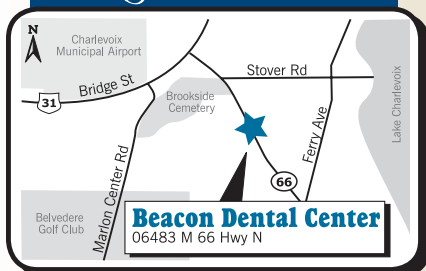
We take great pride in our dental care, treating everyone as if they were family, and are committed to making your dental experience with us the best you have ever had.

To add to your comfort, *Beacon Dental Center* is truly a state-of-the-art facility. We are equipped with flat screen TV monitors in each room that can be tilted directly over your head during most dental procedures along with *BOSE®* noise canceling headphones. We are pleased to offer *CEREC* (same-day crowns, no more temporaries), *INVISALIGN®* (invisible braces), and *ZOOM2®* teeth whitening.

Dr. Sullivan has also undergone extensive training to provide you with the option of IV Sedation, wisdom tooth removal and all steps of the dental implant process, including surgical placement.

We're hoping you have a few moments to read and benefit from this newsletter. If you presently have a dentist you are happy with, please consider this information helpful. If you are looking for a dentist, we would be delighted to gain your trust and welcome you into the Beacon Dental Center family.

*We're in your  
neighborhood!*



**Beacon Dental Center**  
**Michael Sullivan, DDS**  
06483 M 66 Hwy N  
Charlevoix, MI 49720-9272

***Flexible early morning  
and late evening  
appointments available***

[www.beacondentalcenter.com](http://www.beacondentalcenter.com)

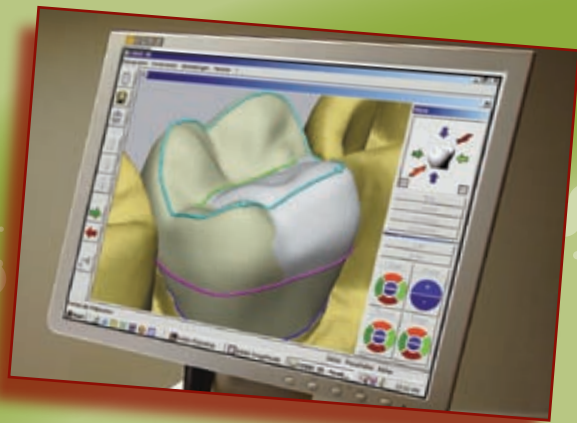
### **Our Services Include:**

- Cosmetic dentistry
- *Zoom!®* tooth whitening
- Bonding and veneers
- *Invisalign®*, invisible braces
- Same day emergency care
- Implant dentistry
- Sedation therapy
- *Cerec™* same day crowns
- Flexible payment plans available
- *Bose®* noise canceling headphones with TV, movies and music in treatment rooms

**Call Today!**  
**(231) 237-5100**

*Call us today to schedule a FREE Cosmetic Dentistry Consultation!  
Come see the difference experience makes.*

# CREATING BEA



*Cerec*®

A crown in one visit! No more temporaries. Our computerized milling unit will shape you a chair-side ceramic restoration in one simple, quick and easy visit while you wait comfortably watching a movie or relaxing in the massage chair.

*Air Abrasion*

Dentistry without the drill! This exciting technique works by blowing a stream of powerful, dry, clean air mixed with tiny abrasive particles onto the surface of the teeth. Air abrasion technology allows Dr. Sullivan to remove decay from teeth without even touching them - in less time than the traditional drill and oftentimes without the need for anesthetic!



*Before*



*After*

© Ivoclar North America Inc.

*Zoom!*®

Zoom in-office whitening can help you achieve a brighter, younger looking smile in less than an hour! Safe, effective, fast and available in Charlevoix only at Beacon Dental Center!

*Testimonial*

***"All of the dental care you have provided to me focuses on what can make it better and not what I should have done - I appreciate that. The team at Beacon Dental Center is awesome!" - JJ***



*Before*



*After*



# UTIFUL SMILES



## Invisalign®

Invisible braces. No wires, no brackets, no rubber bands! Get a stunning smile without most people knowing you are going through treatment. As a preferred Invisalign provider Dr. Sullivan can provide you with rapid results in as short as a few months!

## Veneers

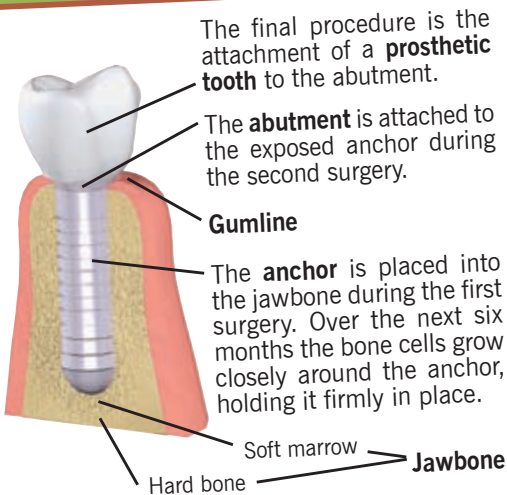
Get a new smile with custom-created, ceramic "shells" designed to cover the front side of a tooth or teeth resulting in a beautifully aligned, shapely smile.



*Before*



*After*



## Implants

The single most effective and permanent natural-looking replacements for missing teeth. Implants provide the same form and function as your natural tooth. Here at Beacon Dental Center we can assist you with ALL steps of the implant process - from surgical placement to the final restoration - no more traveling from office to office!

## Sedation

There is just no reason for dentistry to be painful or frightening anymore! Thanks to advanced techniques and modern technology you can enjoy virtually pain free dentistry at Beacon Dental Center with either a small pill or complete IV sedation. You too can "sleep through your next dental appointment."



# Dentistry is Fun!

**Fun facts  
about dentistry  
and teeth...**

George Washington never had wooden teeth, they were made of ivory.

In 200 AD, the Romans used a mixture of bones, eggshells, oyster shells and honey to clean their teeth.

Dr. Sullivan's grandfather, Dr. J.W. Gottschalk was paramount in starting the National Museum of Dentistry, a Smithsonian affiliate and the nations premiere museum dedicated to all things teeth!

The second most common disease in the United States is tooth decay. The first is the common cold.

Grand Rapids, Michigan was the first in the United States to protect its citizens' teeth by fluoridating the water.

73% of Americans would rather go grocery shopping than floss.

Dr. Sullivan's father and grandfather are also dentists!

## New Patient Summer Cleaning

**FREE Consultation  
and \$50 OFF  
comprehensive exam & x-rays**

Available to the first 11 callers.

**Call Today!  
(231) 237-5100**

**Beacon Dental Center**  
**Dr. Michael Sullivan, DDS**  
06483 M 66 Hwy N  
Charlevoix, MI 49720-9272

PRSRT STD  
U.S. POSTAGE  
**PAID**  
PNP 14304

## Why Dr. Sullivan?

**Passion, commitment  
and care**



Here at *Beacon Dental Center*, things are a little different. We are a practice that is noticeably committed to helping patients achieve optimal oral health and smile goals in an environment that is comfortable, professional and state-of-the-art. As the ancient proverb goes, "A rising tide lifts all boats." At Beacon Dental Center it is our mission and ultimate purpose to provide guidance to our patients and community through education and leadership to "raise the tide" in all areas of oral health care.

Dr. Sullivan takes great pride in his commitment to excellence and education. He is a clinical lecturer and his publication, the *Illustrated Handbook of Clinical Dentistry* available from Lexi-Comp, is used in Dental Schools and professional offices world-wide. He is an actively involved member of the local community with professional affiliations that include, Rotary International, the American Dental Association, Michigan Dental Association, American Academy of Implant Dentistry, International Academy of Oral Medicine and Toxicology, American Dental Society of Anesthesiology, Medical Dental Association, the Academy of General Dentists and the American Academy of Cosmetic Dentistry.



**Mixed Sources**  
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