

**Radio Spot #1: New Years Resolution – Better Smile, Better Teeth, Better Life**

SFX up and under: new years noise maker:

Female AnnCR: It's a new year and you're ready for a new you. (noise maker fades down on first sentence). If you have chipped, cracked or crooked teeth, if you are embarrassed to smile, fixing your teeth can change your life. 7

Dr. Vinny: (music up) Hi, I'm Dr. Vinny the Dentist. The condition of your teeth affects virtually all aspects of your life. Better teeth will improve your self esteem, enhance your self confidence and completely change the way you see the world, and the way the world sees you. 12

Female AnnCR: If you're ready for a new you, then try a new smile. Remember, better teeth, better smile, better life. See [drvinnythedentist.com](http://drvinnythedentist.com), that's Dr. Vinnythedentist.com, a brilliant cosmetic dentist creating brilliant smiles. 11

Note: above spot ONLY runs through January and also runs in conjunction with other spots, appropriately rotated.

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**Radio Spot #2 – Bad Teeth, Broken Teeth, No Teeth**

Male AnnCR: If you have bad teeth, broken teeth, or no teeth, or simply don't like your smile, this message is for you. Does this sound familiar? 06

Female: I hate my teeth, I'm embarrassed to smile. 02.5

Male 1: If I had better teeth, I'm sure I'd be able to get a better job. 3

Dr. Vinny: Hi, I'm Dr. Vinny the Dentist. The condition of your teeth affects virtually all aspects of your life. Better teeth will improve your self esteem, enhance your self confidence and completely change the way you see the world, and the way the world sees you. 12

Male AnnCR: If you are embarrassed to smile or unhappy about your teeth, then change your smile, and change your life. Go to [drvinnythedentist.com](http://drvinnythedentist.com), that's [drvinnythedentist.com](http://drvinnythedentist.com).

**Radio Spot #3: Dr Vinny the Dentist -- Dental Anxiety**

Female Anncr: If you hate your teeth, hate your smile, and hate going to the dentist, this message is for you. :04

Male Anncr: Using the latest dental technology, Dr. Vinny the dentist utilizes an advanced new technique proven to significantly reduce, and almost completely eliminate dental stress and anxiety. 9

Male Anncr: If you've been putting off going to the dentist, have chipped, cracked, or crooked teeth and you'd like to fix your teeth and improve your smile, drvinnythedentist is the dentist for you. 8

Female Anncr: If you are embarrassed to smile or unhappy about your teeth, then change your smile, and change your life. Go to drvinnythedentist.com, that's drvinnythedentist.com, a brilliant cosmetic dentist creating brilliant smiles. 10

**Radio Spot #4: "My Celebrity Smile"** – this spot will run ONLY when, and after, the "my celebrity smile" interactive component is completed on the website.

Female Anncr: Are you ready to look like a celebrity, or just have celebrity-like teeth? If you ever wondered what you'd look like if you had that million-dollar billboard smile, then stop wondering and go to the website, drvinnythedentist.com 10.5

From the comfort of your own home, using advanced technology, you can select the photo of one of your favorite film and television stars, and with the click of a mouse, you can see what you'd look like flashing the fabulous smile of your favorite celebrity. 11

If you're ready for a new you, then try your new celebrity smile. Go to drvinnythedentist.com, that's drvinnythedentist.com, a brilliant cosmetic dentist creating brilliant smiles. 10