

Dr. Judy N. Sturm
Cosmetic & General Dentistry

January 2013

To our patients,

Over the holidays, I had a few opportunities to indulge in one of my favourite treats – cake. Sampling those desserts made me reflect on the importance of quality ingredients, and how they apply not only to baking, but to what we do every day.

We all make a product, provide a service or do something for others; in essence, we all have a “cake” that we bake. But it’s how we make that cake that defines us. Some people will just pick up a mix and whip something up without putting much time, money or effort into it. The result is an edible cake, but is it the best? Other people take a different approach. Their goal isn’t to make it fast, or get it out of the way. They just want to make the best cake possible, and so they use quality ingredients and spend time getting it just right. The result? A cake their friends and family will love, and know that someone put in the effort to create something truly special.

For me, that second approach is the only way to go – in life or in the way I provide dental service. Doing the minimum is simply not an option. My team will always choose quality over just getting the job done and over with. Truly caring about the health of our patients is our whole recipe for cake, not just the cherry on top. Quality is not an extra. And our mission is to do so with a smile and a sense of caring. Nothing less will do.

At our office, we don’t cut costs at the expense of quality; the highest standard is always our goal. The rates we charge for our work reflect that. But, as with cake, you get the quality you’re willing to invest in. For service that’s hand-baked with care, you can always count on us.

One of the ways we show that care is by providing you with the quality products and services you need to achieve a brilliant, healthy smile. This year, Dr. Janice Lo has started offering Invisalign to straighten mild to moderate crowding. We also provide anti-snoring devices and sleep appliances to help patients with mild to moderate sleep apnea. Give us a call if you have any questions, or would like to talk about ways to improve your smile and maintain your dental – and overall – health.

Here’s wishing you a happy, healthy new year – with a cherry on top, of course!

77 Bloor Street West, Suite 1202, Toronto, Ontario www.yorvillesmiles.com 416 967-4212