

# Our Commitment to Your Children

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We are delighted to be part of this community. You would be amazed at the changes in these children in just three years. So, thank you for allowing ZÖe to help you with the awesome task of developing soaring eagles in your household.

There was a time long ago when parents would wait for sickness to strike before taking their children to a doctor. It was also a time when only the pain of an impacted tooth would prompt us to seek dental care. The job of dentists was to pull teeth and replace them with false teeth. There was a time when the people who made dentures were in high demand. I challenge you to find a dental lab in your community and no dentist can make a living pulling teeth. Our children are between thirty and forty five years old and not one of them ever had a tooth ache and will enjoy healthy teeth for their lifetime and beyond. How did we accomplish something so remarkable?

Well, we did a public health thing by fluoridating our drinking water that hardened our teeth. We recommended that everyone, especially children, have “preventive check-ups” two times per year. And more importantly, with the advent of television, encouraged everyone to brush their teeth twice per day for clean breath and healthy attractive teeth. Do you remember the ads? “Brush your teeth with Colgate”. “Fight germs and tooth decay with Colgate”; “Only a dentist can give your child a better fluoride treatment than Colgate”. Colgate sold a lot of toothpaste and did a lot of good at the same time. But it took a long time to transfer the lessons we learned from dentistry to medicine because we had our values backwards. Who is most prized and well paid, a heart surgeon who heroically repairs a heart after a heart attack or a physician who convince his patients to prevent the heart attack in the first place?

*Humpty Dumpty sat on a wall  
Humpty Dumpty had a great fall  
All the King's horses and all the King's men  
Couldn't put Humpty together again*



It turns out that half of us will die from a preventable condition---cardiovascular disease. We now have a very refined formula for preventing heart disease and stroke if we start early enough and persist over a lifetime. We can wipe out heart disease like we did with tooth decay. We are finding that many people can live into their nineties without being sick. That is our goal. We are not raising kids; we are raising adults and would love it when ZÖe kids celebrate their ninetieth birthday, they blow out the candles and include this statement in their celebratory speech: “I have never been sick a day in my life because of the foundation of good health I received at Zoe Pediatrics.” Good doctors treat disease. Really great doctors prevent disease.

