



KLEIN ORTHODONTICS

SMILES IN SOUTHERN ILLINOIS FOR TWO GENERATIONS

DR. CHRISTOPHER KLEIN first opened his Mt. Vernon practice in October of 1985 while working part time for an orthodontist in Marion. The office was in a newly renovated space on Broadway across from the old Walmart. There were only two operatories and a small waiting room. After eight years the space became uncomfortably tight so he built a new office at 4210 Lincolnshire to meet the needs of the growing practice. Although the office has had extensive remodeling on several occasions, Dr. Klein has maintained this practice location for 21 years. From 1987 until 2012, Dr. Klein also owned and operated a satellite orthodontic practice in Marion in an office previously built and owned by his father-in-law, Dr. William Ripley, a chiropractor.



In 2005, Dr. Klein was approached by Dr. Willis, a long-time area orthodontist, who was ready to retire. Dr. Klein agreed to take over Dr. Willis' Mt. Vernon patients and also buy his modest office in Salem. Again, Dr. Klein's practice outgrew the facility so an extensive addition was needed to properly accommodate his patients. That project was recently completed making Salem a full-service facility offering all the same high

tech amenities as the Mt. Vernon office. The Salem office is located at 915 W. Main Street in Salem just across from St. Theresa's Catholic Church.



In 2014, Dr. Klein's long-awaited dream of working with his son, Brian, came true. **DR. BRIAN KLEIN** graduated with honors from dental school and, subsequently, the St. Louis University orthodontic specialty program. Dr. Brian is a welcome addition and shares his father's values of high-quality treatment coupled



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with exceptional patient interaction. The doctors also share a love for progressively learning and teaching orthodontics as they receive about 100 hours of continuing education every year. Dr. Brian has received accolades for his clinical and research accomplishments, while Dr. Chris has taught for 15 years and continues to mentor aspiring orthodontists.

Drs. Chris and Brian Klein pride themselves on offering the most advanced patient-centered treatment available anywhere in the country. They also agree that everyone deserves a great smile, which is why they maintain a high-end practice style while preserving an affordable treatment with various financing options. Their goal is to create amazing smiles in a warm, friendly atmosphere that results in an all-around enjoyable experience for patients and their families.



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THE EASTER EGG

WHAT IS THE STORY BEHIND EGGS AT EASTERTIME?

From a Christian perspective, Easter eggs are said to represent Jesus' emergence from the tomb and resurrection. Decorating eggs for Easter is a tradition that dates back to at least the 13th century, according to some sources. One explanation for this custom is that eggs were formerly a forbidden food during the Lenten season, so people would paint and decorate them to mark the end of the period of penance and fasting, then eat them on Easter as a celebration.

Easter egg hunts and egg rolling are two popular egg-related traditions. In the U.S., the White House Easter Egg Roll, a race in which children push decorated, hard-boiled eggs across the White House lawn, is an annual event held the Monday after Easter. The first official White House egg roll occurred in 1878, when Rutherford B. Hayes was president. The event has no religious significance, although some people have considered egg rolling symbolic of the stone blocking Jesus' tomb being rolled away, leading to his resurrection.



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IT'S WHAT'S INSIDE >>>

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Spring Allergies are Nothing to Sneeze At

HERE'S HOW TO SURVIVE THE SEASON

Spring is in the air and along with it, pollen and other allergens, ready to wreak havoc on immune systems everywhere. If you suffer from spring allergies, you may already be armed with the proper medications, but there are other simple steps you can take to keep the “achoo” at bay.

Wash bedding and vacuum furniture and area rugs weekly. If allergies are severe, you may want to remove carpeting all together.

Buy a vacuum cleaner with a HEPA filter. This will trap smaller particles than the average vacuum. In fact, they must trap at least 99.7% of airborne particles to get the HEPA label.

Adjust your thermostat. According to the Asthma and Allergy Foundation of America, dust mites love temperature of 68–77 degrees and humidity levels of 70–80%.

Wear glasses or sunglasses when outdoors. Covering your eyes protects them from pollen and other irritants, which reduces itchiness and redness.

Shower and wash your hair before bed. This rinses off the pollen you’ve collected throughout the day and keeps you from spending the night lying in a bunch of allergens.

Stay inside when pollen counts are at their peak. Pollen counts are typically highest during the afternoon hours, so avoid going outside then and keep windows closed.

Replace air conditioning and furnace filters. It’s important to change filters every three months and use filters with a MERV rating of 8 to 12. A MERV rating tells you how well the filter can remove pollen and mold from the air as it passes through.

Also, a saline nose spray can be a natural ally for many spring allergy sufferers. Rinsing your nasal passages in the evening can wash away allergens and pollen, reducing allergy symptoms.

WORDS TO LIVE BY

“In the spring I have counted one hundred and thirty-six different kinds of weather inside of four and twenty hours.”

—MARK TWAIN



PROOF POSITIVE

Smooth paper will print crisper photos. If a sheet has much surface texture, you will have to “squeeze” or force the ink into it to make the low areas (valleys) receive it. This causes significant dot gain and makes your pictures soft and muddy.

Four Ways to Use March Madness in Your Marketing

The opening round of March Madness begins on March 15, and while it’s not the Super Bowl, March Madness is becoming somewhat of an advertising holiday. And just like the Super Bowl, your brand doesn’t have to be an official sponsor to leverage its popularity for your business. Here are a few tips for turning March Madness into a little marketing madness.

1 Play by the rules. Unless you’re an official sponsor, you may not use the intellectual property associated with the tourney for marketing purposes, including the phrase “March Madness.” Luckily, there’s content marketing. You can’t use it in an ad; you can use it in a blog post or any content that isn’t selling something.

2 Use the bracket (or some version of it). Come up with your own version that gets audiences to engage with your brand. Find subject matter relevant to your business and have fun staging match-ups like the fans do with the teams.

THIS YEAR'S BIGGEST MOBILE MARKETING TRENDS

Last year was a very big year for mobile.

- It was the first year that mobile traffic exceeded that of desktop users.
- More than 50% of Google search queries worldwide were done using mobile phones.
- In the U.S., consumers spent more time interacting with their smartphone apps than they did watching TV.
- Google rolled out its “mobilegeddon” ranking algorithm that penalized non-mobile optimized websites.

This year is expected to be equally epic. Is your business ready? Here are some mobile trends you’ll be seeing over the next year.

Mobile moves beyond the phone. Mobile no longer means just your phone or tablet, but now your watch, your car, even the clothes you wear. The rise of wearable technology is beginning to have a profound effect on mobile marketing.

Mobile video rises in popularity. Mobile video usage has been exploding. Last November, Facebook claimed 8 million video views every day with more than 75% of those happening on mobile devices. As mobile video grows, so will mobile video advertising. In fact, Google is now incorporating video ads in search results.

Consumers expect personalization. As marketers collect more data about consumers from their connected devices, consumers are expecting more personalized interactions with brands, particularly on their phones. One-size-fits-all marketing is fading, which means brands must adopt a more customized approach.

Chat is the new social. Look at WeChat in China. What was once a simple messaging app has become a full-fledged marketing, commerce and payment platform. Users can connect with brands, request and reserve services and pay for goods, all on the app. Although Facebook has been coy about opening up those services to brands for marketing opportunities, things could soon change.



SOMETHING TO THINK ABOUT

Both Facebook Messenger and WhatsApp are expected to cross more than 1 billion users in 2016.

TOP FIVE WINNINGEST TEAMS IN COLLEGE MEN'S BASKETBALL — DIVISION I —

- 1 KENTUCKY
- 2 KANSAS
- 3 NORTH CAROLINA
- 4 DUKE
- 5 SYRACUSE

