



January 28, 2019

Reed Hastings
Chairman, President and CEO, Netflix
100 Winchester Circle
Los Gatos, CA 95032

Mr. Hastings,

The American Association of Endodontists, the American Dental Association, and the American Association for Dental Research are concerned about a film on the Netflix platform entitled *Root Cause*, which alleges root canals are linked to numerous medical issues — a claim that has been disproven by decades' worth of peer-reviewed, scientific evidence.

Our organizations, which represent 8,000 endodontists, 163,000 dentists, and 3,300 dental researchers believe Netflix is doing a disservice to its subscribers by hosting this film. We are concerned its baseless claims may cause unwarranted alarm among your viewers to the point where they might avoid a very necessary dental procedure.

For example, in *Root Cause*, it is repeatedly stated that "97 percent of women who have breast cancer had a root canal tooth on the same side as their breast cancer." This statement exploits the public's fear of cancer and is not supported by medical evidence.

The premise the film is based on dates back to research conducted in the 1920s which was later disproved because the original conditions for the experiments were poorly controlled and performed in non-sterile environments. Perhaps most importantly, other researchers have not been able to duplicate the results from the original experiment. Why portray information demonstrated to be incorrect as fact?

Approximately 25 million new endodontic treatments, including root canals, are performed safely and effectively each year. Root canal treatment eliminates bacteria from an infected tooth, prevents reinfection of the tooth, and saves the natural tooth. Endodontic treatment is often the best option for a patient with an infected tooth, allowing the person to keep their tooth, continue to eat normally, and maintain their natural smile.

We do not know if this film has been widely viewed on your platform, but we are concerned for those who have seen it. We respectfully suggest that continuing to host this film is potentially harmful to the public, allowing the spread of fear based on misinformation and speculation that is not supported by medical evidence.

Sincerely,

Patrick E. Taylor, D.D.S.

President
American Association of Endodontists

Jeffrey M. Cole, D.D.S., M.B.A.

President
American Dental Association

Maria Emanuel Ryan, D.D.S., Ph.D.

President
American Association for Dental Research



January 29, 2019

Jeffrey Bezos
CEO, President, and Chairman, Amazon
410 Terry Ave.
N Seattle, WA 98109

Mr. Bezos,

The American Association of Endodontists, the American Dental Association, and the American Association for Dental Research are concerned about a film on the Amazon platform entitled *Root Cause*, which alleges root canals are linked to numerous medical issues — a claim that has been disproven by decades' worth of peer-reviewed, scientific evidence.

Our organizations, which represent 8,000 endodontists, 163,000 dentists, and 3,300 dental researchers believe Amazon is doing a disservice to its subscribers by hosting this film. We are concerned its baseless claims may cause unwarranted alarm among your viewers to the point where they might avoid a very necessary dental procedure.

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January 29, 2019

Tim Cook
CEO, Apple
1 Apple Park Way
Cupertino, CA 95014

Mr. Cook,

The American Association of Endodontists, the American Dental Association, and the American Association for Dental Research are concerned about a film on the Apple iTunes platform entitled *Root Cause*, which alleges root canals are linked to numerous medical issues — a claim that has been disproven by decades' worth of peer-reviewed, scientific evidence.

Our organizations, which represent 8,000 endodontists, 163,000 dentists, and 3,300 dental researchers believe Apple iTunes is doing a disservice to its subscribers by hosting this film. We are concerned its baseless claims may cause unwarranted alarm among your viewers to the point where they might avoid a very necessary dental procedure.

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Anjali Sud
CEO, Vimeo
555 West 18th Street
New York, New York 10011

Ms. Sud,

The American Association of Endodontists, the American Dental Association, and the American Association for Dental Research are concerned about a film on the Vimeo platform entitled *Root Cause*, which alleges root canals are linked to numerous medical issues — a claim that has been disproven by decades' worth of peer-reviewed, scientific evidence.

Our organizations, which represent 8,000 endodontists, 163,000 dentists, and 3,300 dental researchers believe Vimeo is doing a disservice to its subscribers by hosting this film. We are concerned its baseless claims may cause unwarranted alarm among your viewers to the point where they might avoid a very necessary dental procedure.

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