

# Word Of Mouth

DR. ROBERT ROTHENBERG'S DENTAL UPDATE

Produced to improve your dental health and awareness

Spring 2009

## fromthedentist

### More Than Prestige

I know you understand that our team works very hard to deliver only the best dentistry to you and your family. We're proud of our technology, but continuing professional development and education for every member of our team is the real priority. For example, I am an active member of the prestigious *American Dental Association (ADA)*, *The Missouri Dental Association (MDA)*, *The World Congress of Minimally Invasive Dentistry (WCMID)*, and a founder in the *World Clinical Laser Institute (WCLI)*. As such, I am entitled to many privileges that help my team and me to provide you with optimal oral health care. Madge and Becky are members of the *American Dental Hygienists Association (ADHA)* and are also founders in the WCLI. They also have access to the very latest in techniques in their field to better serve you with your periodontal care.

As members in these organizations, we have access to quality lectures, hands-on labs, conferences, and publications and fellow dentists and hygienists who can assist in helping us capture the very best in new techniques and procedures. We have many opportunities to consult and exchange ideas with our professional peers. By committing to all that these organizations have to offer, I am confident that we are providing you excellence in dentistry.

My first commitment is always to your healthy future. As a staff, we are here to give you the very best in dental care.

*Yours in good dental health,*

*Dr. Rothenberg & Team*

## Striking A Balance

### With healthy gums

Healthy gums help create balance and symmetry in the appearance of your smile. They draw our eyes to small areas of vibrant pink color of sufficient intensity to contrast against the whiteness of your teeth. They also provide contrast of shape and scale by creating a small, intricately shaped frame for each larger tooth shape. So why tip the balance with periodontal disease?

Red, swollen gums that bleed easily are caused by an imbalance in the bacterial levels in your mouth. When the good bacteria are overwhelmed by bad bacteria, inflammation, infection, gum and bone recession, and tooth loss can occur.

You have the power to restore your smile's equilibrium! Call for a consultation and bring back nature's symmetry to your smile.

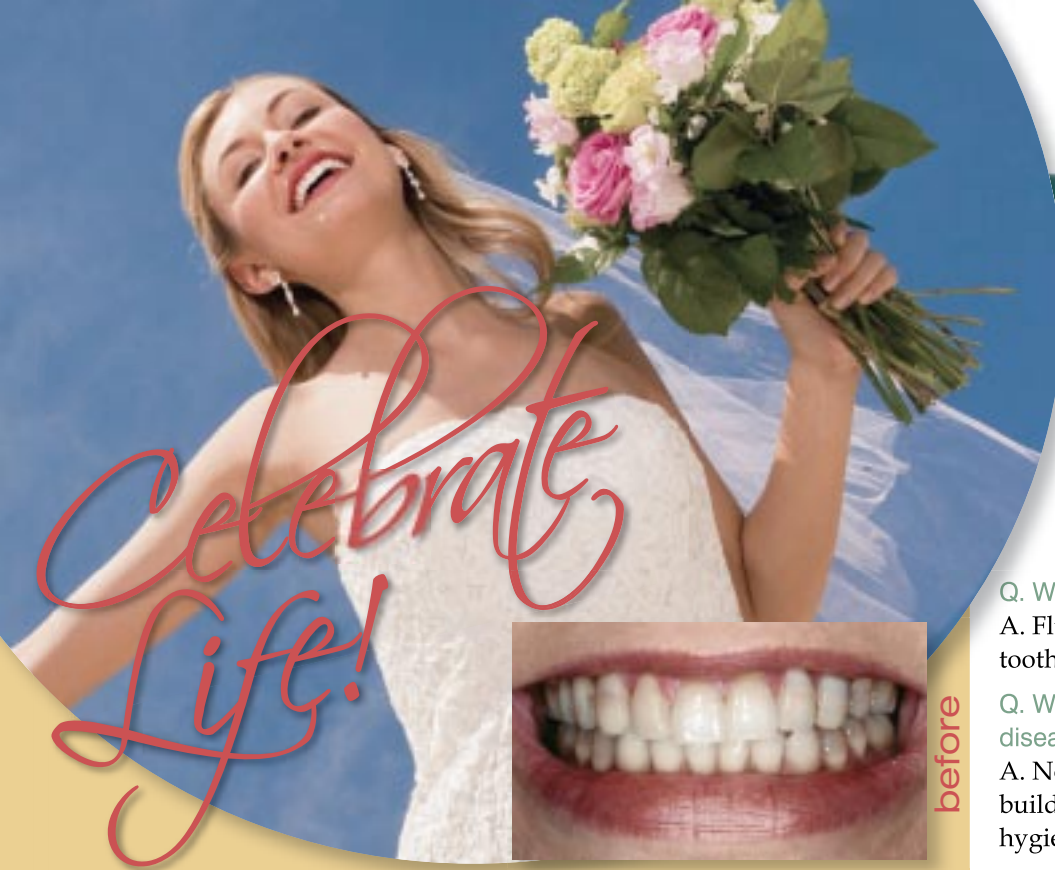


### Did You Know?

- 75% of adults over age 35 are affected by gum disease.
- Up to 30% of people may be genetically susceptible to gum disease.
- Regular screening by the dentist can detect periodontal disease in its earliest stage.
- Tartar/calculus is hard calcium deposits that infect your gums, spreading below the gumline, destroying your gums and the bone that support your teeth.
- Only the dentist or hygienist can remove tartar/calculus.
- Brushing, flossing, and rinsing at home can help you prevent gum disease. Only regular visits to the dentist can help you keep it completely at bay.



*A healthy smile will last a lifetime!*



*Celebrate Life!*



before



after

**Share your smile with the one you love!**

Everybody wants to put their best smile forward. According to a national study, teeth are the number-one facial feature that people would change... three out of four adults think that a nice smile is important to landing their dream job ... 84% think that an attractive smile is important for meeting Mr. or Ms. Right. It seems that we associate a pleasing smile with many of life's passages. Celebrating these milestones means family, friends, and ... photographs. Are you ready to get ready?

*Sometimes even subtle changes can turn a nice smile into a sensational smile - often in only one or two visits...*

## FAQtually Speaking

### About toothpaste

- Q. What does fluoride toothpaste do?  
 A. Fluoride fights tooth decay and strengthens tooth enamel.
- Q. Will tartar-fighting toothpastes prevent gum disease?  
 A. No. They only help reduce *additional* tartar buildup *above* the gumline, so regular flossing and hygiene visits are essential.
- Q. Are whitening toothpastes okay for sensitive teeth?  
 A. No. Most contain a higher level of abrasives. Use a toothpaste for sensitive teeth instead.
- Q. Does *The American Dental Association* test toothpastes?  
 A. Yes. The *ADA Seal of Acceptance* means they meet specific criteria for safety and effectiveness.
- Q. Do children's toothpastes need to taste good?  
 A. Yes. This encourages brushing, but use a pea-sized amount and don't let them swallow.
- Q. How often should I use toothpaste?  
 A. You should brush *at least* twice daily with toothpaste for 2-3 minutes and floss daily.



*Whitening Bonding  
 Tooth-colored inlays/onlays*

*Create an even more dramatic impact. We can match your natural tooth enamel, tooth size, and shape, while cosmetically enhancing your smile...*

*Dental implants  
 Veneers Crowns*

Whether you want your best milestone smile for a graduation, wedding, or The Big 4-0 - give us a call as soon as you can. You'll have your great new look in no time!

# Are You Symptom Free?

Are you ready for biology's next revolution? *The Human Oral Microbiome Database* has been created to provide scientists with comprehensive information on oral microbes. That's good news for you because gum disease is no minor infection. It can change your appearance, your ability to eat, your social life, and your general health. It has been called the *silent disease* because you can have it and be symptom-free. Being young is no protection.

Learn how to avoid the Silent Disease

## Here are some more facts you need to know...

- Up to 30% of people may be genetically susceptible to gum disease and six times more likely to develop periodontitis, its most serious form.
- Periodontitis is the leading cause of tooth loss among adults. It can destroy jawbone and supporting tissues as well as your appearance.
- Unnatural-looking indentations left by missing teeth and bone loss can compromise the esthetics of replacement teeth.
- Research has linked gum disease to other health problems including heart disease and stroke, respiratory diseases, cancers, osteoporosis, diabetes, and complications during pregnancy.
- Surveyed U.S. dentists say gum disease is a more pressing oral health concern than tooth decay by a 2-to-1 margin.

Millions of people don't know they have gum disease.

**Could you be one of them?** Stay as healthy as you feel by keeping up with your home care routines and maintaining your regular appointments. It could give you a revolutionary advantage.

## De-Escalate!

### Reclaim your world

It's a wonderful world we live in. Yet the excitement and challenges of even the best things in life can create tension. Teeth clenching and grinding are common symptoms of stress which over time can escalate into Temporomandibular Disorder (TMD), a painful problem of the jaw joints. Of course, dentistry can provide relief with oral appliance therapy, but a strategy for self-care will help keep you at ease for the long term.

Martial arts for relaxation? Absolutely. **Aikido**, **Tai Chi**, and **Qi Gong** combine meditation and movement to improve posture, balance, coordination, endurance, and flexibility.

**Yoga** is popular, very do-able, and doesn't require special equipment.

Proper breathing, exercise, relaxation, diet, positive thinking, and meditation are tried and true. TMD is *all* about taking the pressure off.

## 4 Your Health

Too much information! Hardly a day goes by without yet another announcement about lifestyle, health, and longevity. Sifting through the pieces may make it seem complicated, but apparently it's simpler than we think. Researchers say that by combining the following four modest and achievable lifestyle changes, you could prolong your life by 14 years.

- 1** Give up smoking. You could gain an 80% improvement in health. Smoking has been linked to gum disease as well as oral and other cancers.
- 2** Eat five fruits and vegetables daily for a healthy mouth and body.
- 3** Keep active for cardiovascular health, strong bones, and stress relief.
- 4** Drink moderately. Alcohol has been linked to oral cancer, especially when combined with tobacco.

Fourteen extra years of oral and overall health. That should keep you smiling!



# Ahead Of The Pack

## Smoking leads to tooth loss

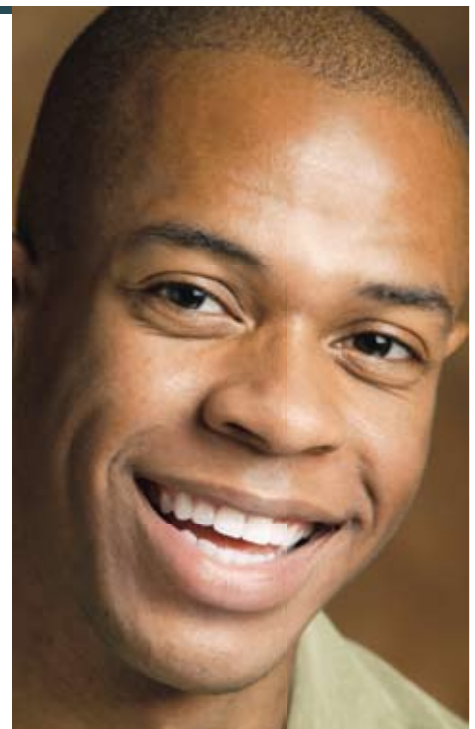
Is that pack of cigarettes worth your teeth? The Academy Of General Dentistry reports that pack-a-day smokers are twice as likely to lose teeth than their non-smoking peers. That means that an 18-year-old smoker could lose between four and five teeth by age 35.

The study used 495 healthy men, including smokers, non-smokers, and those who quit smoking during the study. By examining their teeth every three years, it was discovered that smokers lost an average of 2.9 teeth after ten years of smoking a pack a day. Those who quit smoking significantly reduced their risk, while non-smokers, on average, lost the fewest teeth. Another study of female smokers supported these findings.

While all the reasons for this dramatic increase in tooth loss are still to be determined, gum disease

is known to be the main culprit. One theory is that smoking reduces blood flow to the gum tissues, reducing the amount of nutrients to the bone, and decreasing the amount of support the gums can provide to the teeth. Another theory is that smoking causes a chain of events beginning with a reduced flow of saliva and an increase in plaque buildup on the teeth, leading to tartar. That can lead to gum disease, and eventually, loss of teeth.

The best way to prevent tooth loss is to quit smoking and maintain a regular routine of flossing and brushing.



## Is Cosmetic Dentistry for you?

YES or NO

- Are you unhappy with the shape of your teeth?
- Are there gaps between your teeth, or are they crowded?
- Are you self-conscious when you smile?
- Are you dissatisfied with dull-looking teeth?
- Does your smile show too much of your gums?

If you answered yes to any of the above, we offer cosmetic services that will provide you with some solutions.

## officeinformation

**Robert Rothenberg, DDS, PC**

**Dr. Robert Rothenberg**  
49 Nationalway Shopping Center  
Manchester, MO 63011-5352

### Office Hours

Monday 12:30 pm – 8:00 pm  
Tuesday 9:30 am – 5:00 pm  
Wed/Thu 8:30 am – 5:00 pm  
Friday Closed

### Contact Information

Office (636) 391-6990  
Fax (636) 391-1703  
Dr. Rothenberg email: [drrob@rothenbergdds.com](mailto:drrob@rothenbergdds.com)  
Email Front Desk: [info@rothenbergdds.com](mailto:info@rothenbergdds.com)  
Web site [www.rothenbergdds.com](http://www.rothenbergdds.com)

### Office Staff

Susan ..... Business Assistant  
Barbara ..... Business Assistant  
Kathy ..... Dental Assistant  
Katie ..... Dental Assistant  
Madge ..... Hygienist  
Becky ..... Hygienist



## Spreading The Word

### Thank you so much

The power of the spoken word cannot be denied. When used to help improve the lives of others, words not only bring positive change, they often bring life-long results. And, when spoken as a referral or “personal testimonial,” all kinds of good things spring forth.

Do you know how we measure the quality of care we provide for you? Every time you return to our practice, give us your positive feedback, and tell your friends, family, and colleagues to come see us for their dental care, you are letting us know that what we do for you matters. Your support motivates us to continue raising the bar on the superior standards you expect.

Thank you, from all of us, for your wonderful feedback, your loyalty, and your ongoing new patient referrals.

## Chocolate Boosts Health? You bet it can!

Diabetics have found heaven on earth. So have dentists who have discovered the extraordinary health benefits of Xocai™ dark chocolate, coined “The Healthy Chocolate.” Unlike most commercial chocolate that claims to have 80% or higher cacao content – Xocai (Sho-sigh) uses its own exclusive “unheated” process that keeps “alive” over 300 ingredients full of antioxidant, *eliminating almost all of the fat and sugar typically found in other chocolate.* In fact, 1 chocolate nugget is equal to ½ a pound of spinach – sharing the #6 position in the top 10 super foods.

With less than 10% of North Americans consuming enough fruits and vegetables to obtain the necessary antioxidants their bodies need, healthy chocolate like Xocai is a delicious option for slowing the ageing process, improving your health – and even reducing plaque and gum disease!