

Word Of Mouth

DR. ROBERT ROTHENBERG'S DENTAL UPDATE

Produced to improve your dental health and awareness

Winter 2008

fromthedentist

Referrals Do Us Proud

...Every time!

We take great pride in a team that always offers friendly, family-style dentistry. We try always to build on the excellent rapport we develop with you. We are committed to continuing education courses to learn the latest techniques ... but we know that spending time with each of you is the best way to ensure that you are receiving the meticulous care you deserve.



After all, we are *your* dental office and *your* dentist! And you should feel free to share us with your family and friends. We take your referrals as a great compliment and an affirmation that you feel secure and comfortable with our team. We also know this means you've entrusted us with the care of family, friends, and colleagues.

Thank you for your trust!

Dr. Rothenberg

turnthepage

Beat VSCs ... and breathe easy!

Is your smile telling secrets?

When *one* is one too many!

Lumineers™

No more reasons to wait with Cerinate® veneers

For centuries, porcelain has been used by artists. In the last few years, porcelain veneers – some as thin as contact lenses – have become the technique of choice for treating discolored, chipped, or stained front teeth. In some cases, veneers can even replace traditional braces.

Lumineers™ by Cerinate® Porcelain are unique because for most patients, there is no discomfort, no needle, no drilling ...and no loss of tooth enamel.

As if that weren't enough, in most cases, your new smile can be created in only one or two dental visits. These revolutionary cosmetic veneers have been clinically proven to last for 18-20 years.

Why is this so important? A beautiful smile has become the new social barometer for many people



today. A smile is the first thing people notice when they meet you – before they notice your eyes! An independent study revealed:

Most attractive smile characteristics?

- ❖ Straightness
- ❖ Whiteness and color of teeth
- ❖ Cleanliness of teeth

Least attractive smile characteristics?

- ❖ Discolored, yellow, or stained teeth
- ❖ Missing teeth
- ❖ Crooked teeth

Lumineers are the veneers of choice.

They can give you the smile you've always dreamed of: a smile that looks clean, healthy, straight – and even glamorous.

If you've been waiting to try veneers, don't wait any longer. Please call today to see if you are a candidate.



A healthy smile will last a lifetime!

9

Risk Factors

Could *you* lose teeth to gum disease?

Periodontal disease is the leading cause of tooth loss and it has been linked to systemic diseases as well as toxemia and premature births. Gum disease develops gradually over time

if the natural film on your teeth is allowed to accumulate, damage your gums, and interfere with the balance of oral bacteria. If you or someone you love fits any of these nine risk

indicators identified by dental experts, you or your loved one could be susceptible to gum disease and the tooth loss associated with it.

1
Are you older than 35?

2
Are you male?

3
Have you never received – or avoided – dental care?



4
Have you never – or only irregularly – used dental floss?

5
Do you smoke? Have you ever?



6
Do you have diabetes?

7
Do you have high blood pressure?

8
Do you have rheumatoid arthritis?

9
Do you have gum disease around your front teeth?



These findings make perfect sense. We know that gum disease occurs when oral hygiene is neglected. We also know that men tend to be less conscientious about oral health care.

Gum disease has been linked in studies with diabetes, cardiovascular diseases, and arthritis. But if you don't fit these categories, don't be smug. No one is immune! In fact, teenagers can get

periodontal disease and virtually all adults will have some aspect of it at some point. What can you do? *A lot!* Brush, floss, and rinse, and maintain your regular dental visits!

flossing

Eschew This

Ask us how!

Which of these tools would be part of your "top ten" to use when dental floss just isn't handy?

- (1) screwdriver (2) earring (3) needle (4) key
- (5) paper clip (6) matchstick (7) nail file
- (8) pencil (9) card (10) none of the above

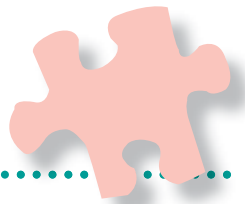
We hope you picked (10) *none of the above!* Believe it or not, over 60% of participants in one survey admitted to using at least one of these potentially gum-damaging methods to remove food from between their teeth. Another 23% just left the food there – increasing the risk of disease and bad breath!

Flossing once a day is essential to oral health, removing food and plaque buildup from between your teeth.

Ask us about flossing instructions and safe flossing alternatives.



Is Something Missing?



Crowns & bridges can bring back your beautiful smile!

A lot of life can happen to a person over the years, and some of it can definitely show up in your smile. Teeth can weaken due to cavities, root canal treatment, and unexpected trauma like a sports injury or accident, and even restorations can deteriorate or detract from your smile. The great news is that today's *crowns* and *bridges* can be very effective methods to prevent the shifting of teeth, bite problems, and altered appearance that accompanies damaged or missing teeth. Here's a rundown on crowns and bridges.

● A **crown** is a strong replica of a normal tooth, and it can be made of gold or other metals but is usually made from materials that look like your natural tooth enamel. It can be used to cover, strengthen, and

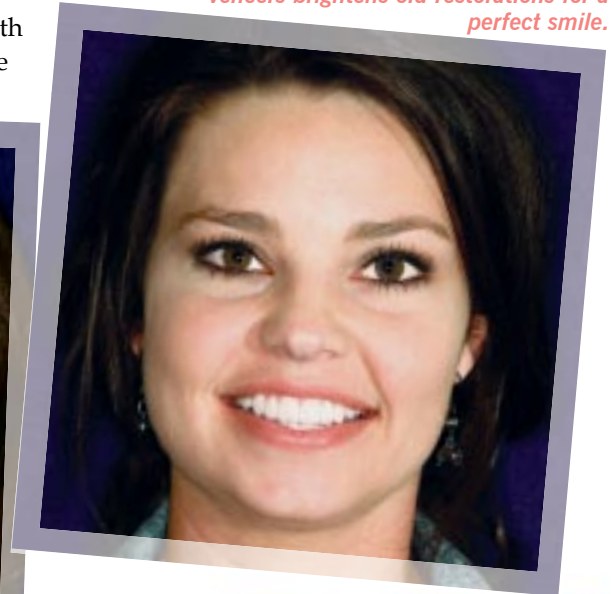
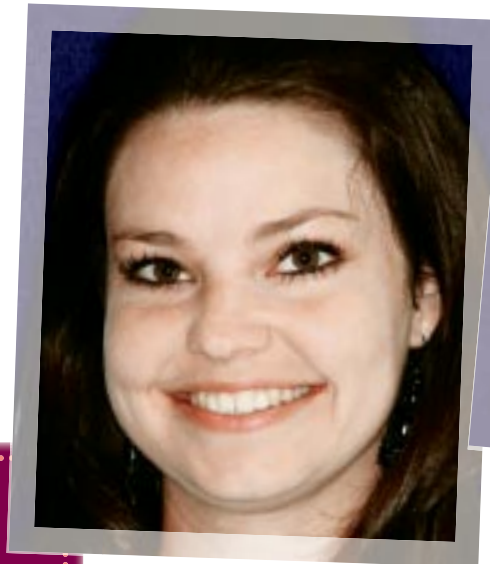
protect a damaged tooth.

● To fill in gaps, crowns are combined with an appliance called a **bridge**. Crowns are placed on the teeth on either side of the space and artificial teeth are attached to them, bridging the gap. They look and feel like your own teeth, and no one would know there were ever any teeth missing. A stable, fixed bridge

has no clasps that show, and is usually preferred to a removable bridge.

Whether your teeth are damaged or missing, crowns and bridges are accessible and attractive in a range of materials to suit your smile needs.

New crown & bridge technology plus veneers brightens old restorations for a perfect smile.



It Could Be Related!

Dental origins

Millions of people suffer from discomfort that only *seems* unrelated to dentistry. Do you have any of these symptoms? Tender jaw muscles... restricted jaw opening ... clicking or grinding jaw joints ... earaches... facial or head pain? Call us. Dental intervention may help.

Here are some discomforts that may be dental in origin...

● **Temporomandibular Disorder (TMD)** can create head, jaw, and ear pain when the jaw joints located just in front of your ears become misaligned or traumatized, or when surrounding muscles become strained.

● **Chronic Heavy Snoring** can interrupt breathing and usually occurs when your lower jaw and tongue drop back during sleep.

● **Headaches** can be related to TMD, interrupted nighttime breathing, and nighttime tooth grinding.

Don't Hold Your Breath!

Dine with friends

A yellow, sulphurish-smelling stain which has survived on an arctic glacier has been linked to extraterrestrial life. You've probably felt a little alien yourself if you've experienced yellow stained teeth or bad breath from volatile sulphur compounds (VSCs) in your mouth. We can help with oral hygiene but you're on your own with what you eat!

Volatile sulphur compounds are infamously present in some popular foods like onions and garlic. Both foods are low in calories and fat and have no cholesterol, but contain fiber, vitamins,



minerals, and antioxidants. Many people simply can't do without their intense and wonderful flavors.

What can you do about garlic or onion breath?

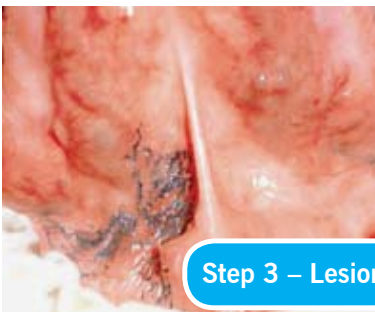
- Feed them to other people so no one will notice?
- Eat a bouquet of parsley?
- Your best bet is to brush, floss, and rinse!



Step 1 – Rinse



Step 2 – ViziLite™



Step 3 – Lesion Dye

ViziLite™ Plus Saves Lives

Effective oral cancer screening for all patients

Oral cancer is one of the deadliest forms of the disease. Because almost 70% of all oral cancer victims are diagnosed in the later stages, the five-year survival rate is only 50%. But the survival rate *skyrockets* to 90% for oral cancers discovered in their early stages. This is why we're very proud to introduce a new state-of-the-art screening technology called *ViziLite™ Plus* to our practice. An annual ViziLite Plus examination, following our standard oral cancer check, will provide our patients with the most comprehensive oral cancer screening possible.

First, ViziLite is a simple, painless, and non-invasive device that helps us detect what we can't see with unaided eyes. With ViziLite, we can evaluate and monitor suspicious areas at their earliest stages before there is any progression toward life-threatening conditions.

Once ViziLite has identified an area

that requires closer examination, we can apply *TBlue630™*, a special agent that can be seen under normal light. This allows us to further evaluate and closely monitor any change. With ViziLite and TBlue630, we're providing you with the most thorough screening available.

More than 25% of oral cancer victims have no lifestyle risk factors like tobacco, alcohol use, diabetes, or HIV. This is why we perform ViziLite Plus exams annually ... *on all our patients age 18 and older*. You can schedule your yearly exam at any time by contacting our office.

A True Story From Dr. Rothenberg:

When my son, Michael, was in first grade and lost his first "baby tooth," he was quite intrigued with the notion that if he placed the tooth under his pillow, the Tooth Fairy would come during the night and leave him money in exchange for his tooth. He carefully placed the tooth under his pillow, and sure enough when he awoke the next morning he was delighted to find that the Tooth Fairy had indeed left him some money in exchange for his tooth!!

A few nights later, as Michael was getting ready for bed, I found him quietly giggling to himself. When I asked him what was so funny, he proudly announced that he had drawn a tooth on a piece of paper and was planning to place it under his pillow in hopes of tricking the tooth fairy into leaving him more money. However, he was not amused the next morning when he awoke to find Monopoly money under his pillow in place of the paper tooth along with a note that read – "Fake money for your fake tooth."

You have to get up pretty early in the morning to fool the Tooth Fairy!!

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Enamel Erosion?

Acid reflux & oral health

Are you one of the 40% of adults who suffer from chronic heartburn? It could be *Gastroesophageal Reflux Disease (GERD)*. Some people have no symptoms ... but dentists can tell. Acidic stomach fluid backing up into the throat and mouth leave more than a bad taste. It causes inflammation of the esophagus and has been linked to cancer of the esophagus, night-time asthma attacks ... and tooth enamel erosion.

Here's how acid reflux erosion can affect your oral health and appearance: tooth sensitivity ... grooves in the sides of teeth ... worn down teeth... yellowing.

Dentistry can repair damage due to chronic exposure of the teeth to gastric acid – regardless of the cause. If you have symptoms, call your physician for a consultation and let us know!

