

Word Of Mouth

DR. ROBERT ROTHENBERG'S DENTAL UPDATE

Produced to improve your dental health and awareness

Winter 2008/2009

from the dentist

Our Sincere Greetings

To our most valued



Peace, hope, and joy are sentiments that can never be expressed often enough. Another is our heartfelt gratitude to you, our patients, who have made the growth of our thriving practice possible through your loyalty and friendship.

It's truly astonishing to think how quickly yet another holiday season has arrived. Before we all get too caught up in what seems like an endless flurry of activity, we'd like to take a moment to reflect on the year that has just passed. There's no doubt in the minds or hearts of our team that the bonds of friendship and trust we share with our practice family make everything easier.

We are honored by your ongoing loyalty and patronage and look forward to sharing another year with you.

Wishing you a safe, healthy, and happy holiday,

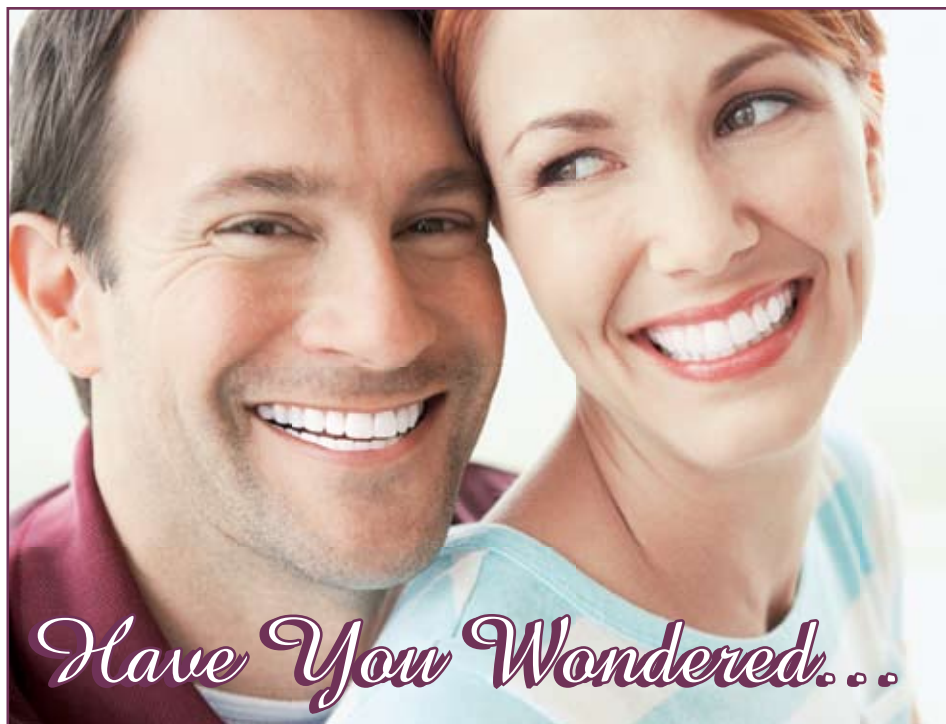
Dr. Rothenberg & Team

turnthepage

Fight bacteria now!

Oral tips for life!

Whitening that works!



Have You Wondered...

Would a new smile make a difference?

One of the first things people notice about you - one of the very first things on which they base their lasting first impression of you - is your smile ... your teeth.

A flawed smile hurts your chances of a good first impression. And that's true whether you're smiling at a new friend, a new boss, or a new love. It has been speculated that your smile has more impact on the success of your personal and business relationships than any other part of your appearance.

That belief is confirmed by a study in which people were asked what it is they remember most about people they meet. Over 85% said they remember people with beautiful smiles! This means...

- the more attractive your smile, the more likely it is that you'll be noticed, liked, and favorably remembered;
- that the more beautiful your smile, the more likely it is that you'll attract the attention of those special people whom you want to attract;
- the more compelling your smile, the more likely it is that you'll get the job and promotions you want and deserve.

*You Can Enjoy A
Winning Edge...
Socially. Romantically.
And in your career.*

Please give us a call today at
(636) 391-6990 to set up a smile
consultation.

A healthy smile will last a lifetime!



You'll like it!

Look At That

Ugli fruits are named after their greenish-yellow appearance, odd shape, and lumpy, bumpy skin. Imagine a *really* ugly grapefruit.

Tasty Treat

This mandarin hybrid has a very sweet citrus taste and is said to combine the best qualities of Seville oranges, tangerines, and grapefruit. Ugli fruits are sweetest from their native tropical West Indies and Asia, though they have been grown in the sub-tropical United States since the 1930s. Nearly seedless, uglis peel easily for quick snacks or as an unusual feature in salads, stir fries, or stews.

For Your Oral And Overall Health

Ugli fruit is an excellent source of vitamin C, an antioxidant which promotes healthy gums and fights cardiovascular disease, plus it's a good source of fiber as well as folate which is an important B vitamin that promotes oral health.

Prevention Is Better

Two things you don't want to share!

We all host bacteria in our mouths so everyone is potentially vulnerable to decay and gum disease. Here are some facts you may not know...

■ Bacterial Infections

In **caries** (decay), *Streptococcus mutans*, is the major bacterium that uses sugar to produce acids that dissolve dental enamel, creating cavities.

In **gum disease**, plaque – the soft thin film you feel on your teeth – is a *biofilm* which hosts many different bacteria.

■ Transmissible

You can pass on **gum disease** and **caries** bacteria to the people you care about – even babies whose teeth have yet to erupt – by kissing, blowing on food, or sharing utensils.

■ Preventable

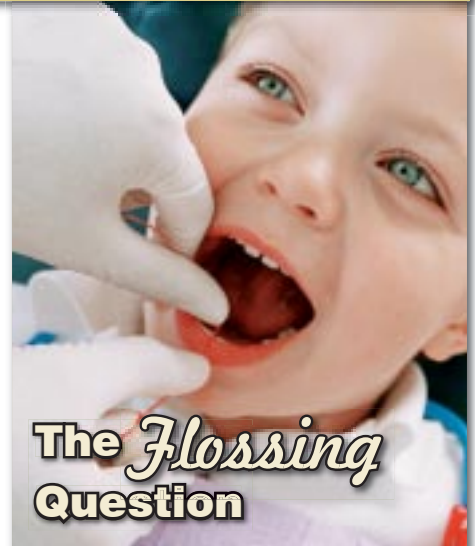
You can minimize your risk for **caries** by avoiding sugary carbohydrates and keeping saliva flowing. Saliva is your natural buffer against acid. Daily removal of soft plaque by brushing and flossing keeps it from building up then turning into hard tartar or calculus, promoting **gum disease**.

■ Reversible

In the earliest stages when **caries** are white patches, remineralization (assisted by our saliva) can reverse the process. As the caries progressively become darker in color, treatment becomes more complex and invasive.

Gum disease can appear silently and we can reverse it with prompt treatment before it progresses to produce swollen, tender, bleeding gums, and deep pockets of infection that can lead to tooth loss.

We have many effective strategies to prevent and treat these two diseases, so please – keep your regular appointments.



The Flossing Question

Ever too young?

As soon as two teeth touch, between six months and one year, kids need daily flossing to avoid gum disease. Only flossing can remove the biofilm and food particles that build up between their teeth and below the gumline where a toothbrush can't reach. Here's how to floss your child's teeth...

First, wrap an 18-inch strand of floss around your middle fingers just as you would for yourself, and hold a one-inch section tightly.

Then, gently ease floss between each of your child's teeth, unwinding clean floss as you proceed.

Too squirmy? Consider colorful, flavored, kid-friendly floss sticks that can change colors and come in favorite character shapes.

Between the ages of 5-10, most children can floss their own teeth. And thanks to your perseverance and great example, they'll want to!



Evaluate Your Family Dental Values

At every stage of life, your oral health and attractive smile are invaluable assets

LIFE STAGE

FOCUS

HOW WE CAN HELP

Infants & Children



- Healthy gums and teeth
- Proper spacing and bite alignment
- Protection against sports and play injuries

- Prevention and monitoring with regular dental visits starting when teeth erupt
- Early orthodontic assessment
- Oral hygiene instruction
- Custom-fitted mouthguard
- Emergency care

Teenagers



- Greater awareness of social value of nice smile and fresh breath
- Greater susceptibility to gum disease, enamel erosion

- Positively reinforce importance of nutrition, regular oral care routines, and professional oral care for an attractive smile
- Provide strategies for fresh breath and a whiter, brighter, straighter smile

Young Adults
20s & 30s



- Greater maturity and awareness of mouth-body link
- Continued interest in appearance and lifestyle issues like teeth staining from coffee, wine, and tobacco

- Regular preventive and maintenance visits to maintain healthy teeth and gums
- Cosmetic consultations for teeth whitening and other procedures

Mid-life Adults
40s & 50s



- Continued interest in appearance
- Increased risk of oral cancer
- Risk of receding gums, root caries, and loose teeth as hormonal levels decline, bone mass decreases, and teeth become worn and stained

- Regular oral health exams
- Natural-looking restorative treatments including crowns, bridges, implants, and veneers, plus cosmetic whitening

8 Is Great!

Boost your smile!

A jolt of morning java might boost your day, but over time it could take supervised teeth whitening to jumpstart your smile again! Red wine, tobacco, dark fruits and juices, and some medicines can also trigger staining.

What can affect your whitening outcome?

Your Age

Whitening is the most in-demand cosmetic procedure and although we recommend teens wait 'til after age 14, there's no upper age limit. If thinning tooth enamel is a consideration, cosmetic bonding and veneers are excellent whitening alternatives.

Your Dental Team - That's Us!

We make absolutely certain that the whitening ingredients we prescribe for you are safe, reliable, and appropriate. Stains caused by illness or medications can only be removed by a dentist.

Your Foundation

Teeth may be whitened up to an average of eight shades lighter than the color you start with!

Where does your smile rate on our whiteness scale?





The Sixth Complication

The perio prescription for diabetes

Periodontal (gum) disease appears without symptoms and can lead to bone loss and tooth loss if left untreated. It is often considered the sixth complication of diabetes. Research shows that the relationship between the diseases works in two ways.

Firstly, diabetics are more likely to have gum disease than others, perhaps because they are more susceptible to infections. Diabetics with uncontrolled diabetes are especially vulnerable. Secondly, diabetics who have periodontal disease have more difficulty controlling blood sugar levels, increasing the risk of other diabetic complications.

Here is a periodontal health prescription for diabetics ... and the rest of us!

Maintain:

■ **A Home Care Routine** - Brushing twice a day and flossing at least once a day keep oral bacteria from building up and turning into tartar, the calcified

substance that can damage your gums.

■ **Regular Recare Appointments** - We can diagnose and treat periodontal disease even when you are symptom-free. If tartar is present, only we can remove it.

■ **Adequate Nutrition** - Diet has always been an important part of diabetic treatment. But good nutrition is also a prescription to help fight infections like periodontal disease.

Avoid:

■ **Stress** - Stress decreases the body's ability to fight off infections.

■ **Teeth Grinding And Clenching** - Besides creating jaw pain and wear and tear on tooth enamel, excess force is exerted on the supporting tissues of the teeth. This can speed up the progress of periodontal disease. We can help.

■ **Tobacco Use** - Tobacco may be one of the most significant risk factors in the development and progression of periodontal disease.

officeinformation

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Office Hours

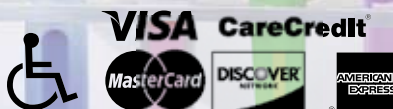
Monday 12:30 pm - 8:00 pm
Tuesday 9:30 am - 5:00 pm
Wed/Thu 8:30 am - 5:00 pm
Friday Closed

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



The Answer Is Yes!

My interest in your oral health is never-ending ... for many reasons. For example, I want you to know that scientists have found oral bacteria - the kind that causes gum infections - in arterial plaque. This means that the bacteria you are not removing from your mouth can access and damage other parts of your body. This sentence from the *US Surgeon General's Report on Oral Health in America* comes to mind: You cannot be healthy without oral health, and that oral and general health are inseparable. Please keep this in mind when you ask yourself, "Do I really need to floss?"

Out of sight is definitely not out of mind. Please enjoy each newsletter issue - it allows me to share important information with you in between your visits to our practice.

Referrals Do Us Proud

...Every time!

Thanks!

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!