

# Word Of Mouth

## DR. ROBERT ROTHENBERG'S DENTAL UPDATE

Produced to improve your dental health and awareness

Winter 2009



**fromthedentist**

If you have visited the office recently, you may have noticed that there are significant changes underway. Our office front is changing. We are expanding our office space to allow better flow through the office. We are adding many new features including a new lab and staff facilities, a kitchen, a computer room, and much needed storage space. There will be an additional treatment room off the main hallway. My current private office space will become a more modern consultation room. We will be adding video projections to help explain the possible treatment alternatives. We are very excited about these changes! We hope to see you soon so we can show off these new improvements and changes.

*Yours in good dental health,*

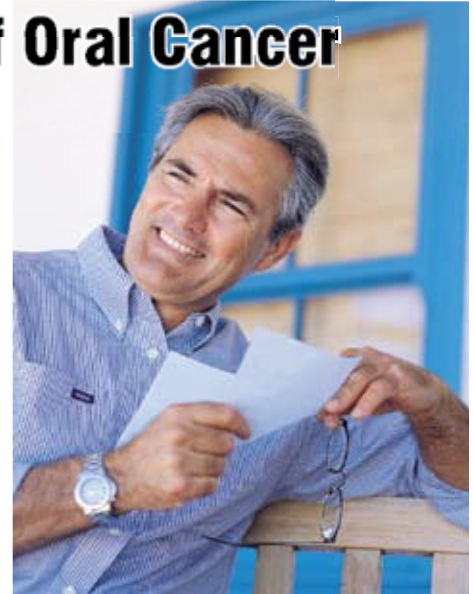
*Dr. Rothenberg & Team*

## Early Detection Of Oral Cancer

### The VELscope® System

Our office is proud to announce that we now offer the VELscope® system by DenMat® (LUMINEERS BY CERINATE) for early detection of oral cancer. Oral cancer attacks three times as many people as cervical cancer. In North America alone, one person dies of oral cancer every hour of every day. An estimated 33% of oral cancer victims are female. Recent research has also demonstrated a strong link between oral cancer and HPV-16 and HPV-18 (*New England Journal of Medicine*, May 10, 2007). Two thirds of the time when oral cancer is detected, it is in the late stages. To make matters worse, the survival rate for late-stage oral cancer is only 22%. There is some good news, however. When oral cancer is discovered in the early stages, the survival rate jumps to 80% or higher.

The VELscope, which is powered by the Sapphire light, shines a safe blue light into the oral cavity, causing tissue to fluoresce from the surface of the epithelium to the basement membrane (where premalignant changes normally



start) to the stroma beneath. Patented optical filtering allows the clinician to view the different fluorescent signatures to help differentiate between

normal and abnormal tissue. Abnormal tissue typically appears as an irregular, dark area that stands out against the otherwise-normal

fluorescence pattern of surrounding healthy tissue. We highly recommend the chairside VELscope examination, with immediate results, as part of a complete dental checkup.



*You can have a stunning and memorable smile!*

*See page four to read about our no-cost no-obligation consultations!*

**A healthy smile will last a lifetime!**

# Mix It Up

Find out how to make a real difference!



## Dairy Or Non-Dairy You get to pick!

A study published in the *Journal of Periodontology* shows that those who regularly consume dairy products such as milk, cheese, and yogurt had a lower instance of gum disease. But even if you can't tolerate dairy products, science has plenty of good news about nutrition and oral health.

- Linked with longevity, cell growth, and boosting the immune system, vitamin D consumption can:
- **inhibit gingivitis**, the earliest stage of gum disease;
  - **fight inflammation** which has been linked to gum disease;
  - **help prevent tooth loss** by inhibiting bone loss around the tooth roots caused by gum disease.

Healthy gums are an important part of maintaining a healthy body. Calcium- and vitamin D-fortified beverages, and vitamin D-rich foods like salmon, sardines, and egg yolks can lead to better oral and overall health!



Just as what you wear can express your innermost self, your smile speaks silently to others about who you are and what you anticipate from life. A friendly open smile projects self-assurance and positive expectations, and attractive white teeth communicate cleanliness and health. Everyone in the family can benefit from a smile that's their sparkling best - but even better if you're of a certain age - your vivacious smile can help take years off!

Here's some more great news...

You can eliminate darkened or yellowing enamel stains created by everyday smoking, eating, and drinking. Even enamel that has become discolored due to illness, medication, or heredity can be brightened.

How? We can provide two very popular options that can dramatically improve your smile - supervised teeth whitening and cosmetic bonding.

**Whitening** has become the most-demanded cosmetic procedure for good reason - *it works*. Your teeth can be whitened by up to eight shades ... *very quickly* - and there's no upper age limit!

**Bonding** tooth-colored materials that match your own enamel to the surface of your teeth masks discoloration while adding strength. These same long-lasting materials can be used to replace old silver-colored (amalgam) fillings and to correct minor chips or gaps between teeth.

In fact, we can mix 'n' match these procedures to enhance your unique smile and incorporate white composite fillings, inlays, onlays, and sophisticated cosmetic veneers to keep you smiling ... whatever your age!



A Right  
Way  
And A  
Wrong  
Way

Brushing your teeth using the proper technique is essential for cleaning teeth and gums effectively, yet many patients are unaware of just what exactly the "proper methods" are. Correct brushing takes a little patience and a little more time than you might think. It's just not enough to slap on the toothpaste and scrub away in a haphazard and random fashion. You can easily miss whole areas of your mouth and actually do some damage at the same time. Here are some helpful toothbrushing tips to get the job done properly.

Brushing tips...



# 7 Smile Savers

## See how you can count on us!

Everyone wants to keep their natural teeth for life. But it isn't all about the teeth, you know. When your gums are pink and healthy, they harmonize beautifully with your lovely white teeth enamel and truly make your smile sing. But their real job is to provide protection and support for your teeth. You can see why preventive care is the key to a great-looking smile.

### Here are 7 preventive smile-saving supports our team can provide...

- 1 **Cleaning and scaling** your teeth to remove plaque, yellowing tartar, and surface stains;
- 2 Protective **fluoride treatments** and pit and fissure **sealants**;
- 3 **Remineralization treatments** to restore thinning enamel;
- 4 **Polishing** for teeth and restorations;
- 5 Protective **mouthguards**, custom-made for children and adults;
- 6 Preventive **nightguards** to stop grinding, clenching, and sensitive worn-down teeth that can age your appearance;
- 7 **Rely on us** to help you with as many preventive measures as possible. All you have to do is keep your appointments!

## Recycle Your Bicycle

### Again & again!

Have you ever wondered why cycling is becoming so popular? Here are four reasons you'll want to consider this family-friendly sport. Cycling is...

#### FUN

- Pump up your mood, reduce depression and stress, and boost your self-esteem!

#### GOOD FOR YOU

- Improve your overall and oral health.
- Shrink your waistline. Burn extra calories.
- Reduce your risk of serious conditions such as heart disease, high blood pressure, obesity, and diabetes.

#### SOCIABLE

- Enjoy the great outdoors with friends and family of all ages. People of most fitness levels can cycle, slowly and gently if necessary.

#### SUSTAINABLE

- Focus on the moment and on your environment. Join your family in reducing its carbon footprint with reduced vehicle usage.

No wonder cycling is one of the fastest-growing leisure activities in North America.

1

Place bristles along the gumline at a 45° angle so that they contact both the tooth surface and the gumline.

2

Maintain a 45° angle with bristles contacting the tooth surface and gumline. Gently brush up and down using a rolling motion.

3

Tilt the brush vertically behind the front teeth. Brush up and down using the front tip of the brush.

4

For the biting surface of the teeth, brush gently with a back and forth motion. Don't forget to softly brush the tongue to remove odor-producing bacteria.

# Can You Relate?

## 9 Easily corrected smile flaws!

Flaws in your smile, even minor ones, can have a negative impact on your quality of life ... from self-image to relationships (social and romantic) to career opportunities.

That reality is backed by a study showing that...

■ 87% of adults acknowledge that they'll remember someone with an attractive smile;

■ 74% of adults believe an unattractive smile can hurt career opportunities;

■ 92% of adults agree that an attractive smile is an important social asset.

But smile flaws need not negatively impact your life. Today, using cosmetic dental techniques, all of the following unattractive *smile flaws* can be easily corrected.



- Dull or discolored teeth;
- Poorly aligned or protruding teeth;
- Exposed partial denture hooks;
- Worn down teeth;
- Teeth that are too long or too short;
- Cracked, chipped, crowded, or crooked teeth;
- Gapped or missing teeth;
- Visible fillings or crowns;

■ Too much gum showing.

Regardless of how minor or major the flavor ... you can now have a smile so stunning and memorable that it will turn heads, give you more confidence, and make you look and feel younger.

*Please give us a call today to set up a FREE Smile Evaluation & Consultation. I will meet with you personally, answer your questions, and discuss various options for improving your smile. Give us a CALL TODAY. I look forward to seeing you.*

## office information

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### Office Hours

Monday 12:30 pm – 8:00 pm  
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### Office Staff

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



## Perfect Timing Ensuring your health

We hope that all of our patients and their families have a joyous and fun filled holiday season – and that everyone greets the New Year safe and sound!

We would also like to give you a little advice: the new year marks the beginning of many of our patients' dental insurance year, when your fund is replenished and full, which means it's the perfect time to make certain you're completely up to date with all your oral health needs. We certainly hope you haven't postponed any regular checkups, but if you have, please contact us today so we can perform your regular examination and teeth cleaning. This would also be an ideal time to consider an in-house whitening or cosmetic procedure to greet spring and summer in style!

*We look forward to seeing your smile!*

## Smile Signals

*It's complex!*

At the *Institute for Human and Machine Cognition*, researchers are using helmet-mounted cameras and other technology to send signals to the brain ... through the tongue! Sightless people have actually perceived others walking in front of them and have located doorways. It's just one more illustration of the complex interrelationships between our mouths and other systems in our bodies.

For example, gum disease has been *linked to toxemia, premature births, cardiovascular diseases, diabetes, and osteoporosis*. Gum disease occurs if we don't keep our teeth and gums scrupulously clean and healthy. When bacterial film builds up and hardens into calculus, it can cause swelling, tenderness, bleeding ... and tooth loss!

Only a dentist or hygienist can remove calculus. But the best cure is prevention through regular brushing, flossing, and dental exams.