



smile highlights

by Dr. Herbert Schneider & Dr. Rachel Jacobs

Produced to improve your dental health and awareness

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fromthedentist

Get Enough Sleep! ZZZ

You've seen the headlines – sleep deprivation is taking its toll. And snoring is a key factor. There's one type of snoring in particular that is cause for alarm for the more than 30 million sufferers in North America alone: sleep apnea.

Researchers have found a link between sleep apnea and the danger of stroke ... and dentistry may help.

When someone has sleep apnea, their airway could collapse ... up to 500 times a night. Blood pressure can soar, damaging the inner walls of the carotid arteries. Cholesterol and calcium can stick to the injury sites and calcify into plaques that block blood flow to the brain. The result can be massive stroke.

If you think you or someone you love may suffer from sleep apnea, a physician can provide a diagnosis. Dentistry may help relieve symptoms ... and greatly improve the quality of sleep!

Yours in good dental health,

Dr. Herbert J. Schneider

turnthepage

Break through with the new you!

Crown your way to glory!

Spice up your smile...

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 and no drilling of sensitive tooth structure.

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 many 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



veneers



before



after

Lumineers are a terrific 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.

We are committed to keeping you healthy!

More Power To You

Make the right connections ... and smile!

Homophily is the natural tendency of people to associate and bond more strongly with people who are similar to them. So what can we do to help you connect with all those *other* beautiful people? Well, according to research, a cosmetically enhanced smile will make you appear more attractive and popular with the opposite sex, as well as more intelligent, interesting, successful, and wealthy!

Together, we can choose cosmetic options that will enhance your natural smile foundation and make your smile sing out success! We can...

- Brighten your teeth with whitening, bonding, or porcelain veneers.
 - Rebuild chips and cracks and close gaps that make you self-conscious.
 - Straighten and even out the appearance of crooked, crowded teeth.
 - Reproportion tooth shape, length, and width to ideally balance your features.
 - Recontour an uneven or too high/low gumline.
 - Correct a receding gumline that exposes roots and makes your teeth look longer - and you look older.
 - Widen your smile to fill in the gaps at the corners of your mouth.
 - Diminish lip lines and make your lips appear fuller by adding volume.
- And there's even more that we can do...
- We can maximize the dramatic impact of whichever cosmetic procedure you choose. How? By helping you achieve clean teeth and pink healthy gums with a strong supporting bone structure.

Nothing makes a connection better than optimal oral health and a high-powered smile.



crowns & veneers

Brighten



gum sculpting & veneers

Reproportion

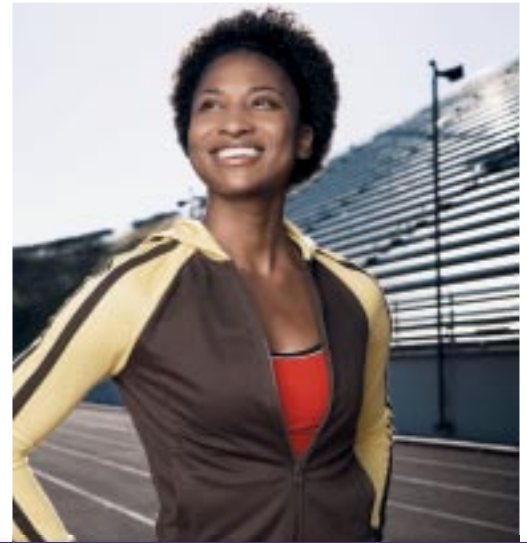


orthodontics & veneers

Straighten



A Crown F



Take Heart! & Save your smile

In the earliest stage of gum disease, you won't even know you have it. Early on, it's reversible with home care and regular dental treatment, but in later stages it can lead to tooth loss and only professional dental intervention can help. Studies have linked gum disease and cardiovascular diseases and stroke - the number-one killers of men *and* women.

Stay fit and keep your mouth *and* heart healthy!

- Exercise regularly to increase blood flow, strengthen your heart, control your weight, stress, and risk of high blood pressure, cholesterol, and diabetes.
- Eat fruits, whole grains, vegetables, low-fat dairy products, and sources of protein, legumes, and Omega-3 fatty acids.
- Don't use tobacco, a risk factor for oral cancer, tooth loss, and heart disease.
- Get regular medical and oral health screenings.
- Keep smiling!



For All Reasons

Prevent...
Protect...
Impress!



For many people, appearance is *the* greatest inducement to sustaining oral health. Who among us does not want to make a great first impression at a job interview, look fabulous in photos, and shine at significant moments like weddings? Beautiful crowns can help you do all that and more. They are the most popular restoration not only because they can create a natural-looking improved appearance for discolored, misshapen, or missing teeth, but because they prevent and protect to save smiles!

Crowns can...

- Prevent a cracked tooth from getting worse;
- Strengthen and halt further damage to a broken tooth, either...
 - one that has undergone root canal therapy or
 - one with a large filling or fillings.

In fact, when your custom dental crown is created, it becomes your tooth's new outer surface. Technicians incorporate precise measurements to suit your bite, jaw movements, and anatomy. Durable metal or metal camouflaged with white porcelain can be used, and all-porcelain materials can exactly match your smile's enamel.

Attaching multiple crowns to a natural-looking bridge is an excellent technique for replacing several missing teeth. It can prevent drifting teeth, challenges to eating and speaking, and increased risk for tooth decay and gum disease.

And the bonus: avoid the premature wrinkles and age lines that may accompany an altered bite. Your smile will look even more attractive!



Modern crowns & veneers turn a smile into ... a SMILE!

Where does your smile rate on our whiteness scale?



5 THINGS about teeth whitening

1. *Not all of your natural tooth enamel is the same color...*

- your front teeth are usually whitest
- molars tend to be in-between
- eye teeth are commonly darkest

2. *Discoloration can be caused by:*

- coffee, tea, red wine, colas, or tobacco
- heredity
- illness and medications
- ageing

3. *Structural changes occur over the life of your teeth and affect their whiteness...*

- young teeth are whiter and usually have a highly opalescent enamel with milky brightness
- older teeth are darker with a more translucent, thinner enamel and a grayish appearance

4. *People perceive teeth as whiter and more attractive when they are contrasted against pink, healthy gums.*

5. *We don't add whitening to your teeth - we remove stains to brighten your teeth enamel by up to eight shades!*

Bollyfood

It's hot, hot, hot!

The whole world is charmed by the flamboyant extravaganzas produced by Bollywood, India's unique counterpart to the Hollywood film industry. Another cultural export, famous Indian curry dishes, aren't merely gorgeous, aromatic, and appetizing. It seems they have the potential to improve your oral and overall health.

Turmeric, a yellow spice that gives Indian curry powder its distinctive color, contains a compound that appears to relieve or suppress Alzheimer's symptoms.

Curcumin, an antioxidant known to benefit periodontal health, also found in turmeric, has been shown to help prevent tumors.

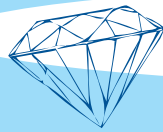
Curry leaves, common in South Asian cooking, release fragrant essential oils when chewed or combined with water. They are an ingredient in some mouthwashes and can help to reduce caries and chronic bad breath.

Want to spice it up a bit? Explore your Asian grocery!

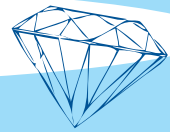
Dr. Rachel's Corner



No matter what your age, we want to keep you well. We welcome questions about your and your family's dental health.



Bright As A Jewel



Sapphire™ Whitening System

Dental technology has made tremendous progress over the past twenty years. Front and center is the *Sapphire™* in-practice whitening process that can lighten your teeth by up to ten shades in only an hour.

The process uses a specially formulated whitening gel with a highly advanced plasma arc curing light that can whiten all teeth at once or one tooth at a time - without heat. This technique produces beautiful, uniformly white results. As well, the specially formulated whitening gel contains an effective desensitizing agent for patients with sensitive teeth, virtually eliminating discomfort.

We want to make sure your smile is at its dazzling best! Many of our patients have tried the system with fantastic results. Please give us a call, we know that the Sapphire whitening system is right for you.

What causes teeth to stain?

The most common cause is the consumption of beverages and products that have staining characteristics. These include tea, coffee, colas, red wine, dark berries, and tobacco products. Ageing and some medications may also contribute.



officeinformation

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Helping to keep smiles healthy for a lifetime

Office Hours

| | |
|-----------|-------------------|
| Monday | 8:00 am – 6:00 pm |
| Tuesday | 8:00 am – 8:00 pm |
| Wednesday | closed |
| Thursday | 8:00 am – 6:30 pm |
| Friday | 8:00 am – 2:00 pm |

For appointments contact Ginny or Jenny

Contact Information

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Getting Famous For your health

It is the subject of a forty-foot art installation and countless magazine covers. Martha Stewart featured it, and it's been served in martinis at the *Oscars®*. What is it? The **pomegranate** ... a *Centers for Disease Control* Fruit of The Month!

The round, leathery, seed-filled fruit is a hot item with scientists and fashionistas because of its super antioxidant powers. Drinking a daily glass of the fruit's juice may reduce the risk of cardiovascular disease. Also just one **pomegranate**...

- has three times the antioxidant properties of red wine or green tea;
- has a significant level of the recommended daily allowance of vitamin C for adults;
- supplies a rich source of potassium.

The **pomegranate**. Good for your oral and overall health!