

Smile Designs

with Dr. Herbert Schneider &
Dr. Rachel Jacobs



Produced to improve your dental health and awareness

Fall 2009

fromthedentists

Annual Halloween Candy Buy-Back

Monday, November 2nd
from 3pm to 6pm

Children are encourage to
drop off their Halloween candy*
to Dr. Herbert Schneider and
Dr. Rachel Jacobs and receive
Great Gifts!

\$1 per pound of candy

Cool new light-up
toothbrush

Raffles for gift baskets
full of dental goodies

All candy donations are
shipped to our service men
and women in Iraq!

*Wrapped candy in original packaging and
candy without expired expiration dates.

**Maximum up to 5 pounds.



For Your Eyes Only

Informing you on secrets of dentistry

You don't have to be a Spy to learn the secrets of good oral health. All you have to do is rendezvous with our agents and we'll share our secrets. A lifetime of excellent dental health is the target for most of us, even if we've neglected our teeth in the past. Perhaps the most important elements of the covert operation are:

- setting home care routines;
- brushing twice a day and flossing once a day;
- healthy lifestyle choices of: exercise, nutrition, and moderate alcohol intake;
- and two regular dental checkups a year.

Contact us and stop keeping your smile a secret.



Dr. and Mrs. Schneider were pleased to have met Super Spy Robert Vaughn "The Man from Uncle" a popular 60's television show, who shared his life story recently at a conference Dr. Schneider attended.

We are committed to keeping you healthy!

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...

- Cleaning and scaling** your teeth to remove plaque, yellowing tartar, and surface stains;
- Protective **fluoride treatments** and pit and fissure **sealants**;
- Remineralization treatments** to restore thinning enamel;
- Polishing** for teeth and restorations;
- Protective **mouthguards**, custom-made for children and adults;
- Preventive **nightguards** to stop grinding, clenching, and sensitive worn-down teeth that can age your appearance;
- 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.



Your Dental Insurance

Don't Wait Until December!

The signs of fall signal back-to-work and back-to-school for many of us. They should also be a cue to make a dental appointment because your dental insurance has seasons too. More than 90% of dental plans are based on a calendar year. If you do not use the benefits you are entitled to, they are gone as of **December 31st**. Your benefits are not carried forward into the next year.

If you are thinking about getting some dental care sometime this year, now's the time. Many treatments can take weeks to complete once treatment options are sorted out and insurance considerations are resolved. That's why it's especially important to come in for a visit to get things on the go as soon as possible, before your dental insurance expires. So give us a call!

Fall Whitening Special!

\$100 OFF

In-office tooth whitening

Available in the months of November and December 2009

***Bring in this newsletter to take advantage of this offer!**

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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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