

# Smile Designs

with Dr. Herbert Schneider &  
Dr. Rachel Jacobs



Produced to improve your dental health and awareness

Fall 2010



## Ten Fingers & Ten Toes *One sweet baby*

It really doesn't matter if it's your first child or third, the arrival of a new baby carries immeasurable excitement, hopes, and dreams of what lies ahead. These are all feelings that we are happy to share in as we announce that our practice family has grown again with the delivery of Dr. Jacobs' new baby girl!

After months of anticipation, on September 14th, Molly Rose Jacobs finally arrived. Little Molly weighed in at a healthy 7 lbs 5 oz, and measured 20.5 inches long. It was love at first sight for her two big brothers, as it was for the rest of the family. And it seems as though Molly has everyone wrapped around her tiny finger ... already.

## Lasting Impressions

### Popular treatments can rally your smile

A dazzling smile can ignite a room. It projects strength, confidence, and beauty. For decades dentists have worked on ways to treat dental problems. We can now change the way your teeth look and the way you feel!

Because your mouth is one of the focal points of your face, it plays a major role in how you perceive yourself and how others perceive you. And now, taking steps to improve your appearance is an investment in your long-term health and well-being.

Here's a glossary of what some of the most popular treatments can do for your smile ... apart from making a lasting impression!

**Whitening** - Erases unappealing stains and discolorations for a brighter, whiter smile.

**White Fillings** - White composite, porcelain, cast glass, or resin inlays and onlays replace silver-colored fillings.

**Veneers** - Stains and chips, or overlapping and uneven teeth, may require veneers which are extremely thin but strong porcelain shells that are layered over the front surfaces of natural teeth. Veneers can be designed to improve the proportions of your smile.

**Crowns** - Teeth that have had root canal treatment or extensive restoration can be repaired and strengthened with a crown that fits over a tooth to restore its normal shape, color, and function.

**Implants** - If your smile is suffering because of missing teeth, implants may be the answer. They can be an esthetically pleasing alternative to dentures and bridges.



*Thank you for all your referrals. We appreciate them!*

## The Game's Afoot Go green & have fun!

Green gyms are in, and it's a growing movement. Traditional gyms use a lot of electricity, and increasingly providers are looking at how they can become more energy-efficient. In the meantime, consider working out on your gym's self-powered equipment instead of the energy-hogging ones.

Another way to reduce your eco footprint is by being more active outside in every season...

- |   |  |
|---|--|
| <input type="checkbox"/> Garden           | <input type="checkbox"/> Play tennis     |
| <input type="checkbox"/> Use a push mower | <input type="checkbox"/> Swim            |
| <input type="checkbox"/> Canoe or sail    | <input type="checkbox"/> Snowshoe or ski |
| <input type="checkbox"/> Walk             | <input type="checkbox"/> Run             |
| <input type="checkbox"/> Bike             | <input type="checkbox"/> Hike            |

And what about this? By participating in conservation activities like trail building, you can stay fit, connect with the environment, and help your community.



## Whitening & Veneers



## Fast Track – Fast Results ▶

There are some claims you can believe in

When an employer or prospective client has to make a choice and all else is equal, your appearance and grooming could make or break your chances. So it's only reasonable that you want to look your best. It's good to know that while many products promise more than they can deliver, you can count on cosmetic dentistry to give you long-lasting results you'll be proud of.

We'll be happy to talk to you about affordable non-surgical treatments like whitening, recontouring, bonding, and veneers that can literally transform

your smile, often within only one or two visits.

- **Whiten your smile** by as many as eight shades with safe reliable dentist-supervised teeth whitening.

- **Brighten your smile** with enamel-colored fillings to replace older metal and stained white fillings.

- **Re-shape teeth, close spaces between teeth, repair chips and fractures, and strengthen teeth** where enamel has been lost with bonding or beautiful translucent hand-crafted porcelain veneers.

Cosmetic dentistry means more

than camouflaging smile flaws. Sure, permanent **dental implants** that replace lost teeth will keep you looking good, but they also prevent tilting and shifting teeth that will both alter your bite and your ability to speak, eat, and chew. **Gum recontouring** can restore balance and symmetry to a too-gummy smile or uneven gumline that detracts from otherwise healthy beautiful teeth.

In the competitive world of business where opinions are formed in only seconds, we're proud that we can help you feel self-confident – and confident in us.

# Pregnancy Perio Risk

## Oral health could affect you & your baby

For some time, advanced gum disease, called *periodontitis*, has been linked to complications of pregnancy including premature birth, low birth-weight, toxemia, and gestational diabetes. Research has strengthened this association by showing that gestational diabetes appears in women with gum disease – even if they don't smoke or drink. Gestational diabetes usually disappears once the baby is born, but it places you at a greater risk of developing Type 2 diabetes later on.

So how to prevent gum disease? The best prevention is regular dental care and thorough daily brushing and flossing to remove the buildup of plaque, the natural biofilm that is always present in your mouth.

Pregnancy is a time of hormonal fluctuations that can alter the bacterial and acidic balance in your mouth and leave you a little more susceptible to gum disease. That's why, during your pregnancy, we may suggest more frequent follow-up than you're used to. Yet everyone at every age needs to maintain their oral health because gum disease has also been linked to cardiovascular diseases, osteoarthritis, kidney disease, cancers, respiratory diseases, and diabetes in the general population.

*No matter what your stage of life, don't wait until you see symptoms of inflammation including redness, puffiness, or bleeding gums. Even if you think you are problem-free, don't skip your recall visits.*

*We screen for gum disease at every visit ...because we like to see you smiling.*



## Easy On You

### Easy on your wallet

*Here are some budget-friendly ways to de-stress:*

**Picnic in the park.** Relax, dress casually, and don't worry about which fork to use. Take a simple pre-prepared meal with you.

**Dine at home.** Have a special family meal. Let everybody pitch in. It's fun to share the cooking (and cleaning!), and even little ones can help.

**Step back.** Back in the day, a leisurely car ride to the countryside or a long meandering walk through the neighborhood were simple and affordable ways to stay tuned to nature, community, and family.

**Create a home spa.** Alone, or with friends and family at your "spa," create a custom facial, manicure, and pedicure. Raiding your fridge and cupboards for natural spa ingredients just adds to the fun.

# Just Lose Five

Drop these now...

### Using tools on teeth

Ouch. Knives, forks, keys – our inventiveness is legend. You risk damaging teeth and gums! Carry dental floss instead.

### Using teeth as tools

Tearing food packets, prying off container lids and bottle caps, and chewing pens and pencils can lead to cuts, damaged jaw joints, or chipped and broken teeth.

### Using tobacco products

Smoking cigarettes and cigars, or chewing smokeless tobacco, can lead to oral cancer as well as gum disease, tooth loss, and unattractive staining.

### Indulging your sweet tooth

Too many sugary soft drinks, acidic power drinks, candies, and other sweet treats are well-known culprits.

### Avoiding routines

Don't skip brushing and flossing your teeth or your regular dental visits. Avoid costly dental bills instead by preventing tooth decay and gum disease with excellent home care. You'll also be keeping your breath fresh and your smile white and appealing.

*Fall*  
**SPECIAL!**

In honor of Molly Rose,  
we are extending our  
whitening special  
to 11 more patients!

**50% Off**  
IN-OFFICE  
WHITENING

Call today for details!  
**(201) 385-5538**  
Offer expires: December 20th, 2010

Herbert J. Schneider, DMD, FAGD, FAES  
Rachel G. Jacobs, DMD  
55 Grant Avenue  
Dumont, New Jersey, 07628-1624



PRSR STD  
U.S. POSTAGE  
**PAID**  
PNP 14304

## First Steps

Your child's teeth can last a lifetime

Baby's first tooth is a celebrated occasion and the perfect time to start ensuring healthy teeth for a lifetime.

Baby teeth are like *place holders* for the adult teeth, and are susceptible to cavities, especially for babies put to bed with other than water in their bottle. Carefully wipe your infant's new teeth and gums with a piece of damp gauze or a washcloth, then move to a soft-bristled children's toothbrush.



Your good example is best for teaching. Use a pea-sized amount of fluoride toothpaste on a soft brush, then encourage them to brush - but follow-up with a *parent check*.

The first dental visit should be between two and three years of age. You can put your child at ease by playing dentist ahead of time and treating the visit as a normal part of their day. If your water isn't fluoridated, we'll adjust your child's treatments. Fluoride makes teeth stronger and more resistant to infection.

Once your child's permanent teeth appear, a plastic coating is placed in the grooves of the back teeth. This keeps food and bacteria out of the grooves.

If your teenager is lax about routines or concerned about poorly positioned teeth or other dental problems, talk to us. We can advise about procedures to help encourage their self-esteem.

The road to a healthy mouth is a lifelong journey that starts with their first tooth.

**HERBERT J. SCHNEIDER,  
DMD, FAGD, FAES  
RACHEL G. JACOBS,  
DMD**

55 GRANT AVENUE  
DUMONT, NEW JERSEY, 07628-1624



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

Office (201) 385-5538  
Fax (201) 385-9808

[www.dumontdentist.com](http://www.dumontdentist.com)

Checks



Information included is not dental or medical advice. For your specific information be sure to consult our office. If you do not wish to receive this newsletter, please contact us directly.



Mixed Sources  
Cert no. SW-COC-002303  
© 1996 FSC

Contents may not be reproduced without permission from the publisher.  
© PATIENT NEWS PUBLISHING (800) 667-0268  
10396-54344 ML10-2 Printed with vegetable-based ink.