

Smile Designs

with Dr. Herbert Schneider &
Dr. Rachel Jacobs



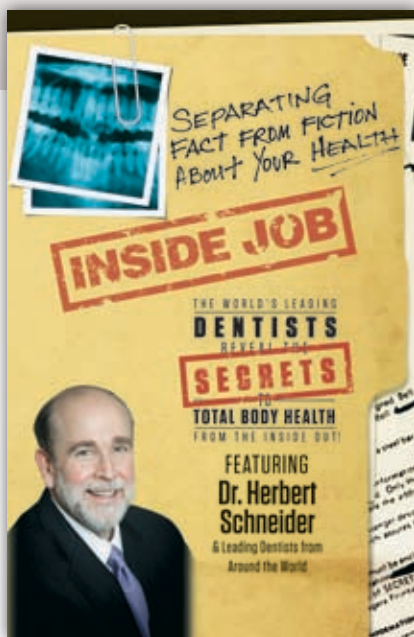
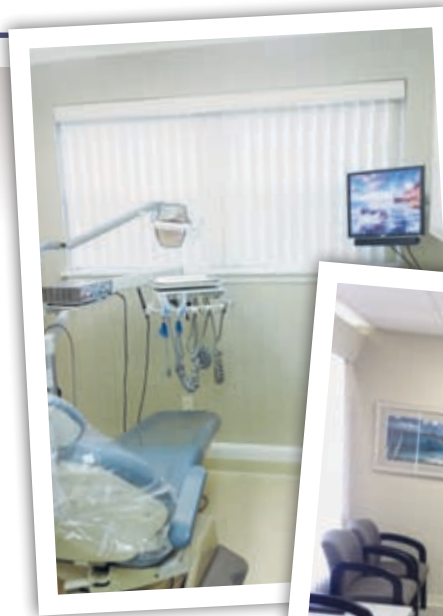
Produced to improve your dental health and awareness

Fall 2012

A Double Celebration!

Open House & Book Signing!

We take great pleasure in inviting all our patients and your families to a double celebration at our newly renovated facilities on **November 6th from 6:30 to 8:30 pm**. Our renovations are now complete and we can't wait for you to experience the wonderful relaxing atmosphere. We've focused on patient comfort and feature the most up-to-date patient-friendly new technologies like digital x-rays and those miracle lasers. These renovations are dedicated to eliminating any barriers there might be between you and a life-long commitment to oral health. Please come and see for yourself what a true state-of-the-art 21st century dental office really looks like!



And that's not all! As many of you probably know, Dr. Schneider has long had a passion for leading-edge dentistry and is at the head of his profession in utilizing the very latest in dental techniques and technologies. Because of this, he was particularly pleased to be asked to contribute to a brand new publication entitled *Inside Job: Separating Fact From Fiction About Your Health*. The book features articles from the world's leading dentists and focuses on the relationship between your dental health and your overall physical and mental health. Dr. Schneider's contribution, titled *Technology - The Best Is Yet To Come*, explores the revolution in patient care that is a direct outcome of the new technologies.

At our November 6th Open House, *Inside Job* copies will be available and Dr. Schneider will be delighted to sign your copy personally. One last note: all proceeds from the sale of the book will be donated to the *Marketers for Good*, a not-for-profit organization lead by a group of top international marketing minds which creates unique launch campaigns for charitable causes.

And don't forget, "A great smile is indicative of a great **Inside Job**."

THANK YOU FOR ALL YOUR REFERRALS. WE APPRECIATE THEM!

Stop Being A Sorehead

No pressure!

Grinding and clenching are called *parafunctional habits* because you are using your teeth for something beyond their primary purpose of chewing. You can place so much pressure on your jaw joints that you experience clicking noises and jaw, neck, and head pain – possible signs of temporomandibular joint disorder (TMD).

In doubt...?

- Normal chewing places 68 pounds of pressure per square inch on your molars.
- Deliberately clenching? 150 pounds!
- Unconsciously grinding at night? Up to 900 pounds! That's more than a month of normal wear!
- Some people will grind up to 40 minutes during every hour of sleep.

Other signs you've got a

problem? Sensitivity to hot and cold ...damaged teeth and restorations... scarred tongue and cheeks ... and problems with your gums.

Maybe it's time for your custom-fitted dental guard.



Vital Information

REDEFINING LIFE & LIVES

Researchers have discovered a microbe doing something absolutely new – not merely surviving in arsenic, of all things, but using it to build parts of itself! How's that for adaptability? We're impressed, but as the body of knowledge grows about how oral bacteria can impact overall health, it's clear that microbes have always been a resourceful and resilient life form.

Even so, everything we learn is a further step towards combating periodontal and other diseases, and it is increasingly apparent that the dynamics are complex.

ORAL BACTERIA CAN...

- enter your bloodstream and release toxins that can attach to artery walls and enter your respiratory and other bodily systems.



What's The Point Of That?

5 things about the roof of your mouth

PALATE, not to be confused with pallet (a bed) or palette (a range of colors), is a formal name for the roof of your mouth...

1. The hard palate at the front is made of bone, the soft palate behind it, of tissue. Both aid breathing, swallowing, and speech.
2. If the bones of the hard palate do not fuse before birth, it is called a cleft palate, a purely structural problem that can be repaired before the age of one.
3. The soft palate helps to close off the nasal passages during swallowing, and the airway if required – like during sneezing. Crocodiles can do this too.
4. Your soft palate has salivary glands and taste buds – why we call good food “palatable.”
5. *Arachibutyrophobia* is the fear of peanut butter sticking to one's palate.

- cause your own bacteria-fighting blood cells to give off proteins that appear to trigger an inflammatory autoimmune response.
- create a protein which causes your own blood platelets to encase and protect them from your immune system and antibiotics.

HOW IMPORTANT IS THIS MOUTH-BODY LINK?

Gum disease has been linked to cardiovascular, respiratory, and autoimmune diseases such as arthritis and diabetes, as well as oral and other cancers. As just one example, over 85% of women with breast cancer have no family history of the disease. Oral health could make a vital difference.



You Are What You Eat

Check it out!

Poor diet is linked to a third of all cancer cases. Here are some good news foods that have been shown to help fight oral cancer...

- Enjoy foods rich in Omega 3 like fish, fish oils, eggs, and flax seed. These also have anti-bacterial benefits against gum disease and other oral infections.
- Consume foods high in fiber such as brown rice, whole wheat breads and pastas, nuts, and seeds.
- Munch on fruits and vegetables, especially those high in antioxidants like vitamins C and E. Leafy green vegetables have shown a reduction of oral cancer risk among female smokers.

Eating well to maintain an efficient immune system is important. And so is avoiding the main risks (tobacco, alcohol, and the HPV virus) and maintaining and monitoring your oral health.



YOU ASKED FOR IT!

Gum disease FAQ

HOW CAN I TELL IF I HAVE GUM DISEASE?

It's tricky. It can arrive painlessly and without apparent symptoms, one of the reasons we encourage regular exams. However, if you experience any of these common symptoms, don't wait for your recare appointment to see us...

- Red, swollen, or tender gums, or other pain in your mouth
- Bleeding while brushing, flossing, or eating
- Gums that are shrinking or pulling away from your teeth
- Persistent bad breath.

IS IT EVER TOO LATE FOR TREATMENT?

No, and please don't avoid treatment because you are embarrassed. There are many excellent techniques we can use to bring gum disease under control. Otherwise you could lose teeth, supporting jawbone and ligaments that will affect your appearance, speech, and ability to eat.

IS IT HEREDITARY?

Yes, some people can be up to six times more susceptible, but gum disease can also be transmitted in families through kissing, blowing on food, and sharing food or utensils.

Anyone can be especially vulnerable at certain stages of life: adolescence, pregnancy, and mid-life, at the onset of diabetes or other inflammatory diseases, and during times of stress.

IS IT AVOIDABLE?

Yes, with regular home care and hygiene visits at our practice, you can prevent, treat, and sometimes even reverse gum disease.



You Could Win An iPad!

Over the last year we've had three winners in our *Great Raffle Giveaway*. Congratulations to them all ... and to the most recent winner Rebecca Hindin who never expected to win, but she referred friends and family to us, and wow! It was that easy!

On December 17th, just in time for the holidays, you could be winner #4 and take home your very own brand new iPad®!

If you're a patient-of-record and over 18, you can start earning chances right away. All you need to do is refer a friend, neighbor, colleague, or family member to have your name entered in the raffle. The more you refer, the more chances for you win!

Imagine ... an iPad for the holidays...



office information

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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Helping to keep smiles healthy for a lifetime

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Dr. Jacobs's
daughter

Molly turns 2

Quick kid Tips

- Never allow your infant to go to sleep with a bottle containing formula, milk, or juice.
- Provide toothbrushes with soft bristles, always use a fluoride toothpaste, and teach your child daily dental care.
- Make sure your child wears a custom-fitted mouthguard when playing sports.



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.



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