

Smile Designs

with Dr. Herbert Schneider &
Dr. Rachel Jacobs



Produced to improve your dental health and awareness

Spring 2009

fromthedentists

Thank You For Giving Us The Opportunity To Help

The present economy has been challenging for many of our loyal active patients, who have been hit hard financially with the loss of their jobs. Our team decided that we are all in this together and were happy to offer these families emergency dental care and routine cleanings at a no charge courtesy, so that their dental health would not suffer.



We are awed by all of the calls, good wishes, and support that we have received in the past few weeks.

The importance of **consistent dental care** in maintaining your overall oral health can not be emphasized enough. Brushing and flossing combined with regular dental visits is the best means of prevention and oral health maintenance. Recall visits help catch dental problems like decay before they turn into painful cavities and we can detect life-threatening diseases like oral cancer in the early stages when they are most treatable.

Our promise is that we will always be there for you!

Yours in good dental health,

*Dr. Herbert Schneider &
Dr. Rachel Jacobs*

Stay Close To Home

Proud to be your dentists!

In the '90s, a phenomenon called "cocooning" was recognized, and since then, it has strengthened significantly, much to the interest of sociologists and pop-culture enthusiasts. More and more, people are staying at home or in their immediate community where things are familiar and comforting. The convenience of making choices in your own home about the things that affect you and your family is extremely attractive!

When we first began practicing dentistry, we had no idea how important the neighborhood could be – and would be – to our practice. We hoped that most of our patients would come from our neighborhood, which has expanded to the surrounding towns, and they have. And each has made a conscious decision to be our patient. For that, we are very honored.



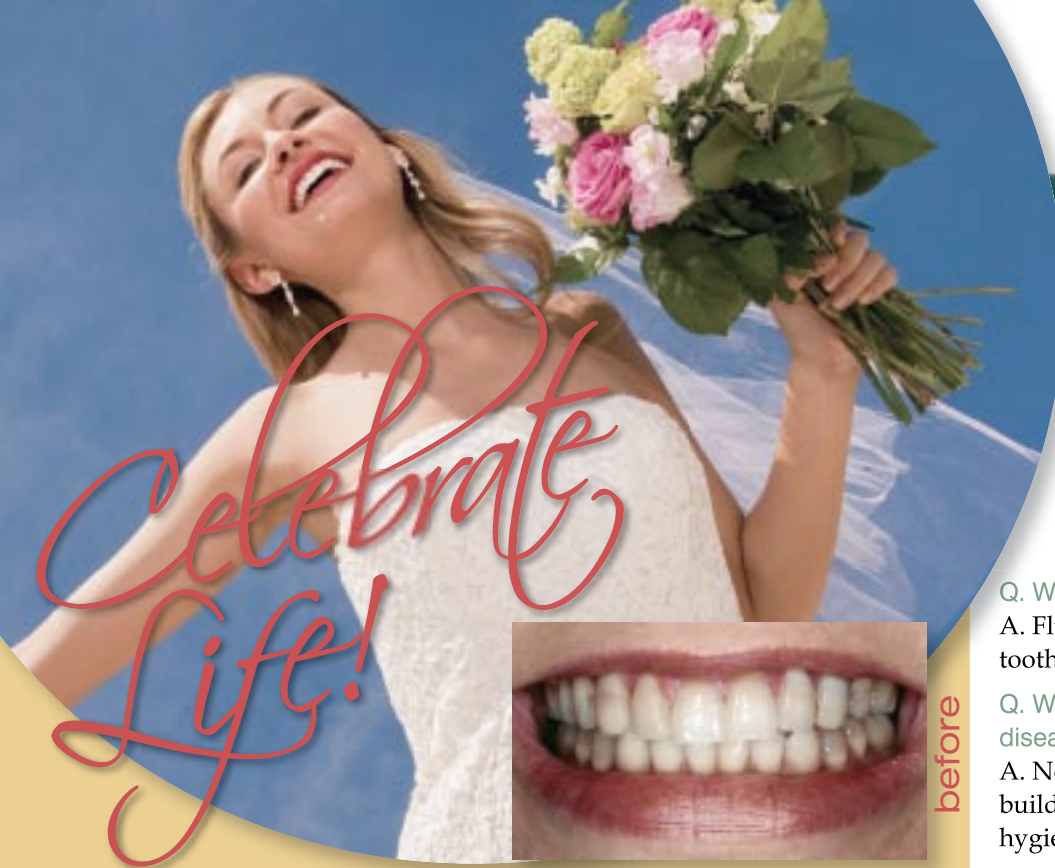
Dr. and Mrs. Schneider with their newest Grandson, Jeremy born on February 17, 2009



If you would like Dr. Schneider and Dr. Jacobs to come and teach at your school contact our office.

It's important to us to practice dentistry in our own community, for people we care about. As community members, we have enjoyed visiting classes in our local schools to education children about good oral care. It is crucial to educate the importance of early dental health care to our children's overall health. Please make sure we see your child no later than their 3rd birthday and even earlier if you feel there is a problem. Preventive care such as cleanings and fluoride treatments provide your child with "smile insurance" for a lifetime!

We are committed to keeping you healthy!



Celebrate Life!



before



after

Share your smile with the one you love!

Everybody wants to put their best smile forward. According to a national study, teeth are the number-one facial feature that people would change... three out of four adults think that a nice smile is important to landing their dream job ... 84% think that an attractive smile is important for meeting Mr. or Ms. Right. It seems that we associate a pleasing smile with many of life's passages. Celebrating these milestones means family, friends, and ... photographs. Are you ready to get ready?

Sometimes even subtle changes can turn a nice smile into a sensational smile - often in only one or two visits...

FAQtually Speaking

About toothpaste

- Q. What does fluoride toothpaste do?
A. Fluoride fights tooth decay and strengthens tooth enamel.
- Q. Will tartar-fighting toothpastes prevent gum disease?
A. No. They only help reduce *additional* tartar buildup *above* the gumline, so regular flossing and hygiene visits are essential.
- Q. Are whitening toothpastes okay for sensitive teeth?
A. No. Most contain a higher level of abrasives. Use a toothpaste for sensitive teeth instead.
- Q. Does *The American Dental Association* test toothpastes?
A. Yes. The *ADA Seal of Acceptance* means they meet specific criteria for safety and effectiveness.
- Q. Do children's toothpastes need to taste good?
A. Yes. This encourages brushing, but use a pea-sized amount and don't let them swallow.
- Q. How often should I use toothpaste?
A. You should brush *at least* twice daily with toothpaste for 2-3 minutes and floss daily.



*Whitening Bonding
Tooth-colored inlays/onlays*

Create an even more dramatic impact. We can match your natural tooth enamel, tooth size, and shape, while cosmetically enhancing your smile...

*Dental implants
Veneers Crowns*

Whether you want your best milestone smile for a graduation, wedding, or The Big 4-0 - give us a call as soon as you can. You'll have your great new look in no time!

Are You Symptom Free?

Are you ready for biology's next revolution? *The Human Oral Microbiome Database* has been created to provide scientists with comprehensive information on oral microbes. That's good news for you because gum disease is no minor infection. It can change your appearance, your ability to eat, your social life, and your general health. It has been called the *silent disease* because you can have it and be symptom-free. Being young is no protection.

Learn how to avoid the Silent Disease

Here are some more facts you need to know...

- Up to 30% of people may be genetically susceptible to gum disease and six times more likely to develop periodontitis, its most serious form.
- Periodontitis is the leading cause of tooth loss among adults. It can destroy jawbone and supporting tissues as well as your appearance.
- Unnatural-looking indentations left by missing teeth and bone loss can compromise the esthetics of replacement teeth.
- Research has linked gum disease to other health problems including heart disease and stroke, respiratory diseases, cancers, osteoporosis, diabetes, and complications during pregnancy.
- Surveyed U.S. dentists say gum disease is a more pressing oral health concern than tooth decay by a 2-to-1 margin.

Millions of people don't know they have gum disease.

Could you be one of them? Stay as healthy as you feel by keeping up with your home care routines and maintaining your regular appointments. It could give you a revolutionary advantage.

De-Escalate!

Reclaim your world

It's a wonderful world we live in. Yet the excitement and challenges of even the best things in life can create tension. Teeth clenching and grinding are common symptoms of stress which over time can escalate into Temporomandibular Disorder (TMD), a painful problem of the jaw joints. Of course, dentistry can provide relief with oral appliance therapy, but a strategy for self-care will help keep you at ease for the long term.

Martial arts for relaxation? Absolutely. **Aikido**, **Tai Chi**, and **Qi Gong** combine meditation and movement to improve posture, balance, coordination, endurance, and flexibility.

Yoga is popular, very do-able, and doesn't require special equipment.

Proper breathing, exercise, relaxation, diet, positive thinking, and meditation are tried and true. TMD is *all* about taking the pressure off.

4 Your Health

Too much information! Hardly a day goes by without yet another announcement about lifestyle, health, and longevity. Sifting through the pieces may make it seem complicated, but apparently it's simpler than we think. Researchers say that by combining the following four modest and achievable lifestyle changes, you could prolong your life by 14 years.

- 1** Give up smoking. You could gain an 80% improvement in health. Smoking has been linked to gum disease as well as oral and other cancers.
- 2** Eat five fruits and vegetables daily for a healthy mouth and body.
- 3** Keep active for cardiovascular health, strong bones, and stress relief.
- 4** Drink moderately. Alcohol has been linked to oral cancer, especially when combined with tobacco.

Fourteen extra years of oral and overall health. That should keep you smiling!



Dr. Rachel's Corner



Healthy Lollipops That Are Good For You

Lick Decay Away!

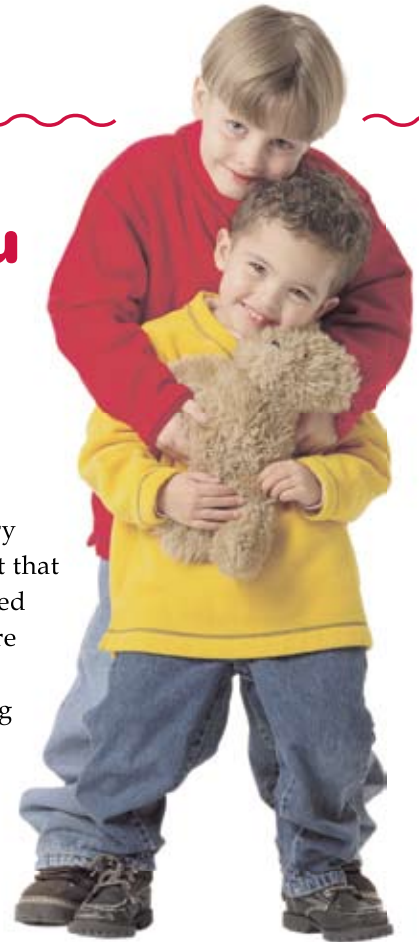
You don't have to be a child to enjoy a lollipop. Telly Savalas' character in the popular 1970s television show, *Kojak*, licked a lolli while fighting crime. Imagine licking a lollipop that fights cavity-causing bacteria in your mouth. UCLA researchers not only imagined it,

they developed an extract of licorice root that targets and reduces the primary bacteria (*Streptococcus mutans*) responsible for dental decay. The sweet treat that resulted is *Xyli-Tots Lollies* available in Citrus Smiles flavor, and recommended for twice daily use. Made of safe and natural herbal ingredients, the lollies are sugar-free and do not contain xylitol.

How it works - As the lollipop slowly dissolves in the saliva, the resulting concentration of the herb fights decay. After breakfast and after dinner is recommended.

Now, isn't that the sweetest news?

At your next visit ask us how to order Xyli-Tots Lollies!



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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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Spring! is here!

If you've neglected your dental care over the winter, now is the time to come in & see us!

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