

Smile Designs

with Dr. Herbert Schneider &
Dr. Rachel Jacobs



Produced to improve your dental health and awareness

Summer 2009

fromthedentists

The Best Thing To Do Come on in!



Every dentist hears amusing and creative excuses for missed appointments – you know, variations on the dog ate my homework theme. Some patients just flat out admit they had something better to do. But the real truth is they only *think* they've got something better to do. Your oral health is precious – and without regular care – precarious.

Let us explain. Your body is its own ecosystem. If the bacterial balance of your mouth is lost, it can lead to painful cavities and gum disease with tooth and bone loss. It may affect your general health. The more you postpone, the more extensive and costly treatment can become.

Please don't miss appointments because you're nervous about a treatment or expense. We care about your oral health and we care about you and your family. We'll work something out together.

Yours in good dental health,

Dr. Herbert Schneider &
Dr. Rachel Jacobs

Glamorous Smiles! Achievable with cosmetic dentistry

Today it seems that every glamorous cover girl – or guy – is flaunting big, square, dazzlingly white teeth ... the essential fashion accessory! The surprise is that the same white, flawless smiles are showing up everywhere you go.

Most of us are too savvy to buy into every passing fad, but it's clear that something's going on. There's no denying that a big, white smile is youthful and attractive, and sends out a message of health and vitality.

Dentistry has improved and expanded the number of techniques and products available to enhance both appearance and oral health, which means that many people – including you – now have access to affordable, non-surgical treatments that can transform smiles.

Dr. Schneider can transform your smile right here in the office like he did for his daughter's friend, Rachel, with veneers. Rachel is studying Psychology and will be earning her PHD and wanted her smile to not only be beautiful but also warm and friendly. Dr. Schneider's daughter Naomi, a second year med student, is the one who recommend that Rachel visit our office to get her dazzling new smile.

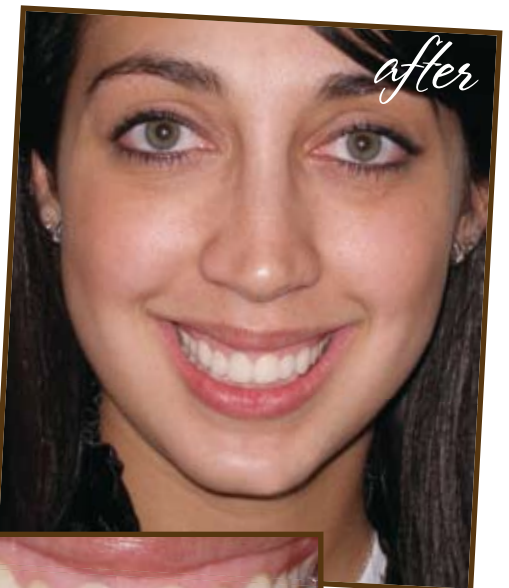
Veneers are paper-thin, ultra-strong translucent shells that can be applied to the surface of one or more teeth to both



Naomi (Dr. Schneider's daughter) and her friend Rachel

whiten and re-shape your smile. They can be used to close gaps, correct chips, or smooth out a crowded-looking smile.

Fashion comes and goes ... but a healthy, attractive smile is *classic*.



Actual
patient of
Dr. Schneider

We are committed to keeping you healthy!



Not For Women Only

6 perio facts

- 1 Around age forty both men's and women's bone-protecting hormones decline which can lead to thinning bones or osteoporosis.
- 2 Osteoporosis has been linked to periodontal disease. As the disease progresses, it can lead to tooth loss, jaw problems, bite problems, and diminished ability to create functional restorations.
- 3 Periodontal (gum) disease appears without symptoms, is often considered the sixth complication of diabetes, and has been linked to cardiovascular diseases, cancers, kidney and lung diseases, osteoporosis, and complications of pregnancy.
- 4 Regardless of age or gender, minerals like calcium and phosphorus, and vitamins A, C, and D are necessary for strong teeth and bones.
- 5 Tobacco and alcohol should be avoided, especially in combination.
- 6 Brushing, flossing, and regular checkups are the building blocks behind a healthy mouth and an appealing smile regardless of age or gender.

Healthy You

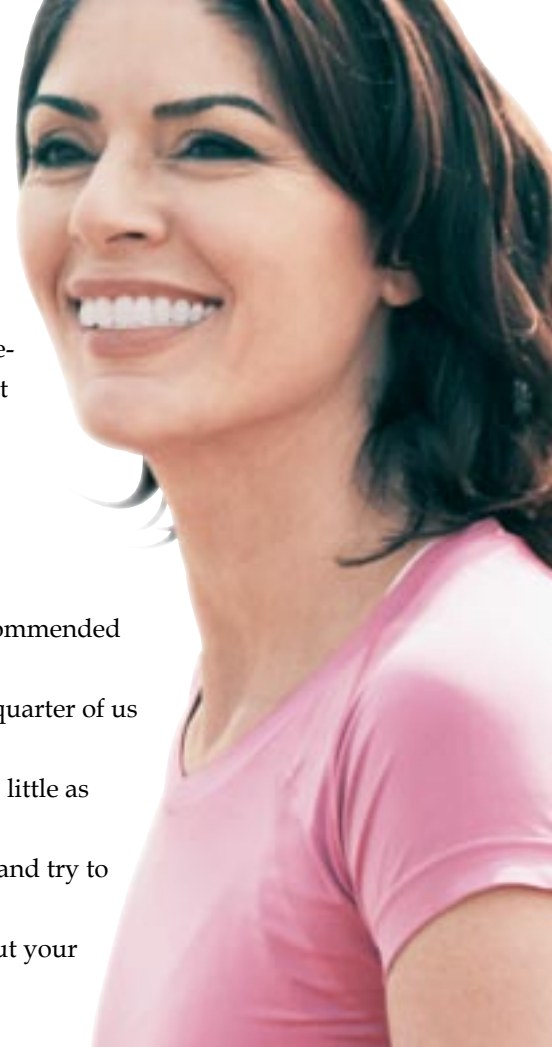
Healthy environment

The journey of a thousand miles may start with a single step, but 10,000 steps a day can get you on the road to personal fitness. Millions have stepped up to the five-mile challenge and invested in a convenient easy-to-use and highly motivational techno wonder. Clipped to your belt, your pedometer can measure your steps and challenge you to fitness.

Did you know...?

- Most of us only walk about half the recommended distance per day.
- If present patterns continue, by 2010, a quarter of us won't fit a standard office chair.
- You can safely increase your steps by as little as 10% every week or two.
- You can divide the day into three parts and try to include a walk in each part.

Commit to your pedometer and wear out your shoe leather - not the environment!



Wish No Longer

Your dream smile is waiting for you!

Your teeth's enamel allows light to pass through in much the way that glass does. That's why healthy teeth enamel has such a beautiful luster. The glass-like nature of fine translucent porcelain veneers allows them to create this same kind of luminous appearance. Yet in spite of this fineness, bacteria-resistant veneers can add strength to your enamel, brighten your smile by several shades, and mask flaws.

Cosmetic veneers could give you your dream smile if...

You're unhappy with the shade or uneven color or mottled appearance of your natural enamel which detracts from an otherwise pleasant smile.

- *Mask the cumulative staining effect from coffee, tea, colas, and tobacco products, or chemical compounds like fluoride and the antibiotic tetracycline as well as root canal treatment.*

You are unhappy with the shape and proportion of your teeth.

- *Enhance the appearance of your smile by acquiring more balanced proportions, disguising gaps and spaces, and covering chipped, broken, or malformed teeth.*

You are unhappy with the misaligned appearance of your teeth but don't want to wear braces.

- *Idealize the appearance of slightly rotated, tipped, or misaligned teeth by using veneers as instant orthodontics.*

Whatever you feel, we can work together to determine the best veneer makeover strategy for your hand-crafted custom-fitted porcelain veneers. Be sure to bring your wish list to your initial consultation appointment!

DISCUSS

IDEALIZE

A Little Or A Lot

You can decide how far to go

What would it take to keep you smiling and happy? Happiness is a serious issue. Don't laugh – there's an actual institute dedicated to researching the topic. One thing is for certain: relationships, work, and social confidence can be affected by your smile.

Whether you need just a little bit of help or a complete smile makeover, here are some options that we can use alone, combined with each other, or in combination with other cosmetic options.

Crown

A crown can cover and protect a tooth that has become fragile through decay or large or recurrent fillings. Natural-looking porcelain is usually used for front teeth, and porcelain fused to metal can be used for either front or back.

Crown & Bridge

Just as a crown refers to the restoration of a single tooth, a crown plus bridge refers to one or more artificial teeth used to span a gap.

Three-Quarter Crown

Sometimes called an onlay, this can be used when part of the natural tooth enamel is still healthy. Only three-quarters of the tooth needs to be restored.

Dental Implants

A dental implant is a permanently placed artificial tooth which is anchored in your jawbone just like a natural tooth. Implants look and feel like your own teeth.

Modern restorations like implants, crowns, and bridges are durable, stain- and bacteria-resistant, secure, and long-lasting. Most importantly, they look completely natural – only better than before. Now there's a happy thought!



DISCOLOR



IDEALIZE

TEMPT YOUR TASTEBUDS

TRY WHITE TEA

The Chinese have been enjoying this pale beverage with its sweet silky flavor since the Ming Dynasty. White tea has become the infusion of choice among tea – and health – aficionados because it can help your body's immune system to fight off viruses and dangerous infection-causing bacteria. Fluoride-rich white tea can also help to prevent the growth of dental plaque – the root cause of tooth decay and gum disease – without staining.

Steamed instead of processed, its silvery leaves remain so close to their natural state that white tea also retains more of the powerful anti-oxidant that fights and kills cancer-causing cells than any other type of tea.

You can enjoy this refreshing non-staining brew in a cup or in anti-viral and anti-bacterial toothpastes enhanced by the addition of white tea extract.



Dr. Rachel's Corner

Summertime... And the livin' is easy

Summer is here! And the living, we hope, will be easy. For many of us, summertime is family vacation time: a chance unlike any other to spend real time with our spouse and children. It's also a time to strengthen family ties with brothers and sisters and in-laws. Family reunions at the cottage or over the backyard barbecue, summer weddings, even a summer romance (or the memory of one!) are all a part of this great time of year.

Summer is also a time when we all relax our daily rules and routines. Children can't wait to get on that skateboard or bike, and often forget proper safety precautions. We can help you avoid chipped or broken teeth with a custom-fitted mouthguard, the best protection for active sports enthusiasts! If your children are going to summer camp, make sure you pack extra toothbrushes, toothpaste, sugar-free gum, and mouthrinse, and impress on them the importance of their daily use. Just a few weeks of lazy care can really affect your child's oral health.

We hope you and your family have a happy, safe, and healthy summer. Just don't forget that regular dental care is a life-long occupation.

Poster Contest

Every year, we run a poster contest for kids ages 5-12. The children are asked to create a poster representing what dental health means to them. Over the years the office has received hundreds of entries and this year was no exception. We love the enthusiasm and the talent each of the children put into making their posters.



This year's winners are:

- Sarah Green, 9 years old from Merritt Memorial Elementary School in Cresskill, who received a \$100 gift certificate to Toys-R-Us®.
- Gila Cohen, 7 years old from Bergenfield who attends Yeshiva of North Jersey in Paramus, received a \$50 gift card.
- James Masso, 6 years old from Ridgely Park who attends Roosevelt School, received a gift card for \$25.

The 3 winning posters will be on display at the office for all who wish to come and enjoy the wonderful artwork.

**HERBERT J. SCHNEIDER,
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RACHEL G. JACOBS,
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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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