



# Smile Designs

with Dr. Herbert Schneider & Dr. Rachel Jacobs

SUMMER 2011

## Mid-Life Smiles *Fab forties & up!*

Do you still think of the dental office as where you get your teeth cleaned and polished? Think again! Many people in their forties and older are wisely investing in esthetically enhanced smiles!

Whitening can give just about anyone a brighter smile. Silver fillings can be replaced by white composite fillings or custom-designed inlays or onlays. For extensive discoloration or chips, porcelain veneers restore teeth to their original shape and function, and improve smile proportions. If teeth are cracked, misaligned, or have undergone root canal treatments, crowns can be used to strengthen them and improve appearance. Implants – man-made teeth permanently anchored in the jawbone – could be the answer if you have missing teeth. They're a pleasing alternative to dentures and bridges.



IT'S ALWAYS THE PERFECT TIME FOR THE PERFECT SMILE!



Whitening



Composite Fillings



Crowns

© Discus Dental



### New Patient Special!

ONLY **\$49**

for Complete Dental Cleaning including Exam and X-rays!

Reg. \$200



Helping to keep smiles healthy for a lifetime



**HERBERT J. SCHNEIDER**  
DMD, FAGD, FAES

**RACHEL G. JACOBS**  
DMD

**CALL TODAY! (201) 374-0543**

**We always welcome new patients!**

*No Insurance? No Problem!*

55 GRANT AVENUE  
DUMONT, NEW JERSEY



# Heart-Healthy Marinades

**Spice up your life!**

Spicing up your favorite dish not only produces great flavor, but promotes great oral and general health as well. And right now, even some of your favorite marinades may contain anti-inflammatory ingredients which support a healthy heart and decrease the risk of cancer, Alzheimer's, diabetes, and other serious illnesses.

Add these ingredients to your next marinade, jerk sauce, or dry spice rub to do wonders for your heart and soul: garlic, hot peppers, paprika, ginger, cinnamon, turmeric, thyme, rosemary, oregano, black pepper, basil, cardamom, cilantro, chives, scallions, cloves, parsley, and cayenne pepper!

A proper jerk recipe is founded on copious amounts of Scotch bonnet peppers and allspice, and the old standbys of parsley, sage, rosemary, and thyme are all brimming with anti-inflammatory benefits. Add tasty, anti-inflammatory olive oil to your marinades, and you'll have a perfect recipe for healthy living.



# Identify Your Strengths

**Perfect for healthy active lifestyles!**

If you're looking for more zest instead of rest, go for it! Today's dental techniques and materials not only re-energize smiles, they're perfect for active lifestyles. There is no need to worry about special care regimens and they'll give you that great smile you deserve!

## CROWNS

### WHAT ARE THEY?

Crowns cover decayed or damaged teeth, restoring them to a natural shape and size. They will also make your teeth stronger and improve their color.

### HOW TO CARE FOR THEM:

Brush and floss as usual.



## BRIDGES

### WHAT ARE THEY?

Bridges replace one or more teeth and older crown and bridge restorations can be updated with beautiful metal-free materials that are anchored permanently.

### HOW TO CARE FOR THEM:

Brush and floss, but remember to clean under the bridge. We'll show you this simple technique.



## VENEERS

### WHAT ARE THEY?

Veneers made from natural-looking ceramic or bonding materials are applied to the surfaces of teeth and add strength while straightening their appearance and concealing gaps, cracks, chips, or stains.

### HOW TO CARE FOR THEM:

Brush and floss as usual.



Cosmetic and restorative dentistry have come a long way. Your overall quality of life can be enhanced by replacement teeth that look, feel, and function like your natural teeth by combining beauty, strength, and practicality for increased confidence ... so eat that exotic dish, travel to that remote country, and participate in extreme sports. Make an appointment today and let's discuss the option that's best for you.

# PREVENTING PREDIABETES

One of North America's largest health epidemics, prediabetes, is the gray area between higher-than-normal blood sugar and diabetic levels. People in this range are at risk of not only developing type 2 diabetes, but heart disease, stroke, and gum disease.

Gum disease is often called the sixth complication of diabetes. It may not cause diabetes, but gum disease can affect its severity.

Prevent gum disease by:

- Brushing after meals
- Flossing daily
- Visiting us for regular cleanings.

Reduce your risk of prediabetes by:

- Controlling your weight
- Exercising regularly
- Getting at least 6 hours of sleep at night.

The important thing to remember is that prediabetes may not have to lead to type 2 diabetes. Making healthy changes to diet and lifestyle today can help you to alter your future for the better.



## Dental Checkups Are Essential

### Open wide for health!

Even if you are the most diligent brusher and heroic flosser, there are simply things that your dentist or dental hygienist can detect that you can't. Our goal is to catch and treat problems early, before they become major issues.

#### **We will look for:**

- signs of gum disease
- cavities, root cavities, and cavities under existing fillings
- signs of oral cancer
- deterioration of fillings, crowns, or other dental work
- hairline tooth fractures
- impacted wisdom teeth
- ...and much more!

Regular visits to our practice may also aid in the early detection of chronic health conditions, including heart disease and diabetes which can have specific symptoms that appear in the mouth.

Call us today to ensure your recare appointments are on track! We want to help you maintain a healthy lifestyle and a happy smile!

## 4 Reasons You Should Never Wait

### Make your smile work for you

Millions of mature adults are ready to retire but can't. Others are coming out of retirement into a very competitive environment. True, you need to keep your smile looking good to compete, and we can help you with that, but if you want to keep working, you need to stay healthy. That means taking care of your oral health because it can affect the rest of your health.

Dental problems that hurt and look unattractive such as receding gums and tooth sensitivity will likely get your attention. Yet gum disease, potentially your most serious oral health risk, is often ignored because it is painless as it takes hold.

**Don't wait for signs to appear. See us first. It's that important...**

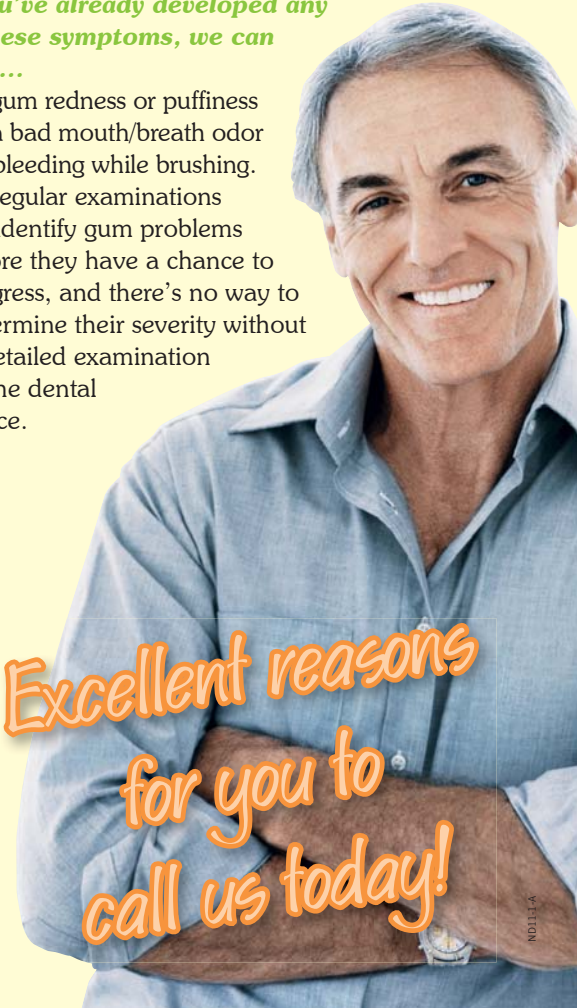
- 1 Gum disease is the top cause of adult tooth loss.
- 2 It can destroy the ligaments which support your teeth and the bone which supports them.
- 3 It could lead to painful and misaligned jaw joints, limit your ability to chew, create digestive problems, oral sores, and bad breath.
- 4 It has been linked to cardiovascular diseases, diabetes, arthritis, and cancers.

**If you've already developed any of these symptoms, we can help...**

- gum redness or puffiness
- a bad mouth/breath odor
- bleeding while brushing.

Regular examinations will identify gum problems before they have a chance to progress, and there's no way to determine their severity without a detailed examination in the dental office.

Excellent reasons  
for you to  
call us today!



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PAID  
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## Hey Neighbor...

Become a *New Patient* and enter the  
**GREAT RAFFLE GIVEAWAY!**

You could win a NEW Apple iPad®2 and  
you don't have to work hard to get it!

Simply refer a friend today for your chance to enter the raffle! When you become a NEW PATIENT of Dr. Schneider's consider referring your family members at the same time.

In fact, refer family, neighbors, and the people you work with! The more the merrier – and the more you refer – the more raffle entries you'll earn!

Plus, each referral you send us you will get a gift card and for every 5 referrals in a year's time, you get \$300 credit in the office, good for any future procedure or outstanding bill.

For each patient you refer to our office you'll receive a raffle entry. The more you refer, the greater your chance of being selected from the raffle entries! **Our lucky winner will be celebrating with a brand new iPad®2!**

If you are our patient-of-record and over age 18, you can start earning points right away! We'll announce the winner of the Great Raffle Giveaway on **October 10<sup>th</sup> – Columbus Day** – so mark your calendars!

\*must be an active patient of record to enter your referrals



## New Advanced Procedure A Success!

### Unbelievable Results

Our new, patient-friendly laser treatment: **The Modified Annapolis Method** is a conservative and gentler way to treat gum disease. New advances in the past year have helped us achieve fantastic results with this new technique.

### Here's what you had to say about this advancement:

"The laser treatment was not lengthy nor uncomfortable. Dr. Schneider's knowledge, professionalism and expertise in applying the procedure made it a success."

– Jim B.

"What a wonderful technique! I did not feel anything! Dr. Schneider explained everything and I felt very comfortable."

– Barbara G.

**CALL TODAY!**  
**(201) 374-0543**