

Smile Designs

with Dr. Herbert Schneider &
Dr. Rachel Jacobs



Produced to improve your dental health and awareness

Summer 2012

Congratulations!



Dr. Schneider has been selected as one of *Bergen County's Top Dentists* and was recognized in a special article appearing in the 2012, May edition of *(201) Health*.

Dr. Schneider is in great company: Only 5% of Bergen's dentists have received this prestigious honor!

The selection process was independently conducted by *Key Professional Media, Inc.*, publisher of *Super Dentists*®. It included peer nominations (ballots were mailed to more than 500 dentists in Bergen County), a blue ribbon panel review process and independent research to evaluate 10 indicators of peer recognition and professional achievement.

You can read the article that appeared in the magazine here in our newsletter.

Imagine dentistry with no drilling, no cutting and no pain. It's not only possible, but it's an integral part of Dr. Herbert J. Schneider's everyday practice. This futuristic approach to dentistry is manifested through the use of three separate lasers, digital X-rays and the accompanying techniques.

Dr. Schneider says, "I realize that every time people come to me for dentistry they're trusting me with something precious to them -- their smiles." Respecting that trust, the recipient of a mastership award from the *World Clinical Laser Institute* has dedicated himself toward remaining on the cutting edge of the latest high-end technology.

"It's this technology that affords our patients such an exceptional high quality of dental care, ranging from dental implants and one-hour whitening to comprehensive family

dentistry," states Dr. Schneider, whose office has served as a testing site in the development of new products like intra-oral cameras and software for computerized digital x-rays.

In addition, an innovative computerized patient education system illustrates procedures from start to finish, allowing an individual to make a clear decision about treatment choices, from *Sapphire*™ in-office teeth whitening and dental implants to the non-surgical treatment of gum disease using only a topical anesthesia.

Equally important is Dr. Schneider's calm and precise manner that has proven to be a hit with his patients, whether he's performing cosmetic dentistry on adults or relating to the smallest child.

Dr. Schneider is joined in his Dumont practice by his daughter, Dr. Rachel Jacobs. A graduate of UMDNJ, she

completed her general residency at *Newark Beth Israel Hospital*.

Continuing advanced training in the areas of laser and operative dentistry, esthetics and dental implants helps keep her abreast with current scientific advancements. Dr. Jacobs is especially adept with the pint-sized set who affectionately call her "Dr. Rachel."

Well respected by his peers, Dr. Schneider was a recipient of fellowships from the *Academy of General Dentistry*, *American Endodontic Society* and *World Clinical Laser Institute*. He is an active member of the *American Dental Association*, *Academy of General Dentistry*, *American Endodontic Society*, and both the *New Jersey Dental Association*, and *Bergen County Dental Society*.

"Whatever a person needs to help keep their smile over a lifetime, we are here to help," Dr. Schneider says.

THANK YOU FOR ALL YOUR REFERRALS. WE APPRECIATE THEM!



• before gum lift •



• after •



• before veneers •



• after •

Lovin' The Limelight & keeping your balance!

Is it a coincidence that even the ordinary people on reality shows have great smiles? Seems unlikely ... just ask the casting directors! True, looking good can thrust you into the limelight, yet it takes more than white even straight teeth to give you your best smile. Consider proportion, balance, and symmetry. If these are missing from your smile, it might be that your gums need some attention.

Here are some problems we see all the time, along with time-tested solutions that provide beautiful and predictable results...

Too much gum tissue & too-small teeth

Removing excess gum tissue to reveal more tooth can make a great difference! This is called gum contouring, gum recontouring, a gum lift, or crown lengthening.

Teeth that look different lengths

Recontouring can also even out an irregular gumline that makes teeth appear to be different lengths.

Gum recession, exposed roots, & too-long teeth

Root-coverage procedures or natural-looking veneers can restore proportion and help prevent root caries.

Distracting red puffy gums

Gum disease is treatable, so you can prevent the prematurely ageing look of tooth loss and jawbone loss and consider cosmetic treatment options.

Give us a call if you avoid smiling for any of these reasons. We will help you.

Don't Unravel! Get help for TMD

Language can be soooo telling. For instance, the word "stress" is derived from the Latin *stringere* which means to draw tight. That's exactly how your face looks: pinched, tight, and strained when you leave Temporomandibular Joint Disorder (TMD) problems untreated. TMD can impersonate migraines, tension headaches, neuritis, and neuralgia. The pain can lead to fatigue, insomnia, and the symptoms of depression.

The most common cause of jaw-related problems is an uneven bite or jaw position – something you may have been born with, or which you developed through grinding, tooth loss, clenching, and wearing down teeth and restorations.

If you can't open your mouth fully, hear clicking noises or experience pain and tenderness in and around your jaw, face, ear, and head, a simple effective dental solution may be all you need to loosen up and put a smile on your face!

CHEER UP!



Try tropical

Comfort foods can really bring you down! Doughnuts and the like make us feel better for a while – and then comes the crash. Scientists believe that trans-fatty acids cause inflammation that interferes with feel-good neurotransmitters like serotonin. In the long-term, this may lead to depression. Instead, try a tropical powerhouse like papaya that can energize you, boost your immune system, and help prevent inflammation, heart disease, and cancer.

Papaya is readily available – look for one that's soft with red-orange skin like the fruit inside. Sweet yet refreshing, it's loaded with vitamins, minerals, antioxidants, and fiber, as well as enzymes that aid in digestion. You can eat the fruit and peppery seeds as is, or use them to jazz up your salads.

Feel good *and* power up with papaya!

Tune In To Tunes

It's ease-y!

Calming soothing music can help lower your heartbeat and blood pressure by reducing stress hormones. Pumped-up music you can dance to or sing to can release endorphins that revitalize you and lighten your mood.

Perhaps part of music's ability to soothe or inspire is that listening to it allows you to let go of rational thought processes. It engages the right side of your brain which thinks creatively in images rather than words or numbers.

Experiment! Whether you want nature sounds or classical while you meditate, or you just want to crank up the tunes on your radio, you'll feel better by the end. And you'll be reducing your risk for heart disease, the number-one killer of both men and women!



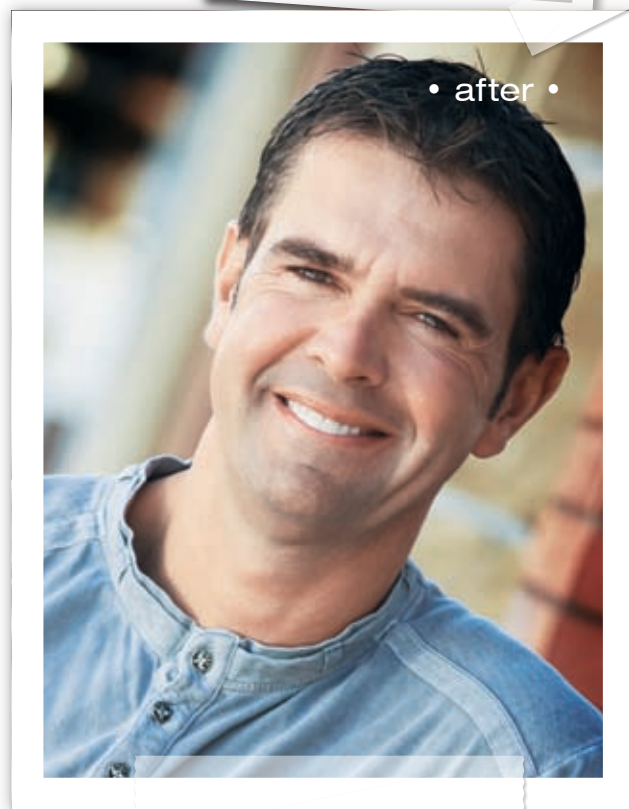
Top 5 Makeover Picks

When losing your illusions is a good thing!

If you want brighter teeth in photos – no doubt there are apps for that, but you'd have to fix *every* picture. And what about those candid cell phone shots that you have no access to? Here are 5 ways you can get the real deal and never worry about retouching again.

- 1 If your teeth are a little dingy, or a lot, get them **whitened** and say goodbye to stains from food, beverages, nicotine, root canal treatments... and age!
- 2 If your smile is looking a little dated from stained or silver fillings, consider virtually invisible **white fillings** and tooth-colored porcelain **inlays**.
- 3 If your teeth are chipped, cracked, or have slight spaces, consider tooth-colored **bonding** materials to cover up these flaws.
- 4 Porcelain **veneers** which are ultra-thin, hand-sculpted shells that cover the front surface of teeth are another excellent, natural-looking option.
- 5 If your teeth have been weakened by clenching, grinding, decay, or root canal therapy, natural-looking **crowns** will restore appearance and function.

Many of these techniques take only a visit or two ... so let's rescue even those teeth you may forget about – at the back of your mouth, and your lower arch!



veneers • natural looking • made specially for you •

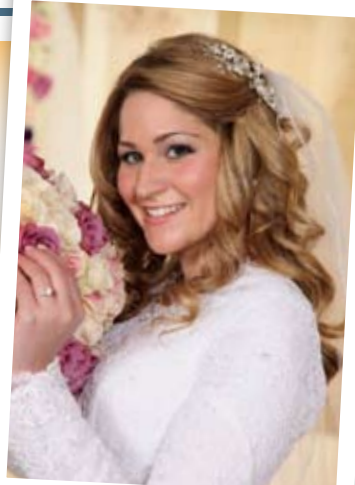


A Graduation

Dr. Schneider's daughter Naomi graduated from the *Albert Einstein College of Medicine*.

A Spring Wedding

Dr. Schneider's daughter Esti married Alex Waintraub on March 11th of this year at Marina Del Rey in New York.



The Great Raffle Giveaway!

You could be our next winner of an iPad2!



Just ask Maggie if *she* ever expected to win! But yes indeed – Maggie won a NEW *Apple iPad®2* just by referring a new patient to our office. Come September, you could be grinning just like Maggie and her daughter Kelly!

Get ready to win – simply refer a friend, neighbor, colleague or family member today for your chance to enter the raffle!

What the heck – refer them all – it means more chances for you and more chances to get gift cards – one raffle entry and one gift card per referral!

If you are our patient-of-record and over age 18, you can start earning points right away! So refer a friend – all your friends – today to be entered into our next iPad2 drawing on September 15th, 2012.

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

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How Do They Grow?

Your child: from six weeks to six years



Dov, Dr. Rachel's son.

Your child's dental development begins as early as six weeks into pregnancy – a little early for brushing and flossing! Usually around six to eight months after birth, tiny tooth buds will break through their gums, lower incisors first, uppers usually later. A child learns to eat and speak properly with the help of these first teeth. These teeth also hold space open for permanent teeth, and help the jaws find their correct alignment.

The average child will have a full set of primary teeth by the age of 2½ years. Spaces between teeth are normal and reduce the likelihood of orthodontic work like braces later ... as will early intervention for crowded teeth, or accidental tooth loss.

Around your child's sixth birthday, permanent teeth begin to erupt. Don't worry if other kids your child's age have lost more or fewer teeth. Teeth usually erupt earlier in girls than in boys.

Sometimes the permanent teeth appear behind the primary incisors before the baby teeth are even loose. This can look like two rows of teeth. Usually, with time, the baby teeth will be pushed out and the permanent teeth will take their place.

Please make sure you schedule your child's first visit to our office between the ages of two and three. We can get to know each other, and make sure their dental development and oral health is on the right track.