

# Smile Designs

with Dr. Herbert Schneider &  
Dr. Rachel Jacobs



Produced to improve your dental health and awareness

Winter 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*

## Great Teeth & Sexy Smiles...

### Just for celebrities?

What do Brad Pitt, Halle Barrie, and Matthew McConaughey have in common with non-celebrities who are also attractive? Their clothes? Hair? Toned bodies? Mostly, it's their great teeth and sexy smiles.

**A smile** is something that always makes you more attractive when your teeth are white and healthy ... and when your breath is springtime fresh. Coffee, tea, red wine, smoking, drinking sodas every day affect the color of your teeth making them yellowish, grey and quite unattractive. Most of these habits also promote bad breath. You certainly don't want this combination to be present, especially now with Valentine's Day approaching.

So, what can you do if your teeth do not allow you to have the **great sexy smile** you want? The easiest things you can do is: Brush your teeth 2 times a day for a minimum of 2 minutes at each brushing. You



can also whiten your teeth safely and effectively. Ask us about our safe, effective whitening options. And use a mouth freshener. Ladies ... lip gloss adds the finishing touch to a beautiful, sexy smile.

So, your name doesn't have to be Brad, Halle, or Matthew for you to have an irresistible smile. It all starts with your toothbrush, toothpaste, and regular brushing.



## What is teeth WHITENING?

It is a procedure designed to remove stains and lighten teeth pigmentation. Teeth whitening can be done safely, quickly, and reliably with our supervision.

*We are committed to keeping you healthy!*

# Set The Trend

## Select your cosmetic veneer option

There's a definite trend among men who choose to revitalize their appearance in the competitive workplace. They're opting for non-surgical procedures that increase facial volume and require only minimal or no downtime. For many, veneers are the non-surgical cosmetic option of choice. Here's why.

When veneers are bonded to your teeth, they can be matched to both the color and natural contours of the rest of your smile, and you can...

- ▶ **Look younger** by adding volume to the lower third of your face and minimizing fine wrinkles.
- ▶ **Camouflage** exposed roots and restore esthetic proportions to your smile.
- ▶ **Close gaps** between your teeth.
- ▶ **Repair** chips and cracks.
- ▶ **Straighten** slightly crowded or overlapping teeth without braces.
- ▶ **Brighten** your teeth and cover even severely stained teeth.

Veneers are hand sculpted from beautiful ceramics by trained technicians. Built-in translucence mimics natural enamel and allows some of the inner light to shine through.

Veneers really are *super* natural! Once applied, they act as a shield for your teeth. Porcelain material is highly resistant to oral bacteria and to permanent staining from smoking, coffee, tea, and food.

Men and women who want to look more successful and more energized in *any* environment can enjoy the advantages of even, straighter-looking, whiter teeth!

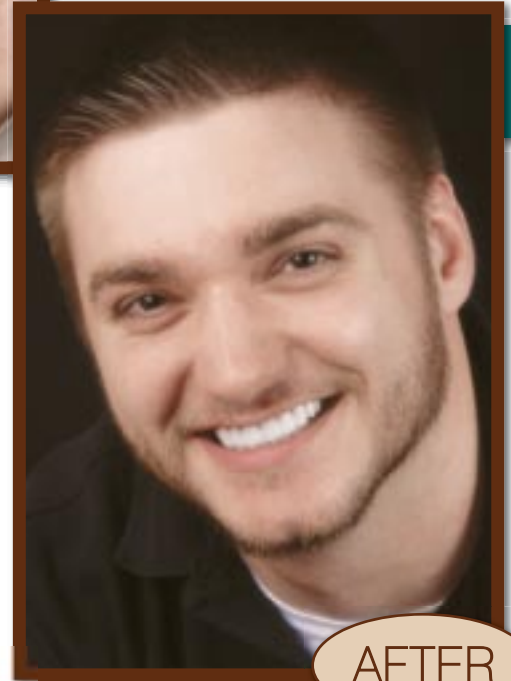
Please come and see us at our practice for a cosmetic veneer consultation.



BEFORE

- look younger
- close gaps
- repair
- straighten
- brighten
- camouflage

VENEERS



AFTER

## Avoid Gum Disease

### Here's how...

Chances are you will be affected by gum disease at some point in your lifetime. Initially it often appears without symptoms, but it is progressive and is the leading cause of tooth loss in adults. Furthermore, without treatment, bone loss in your jaw is inevitable and can alter your facial appearance, speech, and diet over time.

#### What We Can Do

**Perform** regular exams and cleanings to remove plaque, the disease-causing biofilm that builds up on your teeth and can harden into tartar.

**Provide** brushing and flossing instruction and explanations about your oral health needs.

#### What You Can Do

**Schedule and keep** regular dental examinations and cleanings to ensure the health of your smile! Remember, with early diagnosis, gum disease can be reversed!

**Commit** to a smile-saving routine of proper brushing, flossing, and healthy eating at home.





## 2 Quick Fixes ..... Ready? Set. Go!

Your face is *the* most looked-at part of your body. And your mouth is the first feature that everyone looks at! Dramatically enhancing your smile can instantly lift your self-confidence, and you can even get transformative results over your lunch break.

These two tried and tested procedures will let you see a new you in no time and without invasive surgery...

**Whitening** - We can design and supervise whitening that may lighten your teeth by up to eight shades! Safe, reliable, and predictable teeth whitening technology may even remove stains caused by illness or medication.

**White Bonding** - We can cover the deepest stains by bonding material directly onto your teeth, and we can use it to replace older stained or silver fillings!

Choose one technique or two ... it's up to you!

### What's On Your Menu?

#### Smile savers!

Brushing and flossing to remove yellowing plaque is an essential strategy to keep your brightest smile. But for at least some of the time, start dining *white... and light!*

**Add** low-fat milk to sugar-free coffee or substitute with skinny lattes.

**Swap** black tea for green which has beneficial antioxidant properties.

**Switch** from stain-producing desserts like blueberry or cherry pie to fresh or baked apples, pears, or gooseberries.

**Rethink** soy and Worcestershire sauces and consider yogurt or trans-fat-free oils flavored with white vinegars, herbs, or garlic.

**Replace** red wine with white, and dark berry juices with light.

#### Avoid...

■ hot and cold liquids that expand and contract tooth structure, creating fine lines and cracks into which stains can penetrate;

■ regular consumption of acidic foods and drinks that can soften enamel and encourage staining.

## Suit Yourself!

4 ways to restore your smile

You know, when even one of your teeth becomes severely damaged or is lost altogether, it can affect more than your appearance and self-confidence. With time, your speech can be affected and your food choices limited. That's why restorations including fillings, crowns, bridges, and implants were invented. They can restore natural-looking form and function.

Here's how restorations work.

A **filling** is a restoration that repairs part of a damaged tooth. When modern composite or ceramic materials are combined with precision techniques, fillings can fit and fill most types of cavities without removing large amounts of healthy enamel. And they can be color-matched to look completely natural.

A restoration that strengthens and protects the tooth is called a **crown** and you may have heard it called a cap because it actually caps the entire tooth.

A **bridge** is a combination of crowns and artificial teeth that closes a gap left by a missing tooth (or teeth), restoring your smile and redistributing the workload.

An **implant** is an artificial crown and root which is permanently implanted right into your jawbone. Once placed, it acts like a natural tooth to avoid bone loss and prevent drifting of surrounding teeth. Different implant types and techniques are available to provide individual solutions, from replacing one tooth to anchoring dentures securely.

Whatever your need, restorative treatments can save time, money, and your smile!

### IMPLANT & VENEERS



### COMPOSITE FILLINGS



# 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 lolly 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!**



## officeinformation

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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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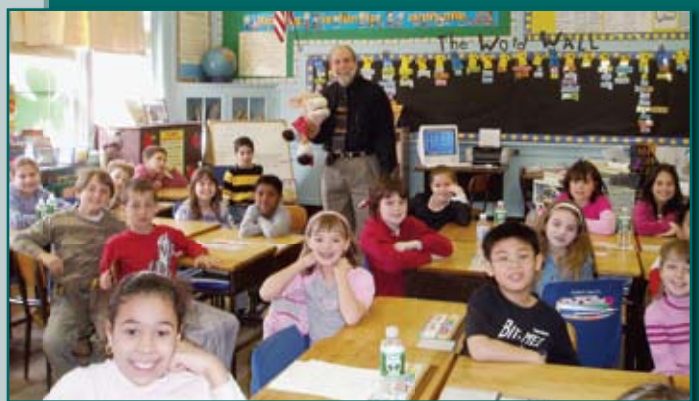
## February's For Kids

### National Children's Dental Health Month

In February, for over sixty years, dentists, parents, and children all across America observe National Children's Dental Health Month. Our message of the importance of oral health goes out to millions of children and adults in communities across the country, and includes such events as health fairs, dental office tours, and visits to the classroom by dentists.

One of the reasons for this special annual event is that many people are still unaware of the important role early dental care plays in 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!



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