

Smile Designs

with Dr. Herbert Schneider &
Dr. Rachel Jacobs



Produced to improve your dental health and awareness

Winter 2011

fromthedentists

Best Wishes

Thanks for 2010

As we look ahead to 2011, we would like to thank each of you for your continued loyalty over the past year. We speak for everyone in our practice in telling you how much we appreciate and enjoy your visits. We always enjoy hearing your news about family activities and personal experiences. We hope you look forward to those visits too.

Your oral health is our first priority and we are committed to providing a comfortable, friendly environment so that you, our patients, enjoy a relaxed, positive experience.

We wish you and your family good health for 2011 and look forward to seeing you in this New Year.

Here's to a great 2011!

Yours in good dental health,

*Dr. Herbert Schneider &
Dr. Rachel Jacobs*



turnthepage

Tips to tread lighter!

Sugar isn't so sweet after all...

Is your child sleeping with ease?

Live Long And Prosper!

My encounter with a famous Vulcan

It was a Sunday morning in Boston, which started off like any other day at a dental conference. But, there was something special in store ... a great event that I will remember for years to come. This conference featured a very special guest speaker - Leonard Nimoy, arguably best known for playing Dr. Spock in the original *Star Trek*® series and films!

I waited with anticipation as Leonard Nimoy began his presentation. He spoke with great intelligence, sharing his life story and how he made it big in show business. Mr. Nimoy even provided us, an attention-stricken audience, with accounts of some of

the interesting people he had the opportunity to meet over the years, including John Kennedy!

Although this convention was likely a little different than the Trekkie meetings that he has experienced over the years, Mr. Nimoy spoke with authority and I enjoyed hearing about his fascinating life. Plus, I even got to meet him personally, which was simply awesome!

Although it may be difficult for many people to separate Leonard Nimoy from his character, Spock, I now know that he is definitely his own man - and meeting him was a privilege I won't soon forget.



Thank you for all your referrals. We appreciate them!



Out Of The Woods

The value of paper

Did you know that the North American wood and paper industry plants millions of trees daily and today's forests are about the same size as they were 100 years ago? Not only that, but the carbon impact of paper mail for a typical household per year is only about equal to using a kitchen coffee maker for a year.

You can help make that footprint even smaller...

- Update your address when you move to reduce waste due to undelivered mail.
- Re-purpose retail and shipping boxes to send gifts.
- Send paper materials that can't be re-purposed to the recycling bin to reduce the demand on forests.
- Share this recyclable *Forest Stewardship Council*-certified newsletter and other publications with family and friends.

Sweet Enough For Nature

Healthy enough for you and your smile

For years consumer groups have actively lobbied for more foods that are lower in fat, salt, and sugar. So you'd expect to find more healthy choices in the grocery aisles. On the contrary - our sugar intake alone has doubled in the past thirty years. A sweet temptation - if only there were no obesity, insulin-release, or tooth decay!

The decay which causes *caries* (cavities) is progressive. Oral bacteria, which feed on sugars left in our mouths after eating, produce the acids which demineralize tooth enamel and destroy your teeth - often painfully. The progress of this all-too-common disease can be hastened by the amount of acid-causing sugar and starches in your diet.

Choosing processed foods and understanding labels designed to confuse can become a minefield, but if you want to avoid tooth decay, there is something you can control.

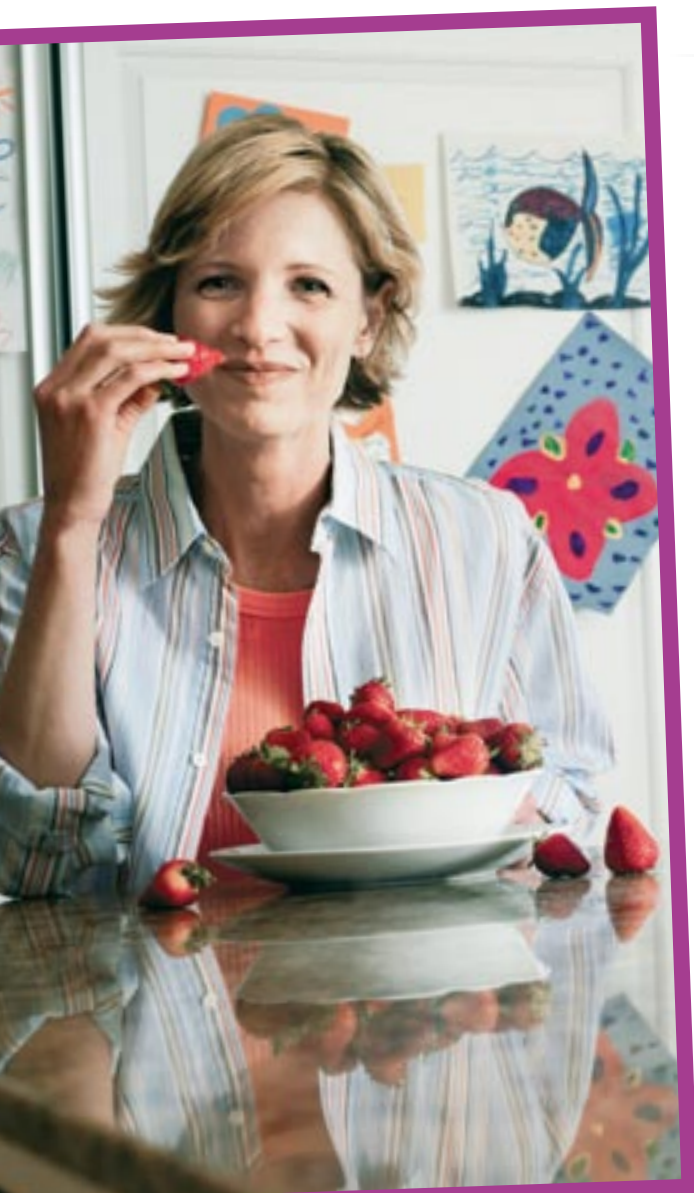
Eat five servings a day of fruits and vegetables.

Many fruits that are low in naturally occurring sugar are some of the highest in nutritional value, including antioxidants and other phytonutrients. These include **strawberries, papaya, watermelon, peaches, nectarines, blueberries, cantaloupes, honeydew melons, apples, guavas, and apricots.**

What vegetables are low in sugar?

Too many to list here - almost everything, really. You may also enjoy these good-for-you but naturally sugary **beets, carrots, corn, parsnips, peas, plantains, potatoes, and winter squashes.** But you might want to take an extra minute to brush and rinse.

Enjoy your 5-a-day the natural way!



An **Inflammatory** Topic

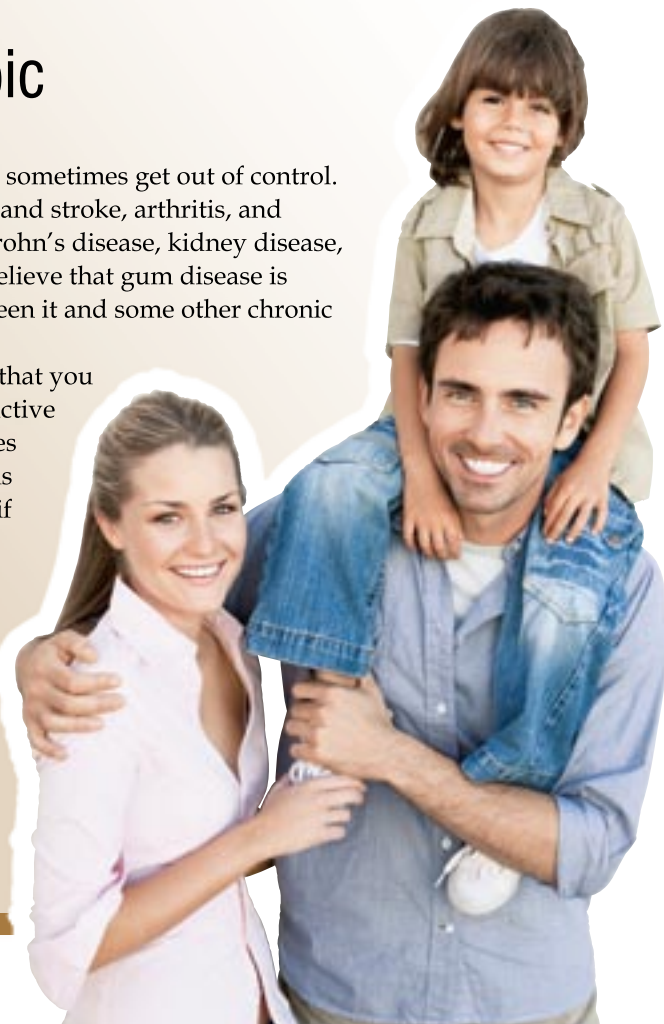
Your oral health could be the key

Inflammation, so essential in your body's fight against infection, can sometimes get out of control. When it does, it contributes to many chronic diseases like heart disease and stroke, arthritis, and diabetes ... and some which may surprise you. How about psoriasis, Crohn's disease, kidney disease, and cancers among others? One thing we do know is that researchers believe that gum disease is essentially inflammatory in nature and that there is a relationship between it and some other chronic inflammatory diseases.

Gum disease is caused when plaque, the soft invisible bacterial film that you can feel on your teeth, hardens into tartar, a hard yellowish and unattractive deposit. Also known as calculus, it causes gum inflammation and creates pockets in your gums where toxic bacteria can thrive. Once this happens it can only be removed by a professional dental cleaning. The outcome if it isn't removed? Infection and inflammation that scientists believe can negatively affect other parts of your body.

Molecular and systems biology, computational simulations, human and animal studies, and nano-technologies are all being applied by scientists who are designing novel ways to treat inflammation. But you can do your part too.

We recommend a low-tech solution - brush at least twice a day and floss daily to remove plaque from between your teeth, especially below the gumline. We are happy to contribute to your plaque- and tartar-fighting program during your regular checkups!



While They Sleep

3 kid facts

1. The rate of **bruxism** (the grinding or clenching of teeth) during sleep seems to be highest in children. About 15% of children brux and about one third continue to do so as adults.
2. About 10% of kids **snore** and although some think it's cute, it could be connected to more serious problems like sleep apnea.
3. 10% of children who snore have **obstructive sleep apnea** which can cause a pause in breathing, reducing oxygen intake.

Of course, just as the majority of children outgrow bruxing, most who snore are completely normal and don't show any signs of ill health. A child may normally and occasionally snore, for example, due to a bad sleeping position.

It's *your* experience that counts. If you're concerned, set your mind at ease - talk to us and your medical professional.

Invisible Strategies

Visible results

Can an invisible procedure improve your looks with results that everyone will notice? Absolutely....

White fillings can be matched precisely to your tooth enamel making your smile brighter and more naturally healthy looking. They won't discolor surrounding tooth enamel or neighboring teeth as silver-colored amalgam sometimes does.

Enamel-colored sealants offer an unsung cosmetic advantage. By preventing the invasion of cavity-causing bacteria, they work invisibly to keep your smile immaculate. They take only a few moments to apply, accommodating your family's busy schedule.

Invisible orthodontics are available in several types: clear aligners, lingual, and clear ceramic.

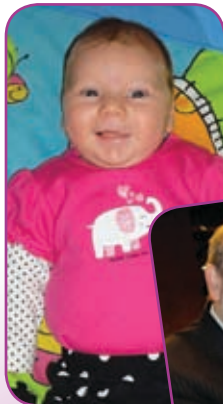
White bonding material is so strong and beautiful, it can be used as veneers to disguise flaws.

We can help you access these options which are available for every age and every budget!



Growing by leaps
and bounds!

Molly
Rose



Herbert J. Schneider, DMD, FAGD, FAES
Rachel G. Jacobs, DMD
55 Grant Avenue
Dumont, New Jersey, 07628-1624



PRSRT STD
U.S. POSTAGE
PAID
PNP 14304

Refer & Win!

Just our way of saying thank you!

Here, at *Dumont Dentist*, we want you to be so confident in our abilities that you could refer your most valued friends, colleagues, and family members to us ... without hesitation. Many of you already do, and we thank you. But, we felt it was time to take our appreciation a step further and, thus, have created our *Patient Referral Rewards Program*. Here's how it works:



Whenever you send a new patient to our office and they let us know that you sent them, we will give you one raffle ticket ... for every referral. These raffle tickets will be placed in our draw, from which we will make one selection on April 15th, 2011. That lucky winner will receive a 42" LG Plasma TV!

Although our big raffle is the **grand prize** for our Patient Referral Rewards Program, each time you refer we'd like to give you a little extra *thank you bonus!* For every new patient we receive from your recommendation, you will receive a \$10 Gift Certificate. Plus, if you refer at least five new patients in one calendar year, we will give you a \$300 credit toward your account! So, make sure your referrals let us know you sent them!

When you recommend our practice to your friends, family, and colleagues, we truly appreciate it - and we hope our new Patient Referral Rewards Program shows you that!

HERBERT J. SCHNEIDER,
DMD, FAGD, FAES
RACHEL G. JACOBS,
DMD

55 GRANT AVENUE
DUMONT, NEW JERSEY, 07628-1624



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

Office (201) 385-5538
Fax (201) 385-9808

www.dumontdentist.com

Checks



Would You Like Us To Visit... Your child's school?

In February, we observe *National Children's Dental Health Month*. 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. We strongly recommend that parents ensure proper oral care habits are established at an early age, as they are critical to maintaining good oral health throughout life.

Although February is dedicated to children's dental health, we are committed to this goal all year round. We often visit various schools and give presentations. If you would like us to put in an appearance at your child's school, just let us know.

Finally, if you wish any further information on any aspect of your child's dental and oral health, please call us. We'd be happy to help in any way we can!

