

Dental NEWS & VIEWS™

Vol. 23 Issue 4



“Spring Cleaning” That **IMPROVES** *Your Smile...* and Your Health!

While you're in “spring cleaning” mode, be sure to add dental cleaning to your “to-do” list!

In a study of over 100,000 people in Taiwan's national health insurance database, researcher Zu-Yin Chen, MD, a cardiologist at the Veterans General Hospital in Taiwan, found that **those who had more than one professional cleaning a year had the lowest risk of heart attack and stroke!**

This study alone should motivate you to schedule regular cleanings!

Don't “Scrimp” on Cleanings!

In-office cleanings can remove some tooth stains, but more importantly, *plaque* and *calculus*, which is critical in keeping your gums healthy. **You can never achieve this level of cleaning at home!**

Regardless of what your dental plan covers, **your cleaning schedule should be based on your overall health and oral health needs.**

For some, having their teeth cleaned twice a year is ideal. However, if you have periodontitis or a compromised immune system, **you may**

need a cleaning every three to four months to keep gum disease at bay.

We Personalize Your Treatment Plan!

A “Normal Cleaning” may not be enough to stop gum disease, once established. Advanced gum disease may require a “Deep Cleaning,” which is also referred to as *root planing* and *scaling*.

Root planing smooths root surfaces and removes infected gum tissue so your gums can heal. Plaque has a harder time adhering to a smooth surface.

Scaling removes hardened plaque deposits, or calculus, from the surfaces of your teeth, including the roots of your teeth below the gumline.

Getting regular dental cleanings can give you *more* than polished pearly whites and fresher breath. **It can improve your overall health! ♦**



Schedule your exam and cleaning now!



DOING THIS

for just "two minutes"
TWICE A DAY
Can Save You



Prevention puts money in your pocket! **Most dental disease—and its related costs—are entirely preventable!!**

Delta Dental reported, the average lifetime cost to maintain a single decayed molar is \$2,187. **That's just one tooth!**

Preventing gum disease can eliminate the cost of extractions, oral surgery and bone grafts associated with advanced gum disease!

It's a Win-Win Situation!

Plaque plays a key role in both tooth decay and gum disease. **Regular cleanings and your home care help keep plaque in check.**

Daily plaque control—brushing, flossing and irrigating—is like having an accruing savings account! **By preventing dental disease and related medical problems, you can save a ton of money!**

The saving starts at home...

Don't Rush the Brush!

It's best to brush at least twice a day for two to three minutes at each session. Anything less is not enough to maintain healthy gum tissue and remove odor-causing debris from your teeth!



Daily brushing and flossing are Great Ways to...

PREVENT gum disease and tooth decay

LOWER your dental bills

PRESERVE your younger-looking smile

PREVENT tooth stains

KEEP your breath fresh

IMPROVE your overall health

At a 45-degree-angle, gently brush in a circular motion. Initially, plaque is soft and is easily removed. **Scrubbing in a back-and-forth motion is not only unnecessary, it will cause your gums to recede and expose your root surfaces!**

Don't Forget to Floss!

Brushing only cleans the tops and sides of your teeth. *Flossing* cleans between your teeth where brushing can't reach.

Floss properly at least once a day—for at least two minutes—to prevent the toxins in plaque from irritating your gums, which can lead to gum disease.

Instead of pulling the floss from side to side, use an up-and-down motion, forming a "C" with the floss on each side of the tooth. **Make sure you floss below your gumline.**

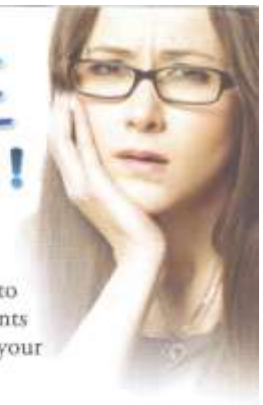
A Waterpik® water flosser, or a similar irrigation device, is also a highly effective tool to keep your mouth sparkling clean.

Make sure you brush and floss after your last daily meal or snack.

For more money-saving dental tips, CALL NOW!



We Can SOOTHE Your Sensitive Teeth!



It's no fun having to cringe every time you drink hot, cold, sweet or sour beverages or eat acidic foods!

Why does that happen anyway? Well, your teeth are living tissue.

The layer of tooth structure under your enamel is directly linked to the nerve center of your tooth by several tiny tubes.

The stimulation of fluid in those tubes causes nerve irritation, which can trigger *tooth sensitivity*.

When your enamel is worn down or if your gums have receded, the surfaces of these tiny tubes are exposed.

All it takes is a sip of hot coffee, a spoonful of ice cream or a slice of lime to set you off!

We Have Remedies That Work!

We have a number of solutions that can effectively treat tooth sensitivity, ranging anywhere from dietary recommendations

and special toothpastes to topical sealants for treating your sensitivity.

Imagine the possibilities! Enjoy your favorite foods and beverages again *without* discomfort! ♦

(From: Academy of General Dentistry Fact Sheet)

Give us a call for details !!

The Dolphin The Mammal That Uses Its Teeth As An Antenna!

Dolphins get only one set of teeth for life—and they're all the same shape and size.

The funny thing is, they don't even use their teeth to chew. Their teeth interlock to grab slippery prey and then they swallow it whole. **Their teeth also function as an underwater antenna.**

And, sorry to break it to you, dolphins have no facial muscles; therefore, they do not actually smile.

Not to worry...Flipper is still one of the friendliest and most social animals known to man. ♦



"I'm Sticking With My Dentist!"

by Mary Splan

I have been with my dental office for many years. And even through changes in staff, I have always received the *best* service. **Everyone is treated like "family"!**

From a young age, I have had soft teeth, which require a lot of upkeep. With the exception of my four front teeth, the rest of my teeth have crowns. Because I've had them for many years, they require replacement from time to time.

My dentist takes care of this with **minimum discomfort and makes sure I'm comfortable throughout the entire process.**

When I had a difficult root canal, I came through it with flying colors, thanks to my dentist's knowledge and expertise.

The entire staff is accommodating and have great "chair-side manners." I always have a great experience while I'm there and wouldn't dream of going to any other dentist. ♦



Sanford N. Schwartz, D.D.S.

Dentistry Unlike Anything You've Ever Experienced!

Take advantage of our unique program of personalized dental care that's designed to help you look and feel your best:

- Get expert instruction from our highly-trained staff on the proper way to brush and floss to ensure your natural teeth last a lifetime. *Ask about floss alternatives, proven comparable to or better than flossing.*
- Our compassionate dental team will help you feel relaxed and comfortable.
- We build a relationship with you that revolves around mutual respect and trust.
- Our staff is friendly and goes the extra mile to listen to your concerns.

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FAMILY, IMPLANT AND COSMETIC DENTISTRY

Sanford N. Schwartz, D.D.S., P.A.

Dear Friend,

Dental Prevention Puts You In Charge!

With your routine exams and regular cleanings, you'll actually *see and feel* improvements in the **health and appearance** of your smile.

When you run your tongue over your teeth and experience that **refreshing clean sensation** between visits you know that what you're doing is working!

When you experience the confidence that comes with **fresh breath and fabulous looking teeth**, you know you're in the right place.

The best part is our *state-of-the-art dental technology* and *highly-trained dental team* provide you with quality, comfortable dental care at a **price you can afford**.

Whether you have a nagging toothache, sensitive teeth, bleeding gums, or just want a whiter smile, **give us a CALL TODAY!**

Yours for Dental Health,

The patient and any other person responsible for payment has a right to refuse to pay, cancel payment, or be reimbursed for payment for any other service, examination, or treatment which is performed as a result of or within 72 hours of responding to advertisement for the free, discounted fee, or reduced fee service, examination or treatment.

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