

# Dental NEWS & VIEWS™

Vol. 23, Issue 2



## EVERYONE *and kissable* Loves AN ATTRACTIVE Smile!



**W**hether you want to look great for your family, smile pretty for your sweetie, or just boost your self-confidence—our advanced dentistry can help!

Thousands of studies have shown that adults, young children, and yes, even infants, prefer looking at more attractive faces.

In fact, Alan Slater, Ph.D., researcher with *Exeter University*, claims **newborn babies can recognize whether facial features are attractive or unattractive.**

*Beall Research* found that **"beautiful teeth" can actually make you appear more attractive, kind, intelligent, interesting and successful to others!**

A recent UK smile survey suggests that **nice teeth help people make new friends.** Over half say attractive teeth can help in the job market.

### **The 'Oral Care' Love Affair!**

Based on the Oral Care Love Affair survey by the *Opinion*

*Research Corporation* of 1,008 Americans, **a smile is the first thing that attracts attention when meeting someone new.** Bad breath and yellow teeth took the lead as major "first date turn-offs."

On the other hand, **beautifully whitened, well-aligned teeth and fresh breath make you "more approachable"!**

No wonder, according to a recent *Match.com* questionnaire, **teeth are the number one standard** by which both men and women judge potential dating partners.

Here's another reason to be *extra sure* you're practicing good oral hygiene...

### **Kissing and Cavities!**

A kiss from parents to children—and between romantic partners—can transmit bacteria that cause cavities and gum disease.

### **Reap the Benefits of Having a Sparkling Clean Mouth!**

Now that you've been enlightened by the facts, let us help you:

1. **Beat bad breath**
2. **Whiten and brighten your smile**
3. **Maintain a disease-free mouth**
4. **Treat gapped, chipped or missing teeth**
5. **Straighten crooked teeth**

Find out how your stunning, healthy smile can give you a **more fulfilling life!**

**Call Now!**



## Good News for You and Your Loved Ones... **PREVENTING GUM DISEASE May Help Avoid ALZHEIMER'S!**

**R**EAD THIS NOW if you don't want forgetfulness in your future!

Thanks to scientific studies within the past five years, we now know your **good oral health has far reaching health benefits.**

Researchers from the *University of Central Lancashire* in the UK found that **people with poor oral hygiene or gum disease could be at higher risk of developing Alzheimer's!**

They discovered specific bacteria in the brain tissue of dementia patients that are associated with gum disease, an inflammatory condition.

According to the study, each time the bacteria enter the brain, this could potentially trigger immune system responses that cause the release of chemicals that kill off brain cells!

This adds to previous findings from New York University that link gum inflammation and Alzheimer's disease.

### **WE CAN HELP STOP GUM INFLAMMATION!**

Since it was first described over 100 years ago, Alzheimer's disease has been without an effective treatment.

Last fall, a small trial by UCLA and Buck Institute revealed a promising regimen that **helps reverse memory loss!**

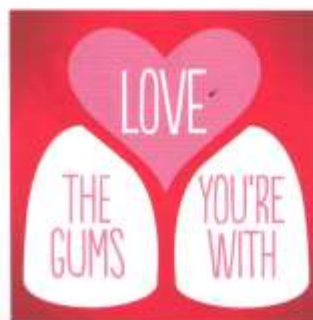
The 36-point program included dietary changes, brain stimulation, medication, vitamins...and **optimizing oral hygiene!** Ninety percent of program participants displayed memory improvement within three to six months!

Lead researcher, Dale Bredesen, M.D., emphasizes, **"Anything that any one can do to minimize inflammation is a good idea, and of the many things that contribute to this is dental hygiene."**

### **TAKE ACTION!**

Your daily oral hygiene and professional cleaning **can help prevent gum inflammation.**

Gum disease typically doesn't cause pain until in an advanced stage, at which point much of the damage has been done. **Don't wait until you feel symptoms!** We urge you and your loved ones to us a call **TODAY!** ♦



American Academy of Periodontology, 2014



**"They keep up-to-date on the newest technology, answer all of my questions, and give me options on treatments."**

## **"Visiting My Dentist is like Visiting Family!"**

*by Linda Sorgel*

**W**hen I moved to a new area several years ago, I immediately searched for a new dentist. I have periodontal disease, so I like to keep on top of my dental health. A friend referred me to their dentist.

I really like my dental office. **The staff is so friendly; it is like visiting with family!**

They keep up-to-date on the newest technology, answer all of my

questions, and give me options on treatments.

When I have an emergency, they get me in and take care of my needs right away.

I have been with my dentist for several years now and cannot imagine going anywhere else.

**They foster such a comfortable, safe atmosphere that I imagine even people with dental anxiety would be pleased to come here.** ♦



**“WHAT?!  
NOBODY EVER TOLD ME  
THAT  
BEFORE!”**

Quite frankly, there's never enough time to say it all during your brief time with us.

That's why we're sending you this informative publication. An *informed* patient is a *happy* patient.

*Nothing pleases us more than satisfied patients!*

**ROOT CANAL VS PULLING A TOOTH!**

When warranted, saving your tooth with root canal therapy is always better than pulling a tooth. Keeping the root of your tooth anchored in your jawbone can help **prevent** bone loss and **preserve** the youthful contour of your face.

**BRACE YOURSELF!**

As an adult, you may be a great candidate for braces. Correcting crowded, misaligned teeth makes it easier to clean your teeth and keep your gums healthy—**not to mention** can greatly enhance your appearance!

**A LITTLE GOES A LONG WAY!**

Sometimes teeth do not fully erupt out of the gum and the outcome is a "gummy" smile. In many cases, this can be fixed with a simple cosmetic surgical procedure. Often a misshapen tooth can be contoured in one quick appointment with no numbing. Minor adjustments can make **major** smile improvements.

**FOR YOUR SECURITY...**

Modern dentistry makes it possible for us to secure a single tooth, multiple teeth, and even full-mouth removable dentures with state-of-the-art implant technology. **It's the next best thing to your natural teeth.**

off the mark.com by Mark Parisi







Sanford N. Schwartz, D.D.S.

### Your Smile Speaks Volumes!

Your smile affects how you feel about yourself and how others perceive you.

#### WHEN YOU WANT TO:

- Look attractive and younger
- Have more self-confidence
- Chew without pain or sensitivity
- Keep your natural teeth
- Enjoy optimal health and longevity

#### THEN YOU NEED TO:

- Brush and clean between your teeth daily and rinse when you can't brush
- Stick to your personalized cleaning schedule and regular dental check-ups
- Eat healthy; limit between meal snacks
- Talk to us about correcting your smile flaws

Together, we'll make "oral care" and "smile design" fun and rewarding!

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### FAMILY, IMPLANT AND COSMETIC DENTISTRY

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

Dear Friend,

#### Why A Smooch With "Your Sweetheart" Is Good For Your Smile!

"Kissing is nature's cleansing process," says Heidi Hausauer, spokesperson for the Academy of General Dentistry. "Saliva washes out the mouth and helps remove the cavity causing food particles that accumulate after meals."

Though it can increase saliva flow, you'll need more than a "good-night kiss" to protect your teeth and gums. There's no substitute for **daily brushing** and **cleaning between teeth** along with **regular dental exams** and **professional cleanings!**

No one to pucker up with? Get your saliva flowing by chewing sugarless gum. The good news is that gum containing Xylitol® has been proven to help fight tooth decay as well.

Count on us to provide **comfortable, calming, and cutting-edge** care you can afford. **Call Us TODAY!**

Yours for Dental Health,

We also accept:



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 fee, discounted fee, or reduced fee service, examination or treatment.

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or at [www.DrSandySchwartz.com](http://www.DrSandySchwartz.com)

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