

Dental News & VIEWS™

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GET "Holiday Ready" with your Whiter, Brighter Smile!



Have your teeth yellowed with age? Are they discolored due to using tetracycline, tobacco products, excessive fluoride or from consuming staining foods/beverages? Or have your teeth darkened as a result of old dental work?

Whatever the cause—**now you can have a whiter, brighter smile just in time for the holidays!**

We offer you **the most advanced and affordable ways to create your beautiful smile** with our state-of-the-art bleaching, bonding, veneers and crowns.

First, we'll need to identify whether your tooth discoloration stems from within your teeth or from external causes. Then we'll determine a treatment plan to create the "right white" for you!

Ten Million People Can't Be Wrong!!

Who doesn't want whiter teeth? After all, it's estimated that currently, millions of Americans have whitened their teeth! Of those, ten million people made the wise decision to whiten their teeth under dental supervision.

Let our expertise work to your advantage!

All whiteners use peroxide; however, the strength found in over-the-counter (OTC) products pales in comparison to that of our fast-acting, ultra-powerful whitening system.

Plus, do-it-yourself whiteners have the potential for undesirable side effects, such as gum irritation and even irreversible damage to your teeth and gums.

The safest, quickest and most effective way to whiten your teeth is to schedule an exam with us as soon as possible!

Get Incredible & Predictable Results!

Unlike OTC whitening, we provide you with **custom-fitted trays that safely deliver a more potent, proven whitening agent directly to your teeth.** That's how we get you phenomenal, predictable results, while protecting your gums!

We tailor your cosmetic and general dentistry to your needs—always looking out for your overall well-being. That's something you'll never get from an over-the-counter whitening kit! ❖

**Brighten your smile
before the holiday rush!
CALL NOW!!**

Inside...Unbelievable before and after photos!

Cosmetic Dentistry Creates "Captivating Smiles"!

If there's something you don't like about your smile, **you're not alone**—half of the population is unhappy with their smile. Captivating smiles are not reserved for celebrities and beauty queens! **You'll be absolutely amazed at what our Cosmetic Dentistry can do for you!!**



Everything You Need is Here... Under One Roof!

One of the Leading Causes of "Happiness" is *Smiling!*

Scientific evidence points toward "smiling" as a cause of happy feelings!

Some of the most significant smile studies were published by the late Dr. Robert Zajonc, a distinguished *Stanford University* professor, psychologist and author.

In one study, his subjects were asked to repeat vowel sounds that strategically created various facial expressions.

Naturally, the long "e" sound (as in glee) stretches the corners of the mouth upwards. The long "u" sound (as in you), creates a pouty expression.

Participants said they felt better after making the long "e" sound when compared to how they felt after making the "u" sound made them feel. Seems simple enough, but Dr. Zajonc's rigorous studies and findings are highly regarded in his field of social psychology!

He offered a detailed explanation on how **facial changes involved in smiling have a direct effect on specific brain activities associated with happiness.** ❖



We provide **cutting-edge cosmetic dental treatment** for discolored, chipped, overlapping, misshapen or missing teeth. Our advanced technology makes it possible for us to reshape your teeth, close spaces, straighten, and restore worn down teeth—along with precision color matching.

Some of these improvements are more than just cosmetic! **They also enhance both your oral and overall health, such as aligning your bite and making it easier to clean your teeth and keep your gums healthy.**

Tooth-Colored Fillings

Tooth-colored fillings, onlays and inlays are restorations that look just like your natural teeth.

Tooth Bonding

Bonding is a tooth-colored material that is used to fill gaps between teeth or cover the entire outside surface of your tooth to improve its shape. Bonding can be effectively used to whiten your smile if you're not a candidate for bleaching.

Porcelain Veneers

A thin layer of color-matched porcelain is custom fabricated to fit over the front of your tooth—making it possible to transform even the most unsightly teeth into ideal ones!

Crowns

Our durable, "custom-crafted" crowns cover or "cap" your entire tooth to restore its normal shape and color.

Contouring & Reshaping

Tooth reshaping and contouring can be done in a single appointment!

Dental Implants

Implants replace the roots of your lost teeth, prevent bone loss, and have the look and feel of natural teeth. Implants are a viable option to bridgework and can also be used to secure dentures.

Orthodontics

Advances in orthodontics today make it possible for most anyone—even *older adults*—to comfortably and affordably correct crooked, hard-to-clean teeth!

Daily oral hygiene, along with routine dental exams and cleanings, help to ensure that you have a healthy framework for cosmetic dental procedures. CALL NOW! ❖

**Healthy, Happy Smiles are created here!
GIVE US A CALL TODAY!**

TOP 5 "Smile Flaws" that patients want corrected:

1. **Chipped teeth**
2. **Discolored teeth**
3. **Uneven teeth**
4. **Missing teeth**
5. **Gaps between teeth**

Top 5 Reasons Patients Want to Improve Their Smile...

1. **IMPROVE Appearance**
2. **BOOST Self-Esteem**
3. **ACHIEVE Professional Success**
4. **IMPROVE Health**
5. **IMPROVE Relationships**



"I Look Forward to Going to the Dentist Now!"

By Brandi Johnson

I actually love going to the dentist, but that wasn't always the case. A few years back, I avoided the dentist at all costs, even when I had been suffering from a reoccurring toothache!

Luckily, a close friend got sick of me complaining about the pain and referred me to her dentist.

The dentist and staff were wonderful. They immediately put me at ease and I knew that their primary concern was helping me feel better!

They took the time to explain what had to be done, what the outcome would be and how long it would take before any procedures were done.

Since going there, I haven't had any major toothaches and I love the way my teeth feel—so clean and healthy! **I couldn't be happier.**

I refer anyone I know who is looking for a great dentist, because I know they won't be disappointed! ❖