

# Dental NEWS & VIEWS™

Vol. 23, Issue 1



## AVOID Making These **3 "COSTLY MISTAKES"** in 2015!

**Don't let last year's dental problems roll over into this year!**

By avoiding the "top three mistakes" shown below, we can help you **REDUCE** your dental expenses and **BOOST** your self-esteem while **IMPROVING** your health and appearance!

Mistake

# 1

**Not Recognizing That Preventive Care Can Save You THOUSANDS of Dollars!**

Regular exams and cleanings are far less expensive than waiting to see us after the painful damage is already done! You may not experience pain during the early stages of decay, gum disease, bone loss, wisdom teeth problems, or oral cancer. **Prevention, and addressing dental problems early on, gives you quicker, easier and more affordable solutions!**

Mistake

# 2

**Thinking that a Toothache, Sensitive Teeth, Chronic Bad Breath, Bleeding Gums, a Broken Tooth or Filling...Can Wait!**

Once established, dental problems never go away on their own...*they only get worse!* **Don't self-diagnose.** Only a professional dental exam can determine whether you have a cavity or decay under an old filling or crown, an infection or abscess, a fractured tooth, a bad bite, *bruxism* (teeth grinding), or crowded teeth that need immediate attention.

Mistake

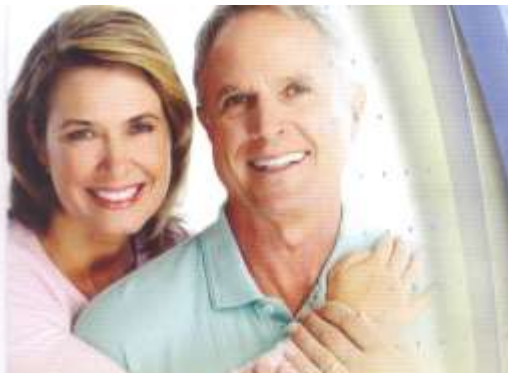
# 3

**Not Linking Dental Problems to Your Overall Health!**

There's a vital connection between a healthy mouth and a healthy body! *Gum disease* is an infection of the gums that can spread elsewhere in your body. In rare circumstances, dental infections can be fatal. While a cause-and-effect relationship has yet to be established, **research shows a clear link between gum disease, heart disease, respiratory conditions and diabetes.**

**The good news is...with our help and your diligent home care, most dental disease is PREVENTABLE! Call TODAY!**

*Inside...  
How to keep  
your smile young!*



**How We Can  
PREVENT  
Your Smile  
From Aging!**

**T**he fact is, the older you get, the faster your smile ages...and the more you need us to help you turn back the smile clock!

You don't have to live with stained or yellowed teeth, old crowns, gaps between your teeth, chipped or worn-down teeth, unhealthy gums, missing teeth or bone loss.

**Now is the time to take advantage of the newest in cosmetic technology to rejuvenate your smile!**

Ask us about our state-of-the-art teeth whitening system, beautiful porcelain veneers, tooth-colored fillings, realistic dental implants and *so much more!*

**'Living Longer' is Only  
Half the Goal!**

Life-expectancy is increasing, but don't just add years to your life—add quality to it! That's where *we* come in...

New research has proven that **good oral health is essential to good overall health and a high quality of life.**

This makes proper brushing, flossing, regular exams and professional cleanings **more important than ever!**

A vibrant life, beautiful white teeth, healthy gums and fresh breath are just as important for you *now* as they were "back in the day." **So call now to get started on your anti-aging smile care program!!** ♦

**Don't Let Your Smile  
Old**



Ultimate  
now is about  
freedom to c  
foods, to ma  
confidence d

**Periodontitis**

*Periodontitis* is an advanced form of gum disease that affects more than half of 65- to 74-year-olds.

Left untreated, **gum disease can destroy the bone that holds your teeth in place, which can lead to tooth loss and systemic infection.** Once periodontitis is under control, we'll show you how to prevent it from returning.

**Dry  
Mouth**

Some medications and even menopause can cause a decrease in saliva, leading to dry mouth. **Saliva plays a major role in neutralizing harmful acids and preventing decay.** Let's talk about proven solutions to help keep your mouth moist and cavity-free!

**Tooth  
Loss**

Less than 10 percent of those over 65 still have all of their natural teeth. Don't be another statistic! **Aside from the aesthetic considerations, your teeth help you to chew your food properly and better assimilate the nutrients.** We can help you preserve your teeth *for life!*

# Smile Look Better Than YOU ARE!

making smart dental choices  
your personal freedom: the  
comfortably eat your favorite  
optimize your health and to exude  
during every stage of your life.

## Root Decay

As unhealthy gums detach from  
your teeth, or *recede*, the softer and  
**more decay-prone root surfaces of  
your teeth are exposed.** We're on the  
lookout for decay you can't see.

## Oral Cancer

Contact us if you notice **red or  
white patches on your gums or tongue  
that don't heal within two weeks.** We  
regularly check for oral cancer during  
your dental exams. A fast, painless test  
can give you peace of mind!

## Bone Loss

Once you lose a tooth, the bone below  
the missing tooth is no longer stimulated  
by chewing, so the bone begins to dissolve!  
**This can erode the youthful contour of  
your face and lips.** Find out how dental  
implants can stop bone loss!



## "No More 'Necessary Evil'!"

by Sandra Weyland

**They make me feel that  
they truly care about me  
and my dental needs.**

I never feel rushed or  
that my questions aren't  
important.

**They have helped me  
understand not only what  
I should do, but why it's so  
important.**

I attribute this superior  
care to helping me keep my  
diabetes under control.

**In my opinion, my  
dental team is the best and  
I recommend them to  
people whenever I can! ❖**

**B**efore finding my  
dentist, I always  
thought that going to  
the dentist was one of those  
"necessary evils." I hated to  
go, and had no expectation  
that it would be pleasant.

My teeth have deep  
roots, so numbing has  
always been a challenge.  
I am a diabetic and also  
suffer with periodontal  
disease that hadn't been  
managed very well with  
past dentists.

**My new dentist and  
staff take the philosophy  
of "patient-centered care"  
to a new level!**

## Go Ahead... Put on a Happy Face!

Research has shown that the simple act of smiling  
can actually make you *feel* happier, even if you're just  
flexing the muscles of your mouth and aren't intentionally  
smiling!

Scientists aren't exactly sure why this is so.

However, *Psychology Today* suggests that smiling  
contracts your facial muscles leading to more blood flow to  
the brain's frontal lobes. That, in turn, triggers the release  
of *dopamine*, one of the pleasure chemicals in the brain.

So have yourself a Happy New Year filled with  
lots of smiles—even if you have to bust out  
the comedies and "get your giggle on"!





Sanford N. Schwartz, D.D.S.



**The Most Effective Teeth Whitening System EVER!**

Dr. Schwartz has provided teeth whitening for 35 years, but like many dentists and patients, he has been frustrated that many patients do not achieve the whitening results they want. After significant research, Dr. Schwartz has discovered KÖR® Whitening, unchallenged as the most effective teeth whitening system known.

*And the best part?* With easy, periodic at-home maintenance, KÖR® Whitening is entirely permanent. You can have beautiful white teeth forever, and still continue consuming your favorite foods and beverages, such as coffee, tea and even red wine!

So, if you've been disappointed with results in the past, or if you've been waiting for the right system to come along, have we got a new miracle for you! If you truly want WHITE teeth, try our new KÖR® Whitening system. It is the real deal.

**Please Call For Our**



**Specials!**

*"NEW" Deep Bleaching System*

**Call Now!  
(813) 684-7888**

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**FAMILY, IMPLANT AND COSMETIC DENTISTRY**

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

Dear Friend,

**"Ring In The New Year"  
With Your Beautiful New Smile!**

Why make easily-broken New Year's resolutions...when dispelling 3 common myths can get your smile, health, and maybe even your finances, back on track in 2015!

On page one, we've isolated the biggest mistakes patients make, without even realizing it. Once you clear up those misconceptions, you'll notice life changing benefits almost immediately!

We'll help you prevent the need for costly fillings, crowns, bridges, implants and root canals that can add up over a lifetime. We're pretty sure you can think of plenty of other ways you'd like to spend your hard earned money.

If you need treatment, ask about how comfortable and safe your visits can be with our sedation options. **Call Us TODAY!**

**Wishing You a Happy, Healthy New Year,**

We also accept:



**Need Financing? We Can Help!  
Interest Free Financing and 100% Financing Options Available!**

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 advertisements for the free, discounted fee, or reduced fee service, examination or treatment.

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