

## “Routine Screenings” Can Protect You from **ORAL CANCER!**

**T**here are an estimated 91,200 people in the U.S. living with oral cancer, a potentially disfiguring—and fatal—condition.

It's not just tobacco users who are at risk!

Alcohol consumption, genetics, nutritional deficiencies, prolonged sun exposure (lip cancer) and if you are predisposed, just being over age 40... **can increase your risk.**

According to the *National Institute of Dental and Craniofacial Research (NIDCR)*, “Because oral cancer can spread quickly, early detection is important. **An oral cancer exam can identify early signs of the disease.**”

Thankfully, we now offer the most advanced oral cancer screening technology available!

The good news is that your exam is quick and painless! It can be done during your regular dental check-up. **Most importantly, it can save your life.**

### ***Never Attempt to “Self-Diagnose”!***

Be sure to tell us about any persistent red or white spots, sores or lumps—anywhere on your mouth, lips, or tongue. Other warning signs may include swelling, numbness and difficulty swallowing.

Thankfully, these symptoms do not always mean cancer! **An infection or other problems can cause many of the same symptoms.**

Please don't try to self-diagnose. Let us check things out as soon as possible—the **5-year survival rate for oral cancer**

**diagnosed early is 75%, compared to 20% for a late diagnosis.**

### ***You Could Be At Risk!***

It's long been known that most oral cancer is linked to tobacco use and drinking alcohol.

Recently, infection with the sexually-transmitted *human papillomavirus (HPV)* has also been linked to oral cancers. This type of cancer has nearly tripled over the past 10 to 12 years.

**About 37,000 new cases of oral cancer are diagnosed every year.** Remember, this is largely a preventable cancer.

For your own peace of mind, schedule an exam for you and your loved ones today!

*Inside... Why your smile has a profound effect on your life!*



# It Takes "So Little" Time to Do "So Much" for Your Smile!

Of all the health problems that plague us, those involving our teeth and gums can be the most serious—and are probably the most preventable!

A good home oral hygiene program is one of your best defenses against decay and gum disease. Expect great results! You'll see the difference in your six-month check-ups. And once you realize how much you can save

on dental treatment, you won't think twice about vigilant home care.

The immediate goal of your home care is to keep bacteria under control and prevent plaque build-up. Depending on the health of your gums, you may only have to spend two to three minutes twice a day on your oral hygiene regimen to achieve this goal!



## Start with Better Brushing...

Brush your teeth at least twice a day with a soft-bristled brush—three times is even better. It's best to replace your toothbrush every three or four months, sooner if the bristles are frayed. A worn toothbrush won't do a good job of cleaning your teeth!

At first, the plaque that forms on your teeth is soft, so there's never any need to scrub hard to clean your teeth. It's all about consistency and proper technique.

Plaque that is not removed with thorough daily brushing and cleaning between teeth can eventually harden into calculus. Those rock-like deposits can only be removed with professional cleaning!



## The Finishing Touches...

### Flossing & Irrigating

Decay-causing bacteria may still linger between teeth where toothbrush bristles can't reach. Flossing and water irrigation can effectively remove plaque and food particles from between your teeth and under your gum line.

We'll personally instruct you on the techniques that best suit YOUR needs!



Call to Schedule Your Appointment TODAY!

## "I Found the FINEST Dentist!"

My dentist is the finest dentist I've ever had the privilege of knowing. I have been to other Dentists, but never felt as comfortable with them as I do with my current dentist and staff. I immediately felt like I had known them for a lifetime!

I had cancer and the treatments affected my dental health. They worked with my teeth that

were the most affected, making sure they were in good shape. I have found all of their work to be free of discomfort. My dentist explained each procedure and the costs involved, which was so important to me.

I would highly recommend my amazing dentist and the warm and genuine staff. ❖

by Dave Umbach

# There's MORE to Your Smile Than You Think!

A vibrant, healthy smile is not only essential to your overall health, it can also affect your self-esteem, relationships, and success in life!

"Facial expressions are critically important in all the ways we communicate. It's what we see first, what we respond to first, and, right or wrong, it's what we base our first impressions on," says Clinical Psychologist Sylvia Welsh, Ph.D., "If you're uncomfortable with your smile, it will affect everything in your life."

Yet, it's estimated that about 50% of all Americans are unhappy with their smile.

Do you have dental pain... stained, missing or unsightly teeth...or uncomfortable bridgework?

Don't suffer in silence because you're in pain or embarrassed about your smile!

### Improve Your Life!!

Committing to resolve your dental issues will improve your life on so many levels.

**Your Health.** Effectively treating your decay, gum infection and bone loss can finally put an end to your nagging pain. Preventing and treating oral infections and dental disease can have tremendous long-term health benefits!

**Your Appearance.** Studies show that people assume that those with flawed teeth are less intelligent or financially suffering—even if that impression couldn't be further from the truth!

**Your Success.** A radiant, confident smile has PROVEN advantages, whether you're interacting with others at home, work, school or meeting new people for the first time.

The better you feel about your smile, the more often you'll use it! ❖

Call Us for All of Your Preventive, Restorative and Cosmetic Dental Needs!!



## "Going to the Dentist Is An Awesome & Wonderful Experience!"

By Raymond Buchanan

I can't say enough about my dentist and the relationships that I have built there.

As a result of my dentistry, I have had a tremendous turnaround in my smile and have fewer dental problems.

I am very, very satisfied with the quality of work and what it has done to enhance my appearance and my overall well-being. I make sure I never miss a single routine dental check-up.

The entire office is very professional, approachable and they treat me like family!

The staff goes above and beyond the call of duty. They go over everything with me so I am certain and confident about the dental work that needs to be done.

They make me feel very comfortable. Overall, they just make sure I have an awesome and wonderful experience.

I would definitely refer my friends and family. ❖