

Dental NEWS & VIEWS™

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We'll Help You "ERASE" GUM DISEASE



According to *The American Academy of Periodontology*, half of all adults age 30 and older suffer from periodontitis, a serious gum infection. *That's right...age 30!*

If you haven't visited us within the past six months, you've increased your risk of gum disease—and you could be putting your overall health in jeopardy!

Chronic bad breath from your gum infection may be embarrassing, but since periodontitis is often painless, you may not know you have it.

That's why you need regular dental checkups!

Gum infections are caused by plaque, the sticky film of bacteria that's constantly forming on your teeth.

Poor oral hygiene is a primary cause of advancing gum disease.

Gum Disease is a Serious Infection that Affects Your Overall Health!!

Just as you wouldn't ignore an active infection anywhere else in your body, gum disease needs IMMEDIATE attention!

Simple steps like brushing twice a day, flossing daily and receiving routine dental exams and regular in-office cleanings can help prevent gum disease.

You Can't Do This Alone!

Periodontal disease is caused by oral bacteria that form a build-up of plaque below your gum line.

Daily brushing and flossing aren't enough to remove hardened plaque, or *calculus*, that builds up below your gum line. In-office cleanings are the only way to tackle those calculus deposits!

The early stage of gum disease is called *gingivitis*. Your gums may become red, swollen and bleed easily. At this stage, the disease is reversible and can usually be eliminated by a professional cleaning.

When treated right away, periodontitis can be reversed without extensive treatment. So call today!



Inside...

We'll help you overcome dental fear!





DON'T "Gamble"

with the Health of Your Gums!



Regular office visits and good dental care at home are essential to help keep gum disease from becoming more serious or recurring. We'll help you win the battle!

You have a lot at stake when you neglect the health of your gums. **Chronic periodontitis can lead to the loss of tissue and bone that hold your teeth in place!**

Though it can progress gradually, there can be periods of rapid bone loss that eventually change the youthful contour of your jaw.

In the advanced stages, your teeth loosen and start shifting. **Affected teeth will either fall out or need extraction.**

Yes, this *really* happens!

But you don't have to lose teeth to gum disease. Keep your teeth clean, eat a balanced diet, and schedule regular dental visits for a lifetime of healthy smiles...*and improved overall health!*

Your "Oral Health-Overall Health" Connection!

There is ongoing research about the relationship between systemic diseases and periodontal diseases. Many studies now indicate that severe gum disease **may be associated** with several health conditions such as:

- Heart attacks
- Lung Infection/COPD
- Strokes
- Gastric Conditions
- Colon Cancer
- Mouth and Throat Cancer
- Pancreatic Cancer
- Kidney Infections
- Erectile Dysfunction
- Pre-Term Babies
- ✓ Osteoporosis
- Chronic Fatigue
- Diabetes
- Brain Abscesses
- Alzheimer's
- Rheumatoid Arthritis

(Source: Manual of Clinical Periodontitis & Journal of Periodontitis)

Make Your Appointment TODAY!



WARNING SIGNS OF GUM DISEASE

Red, swollen and tender gums

Gums that bleed easily

Gums that have pulled away from teeth

Persistent bad breath and/or bad taste

Permanent teeth that are loose or separating

Changes in the way your teeth fit together when you bite



Dental Fear? **NO WORRIES!**

"Dental fear" no longer has to stop you from getting the dental care you need and want to LOOK and FEEL your best!

Simply having a pleasant dental experience is the best way for your dental fears to fade away! **That's what you'll get right here!**

You'll love our calming and relaxed environment. Our compassionate dental team puts your comfort and safety first.

We take the time to patiently address your concerns. We'll put you at ease and customize your treatment plan at a pace that you can easily handle and afford.

You'll Never Be Scolded... Only Commended!

In this office, you will never be criticized. On the contrary, we'll be your biggest supporters and monitor your improvements!

No Need to Be Concerned About Costs...

Today, there are so many financing options available. By avoiding "emergency care," you'll discover how routine exams can save you a ton of money.

Put Your Fear of Pain Aside!

New and improved means of pain control ensure your maximum comfort every step of the way.

No One Will Ever Discount Your Fears!

We look at your situation from *your* perspective. Given that, what you're feeling is perfectly normal and quite common. We'll help you work through it!

You're In Control!

You can signal to us that you want a break or need to use the restroom. Remember, everything we do, we do with *your* permission once *you* are ready.

Place Total Trust in Our Dental Team!

We continually enhance our knowledge so you get the most advanced, proven methods to help you relax as we provide state-of-the-art dental care.

We get to know you as a person. We want you to see us as real people, too. We truly care about your unique needs and have solutions ready for you. ♦

Call Now!!

"I Found a 5-STAR Dentist!"

by Richard Atkins



When I relocated to another state, I needed to find a new Dentist.

As I was looking, I noticed one that consistently received "5-Star" reviews, so I decided to make an appointment.

I went in for a cleaning and found out *why* this practice received such rave reviews.

From the very first visit, I knew this was more than just your "average" Dental office.

My Dentist and staff were truly concerned about my dental health and well being!

I made another appointment because a cap had become loose and needed to be replaced.

During the entire procedure, they made sure that I wasn't in pain and was comfortable.

I found a Dentist that truly cares!

I pass their business cards out to everyone I know who is looking for a wonderful Dentist. ♦



Sanford N. Schwartz, D.D.S.

**Maintaining Your
Healthy Smile:
We're In This Together!**

Let's work together to achieve healthy teeth and gums. Consider these factors that increase the risk of developing gum disease:

- Crooked Teeth • Genetics
- Poor Oral Hygiene • Pregnancy
- Diabetes • Certain Medications
- Smoking or Chewing Tobacco

Gum Disease Facts:

- Untreated, *gingivitis*, the early stage of gum disease, can lead to the more advanced stage, *periodontitis*.
- *Periodontitis* is the number one reason for tooth loss in adults and the main reason for dentures.

The sooner we see you the better!

Schedule Your Exam TODAY!

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**FAMILY, IMPLANT AND
COSMETIC DENTISTRY**

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

Dear Friend,

**Don't Let An Untreated "Gum Infection"
Eat Away At Your Jawbone!**

WOW! This is HUGE! Your teeth need a strong foundation, your jawbone, to stay anchored in your mouth as to not fall out.

The bacterial infection associated with gum disease can cause the very foundation of your smile to crumble. By **keeping your gums disease-free**, you're actually helping to preserve your gums, your teeth and the youthful contour of your jawbone.

Yet, to those who may feel *uneasy* or *anxious* about getting dental care, please know that our dental team is **very sensitive** to your situation.

Our calming environment, compassionate care and gentle touch make it *easy* for you to talk to us about your concerns and to overcome your fears. Further, intravenous sedation is available for those more fearful or needing more extensive treatment.

We appreciate your referrals of family and friends.

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

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