



WE'LL TURN YOUR

“DULL TEETH”

INTO A *Dazzling*
WHITE SMILE!

Look younger, restore confidence
in your appearance, and show *the real you!*

Over time, your teeth can become discolored or stained from coffee, tea, smoking, medications, trauma, foods, and natural aging.

The good news is, we can *easily* correct these unsightly changes!

You Can Have a Beautiful Smile Again!

You have lots of whitening choices. Please talk to us *before* proceeding with any type of bleaching.

By identifying the cause of your tooth discoloration, we'll make recommendations based on *your* unique situation.

It's possible that a professional cleaning may be all you need to get rid of your surface tooth stains!

**Get 'Em White...
But Do It Right!!!**

For best results, your tooth whitening should be performed under our supervision:

- Over-the-counter (OTC) bleaching agents **can't achieve the results our custom bleaching can.**
- Our whitening process allows us to *safely* use the most powerful bleaching solution possible.
- Your custom-fit trays keep the bleach on your teeth, while protecting your mouth and gums from exposure to the bleaching agent. OTC trays can't do that!
- We'll make sure your mouth is healthy *before* proceeding with bleaching.
- We'll provide **fast relief** for any short-lived tooth sensitivity that may follow bleaching.
- We'll help you achieve the most natural-looking tooth shade of white—the “white” that's “right” for you!

Thanks to our advanced whitening system, you no longer have to mask

your smile!

*To brighten your smile
with more
predictable results,
GIVE US A CALL TODAY!*



DON'T SUFFER NEEDLESSLY FROM “DRY MOUTH”!

It can be a struggle to speak, chew and swallow when your mouth feels “pasty” and dry.

Yet many people suffer from a dry mouth for years and don't even realize **this condition is something we can effectively treat!**

Aside from being just plain frustrating, when you're lacking in saliva—**your oral health can deteriorate!**

This amazing fluid protects your enamel by providing high levels of calcium and phosphate to your teeth's surface. **This helps to constantly remineralize your tooth enamel.**

Saliva can also neutralize the decay-causing acid that bacteria produce.

Having enough saliva is vital to **maintaining your healthy teeth and gums.** It removes waste and provides disease-fighting substances throughout your mouth.

“So How Did This Happen to Me?”

For starters, there are more than 400 commonly used prescription drugs that can decrease saliva production and lead to mouth dryness.

Common examples include analgesics, antihistamines, blood pressure medications, anti-depressants, anti-anxiety drugs, diuretics and weight loss drugs.

Radiation, chemotherapy, autoimmune diseases, natural aging, and menopause may also contribute to dry mouth.

You may find relief with saliva substitutes, as well as other effective ways to add moisture to your mouth.

An Interesting Take on the Topic...

“If you don't let an animal lick its wounds...the wound heals more slowly,” muses Mary Roach, best-selling author of *Gulp: Adventures on the Alimentary Canal*.

Roach makes saliva sound like a superhero. “It's true, saliva is the most misunderstood substance. It's the Rodney Dangerfield of bodily products. People associate it with bacteria...in fact it has these amazing antibacterial and antiviral properties.”

Okay, so you've learned a lot more about saliva than you ever wanted to know. At least you now know if your mouth feels all dried up, **we can provide soothing relief!** ❖

**For proven remedies,
contact our office
TODAY!!**



“Whenever I have issues, they are quickly taken care of!”

— Eileen Leonard

“My Dentist Always Goes *Above and Beyond!*”

When I moved a few years ago, I needed to find a new dentist. One was recommended to me by a friend.

My new dentist always goes above and beyond what I expect from a dentist!

Whenever I have issues, they are quickly taken care of.

I had very small front teeth. Thanks to cosmetic dentistry, the problem has been corrected and **I now have a beautiful, natural looking smile!**

I am so happy with all of my results!

The staff is wonderful as well. They treat me like a friend. I never felt at home with my former dentist, and

it is important to me to be comfortable.

They are very affordable and help me with all of the financial aspects of dentistry.

I am pleased with my dental experience and like to share my good fortune with others, **referring them to my dentist whenever I hear of someone who needs work done!** ❖



“Periodontal Care” is **GOOD** for Your Health... **And Your WALLET!**



Don't ignore your bleeding, tender gums and persistent bad breath! You could have gum disease, or periodontitis.

Routine office visits every six months can keep gum disease in check...and save your health, time, and money!

Gum disease is an infection in your gums that can lead to tooth loss. It can also spread to other parts of your body and compromise your overall health. **You may not even know you have it!**

A Huge Study of 338,891 Insurance Claims!

An analysis of insurance records over a 4-year period showed **significant reductions in both medical costs and hospitalizations for patients who received periodontal care!**

The study was lead by Marjorie Jeffcoat, DMD, Professor of Periodontics at the *University of Pennsylvania*, “These cost-based results provide new...and potentially valuable evidence that **simple, non-invasive periodontal therapy can improve health outcomes in pregnancy and other systemic conditions.**”

“Overall, patients who received periodontal treatment had fewer claims associated with their systemic conditions.”

They reviewed medical and dental insurance data claims to identify 338,891 people with evidence of periodontal disease. They compared those who had periodontal treatment with those who had not.

Hands Down: Fewer Hospitalizations... Fewer Claims!

Patients who received treatment for their gum disease were **less likely to be hospitalized for complications** associated with type 2 diabetes, cerebral vascular disease, coronary artery disease and pre-term birth.

Overall, patients who received periodontal treatment had **fewer claims associated with their systemic conditions.**

While the study didn't demonstrate a cause-and-effect relationship between periodontal disease and specific conditions, it did show **the positive impact of getting “good dental care.”**

Consider the cost of potential complications associated with gum disease—your routine dental visits can end up paying for themselves! ❖



Big Savings for Patients Who Received Treatment for Gum Disease !

<i>Systemic Condition</i>	<i>% Savings</i>	<i>Cost Savings</i>
Type 2 Diabetes	40.2%	\$2840
Cerebral Vascular Disease (CVD)	40.9%	\$5681
Coronary Artery Disease (CAD)	10.7%	\$1090
Pregnancy / Pre-Term Birth	73.3%	\$2433

(Source: American Association for Dental Research Abstract 690, presented March 21, 2014)



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“Teeth Friendly” Tricks To Avoid Scary Treats!

Let's keep your child's post-Halloween checkup cavity-free!

- Steer away from sticky candies like sugared fruit snacks and caramels that expose the teeth to sugar for longer periods of time.
- Encourage your children to eat a small amount of candy in one sitting followed by a glass of water or a thorough tooth brushing and flossing.
- Gum and candy containing Xylitol[®] have been shown to help prevent tooth decay. *And, it tastes great, too!*

Schedule Your Family Exams TODAY!

“FREE”
Teeth Whitening
with your
invisalign[®] Treatment.

Transferable. Please share with your family and friends. Offer good for 30 days.

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

Call Now!
(813) 684-7888



FAMILY, IMPLANT AND COSMETIC DENTISTRY

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

Dear Friend,

Believe It or Not, 2014 Is Almost Over!

We are in the last quarter of this year, which means it is time to start thinking about taking advantage of your remaining insurance benefits.

Surprisingly, many of our patients with dental insurance **lose hundreds, even thousands, of dollars every year** because they forget to use or maximize their insurance benefits before year's end! Because these benefits do not carry over from year to year, NOW is the perfect time to get any dental work done that you have been putting off.

**Give Us a Call Today
to Schedule Your Appointment
So You Don't Lose Out on Your Benefits!**

If you are due for an exam, cleaning, or need additional dentistry completed, **Now** is the perfect time, before the busy Holiday Season!

Yours for Dental Health,

We also accept:



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

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or at www.DrSandySchwartz.com