



# Word Of Mouth

Dr. Joel David & Associates

Produced for the Patients of Dr. David & Associates

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## fromthedentist

### Keeping You Informed

If you ask a dentist, they'll always say it's an exciting time to be part of the dental profession. Every day new advancements are announced, and I truly believe that it is vital that we share this news with you. That's why we send you our newsletter, and publish it regularly.

We have formulated a guideline for the creation of each newsletter:

(1) It must inform you about oral health to help you make educated decisions.

(2) It must teach you about our dynamic team of professionals, their special qualities, qualifications, and talents, and inform you about our practice events and updates.

(3) It must inform you about the cosmetic and restorative procedures we offer, and help you understand which options may be right for you.

If you have suggestions for our newsletter, please let us know!

*Yours in good dental health,*

*Dr. Joel David*

## turnthepage

Fight bacteria now!

Oral tips for life!

Whitening that works!

## The ABCs Of Brushing

*Kids' good habits last a lifetime!*

By the time kids start walking, they can start learning the ABCs of brushing. If they learn that brushing and flossing are fun, they'll develop good dental habits for a lifetime.

Choosing the right toothpaste is a good place to start. It's a good idea to use a pea-shaped amount of a mild-tasting toothpaste. Try some kid-friendly, kaleidoscope colored pastes - some are even flecked with sparkles! Just make sure your little ones don't eat the whole tube. Remember that fluoridated pastes should be kept where kids can't reach them without your help.

Next, take your child shopping to pick out a fancy kid-sized brush. At home, set up a little stool so your child can look in the mirror "eye to eye" and reach the faucet without stretching.

Brushing takes time to learn so go easy! Good brushing takes at



least three minutes, which may test a child's fickle attention, so work up to three minutes gradually.

By the time they're six or seven, children are old enough to brush twice a day on their own. If you've made it a high point in the day, they'll do it with pleasure!

## Child Introductory Special

Includes: cleaning, exam, panorex and bitewing x-rays, and fluoride treatment.

**\$99**

Try brushing along with the kids and make it a game. A nursery rhyme can also help. Here's one to try out:

*Up like a rocket, Down like rain,  
Back and forth like a choo choo train*

*An attractive smile makes a lasting impression!*



You'll like it!

**Look At That**

Ugli fruits are named after their greenish-yellow appearance, odd shape, and lumpy, bumpy skin. Imagine a *really* ugly grapefruit.

**Tasty Treat**

This mandarin hybrid has a very sweet citrus taste and is said to combine the best qualities of Seville oranges, tangerines, and grapefruit. Ugli fruits are sweetest from their native tropical West Indies and Asia, though they have been grown in the sub-tropical United States since the 1930s. Nearly seedless, uglis peel easily for quick snacks or as an unusual feature in salads, stir fries, or stews.

**For Your Oral And Overall Health**

Ugli fruit is an excellent source of vitamin C, an antioxidant which promotes healthy gums and fights cardiovascular disease, plus it's a good source of fiber as well as folate which is an important B vitamin that promotes oral health.

# Prevention Is Better

## Two things you don't want to share!

We all host bacteria in our mouths so everyone is potentially vulnerable to decay and gum disease. Here are some facts you may not know...

■ **Bacterial Infections**

In **caries** (decay), *Streptococcus mutans*, is the major bacterium that uses sugar to produce acids that dissolve dental enamel, creating cavities.

In **gum disease**, plaque – the soft thin film you feel on your teeth – is a *biofilm* which hosts many different bacteria.

■ **Transmissible**

You can pass on **gum disease** and **caries** bacteria to the people you care about – even babies whose teeth have yet to erupt – by kissing, blowing on food, or sharing utensils.

■ **Preventable**

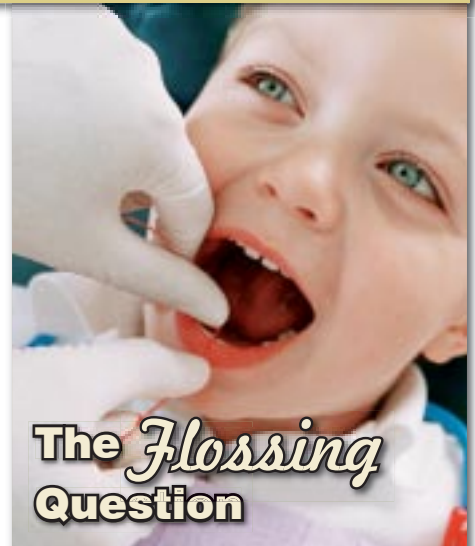
You can minimize your risk for **caries** by avoiding sugary carbohydrates and keeping saliva flowing. Saliva is your natural buffer against acid. Daily removal of soft plaque by brushing and flossing keeps it from building up then turning into hard tartar or calculus, promoting **gum disease**.

■ **Reversible**

In the earliest stages when **caries** are white patches, remineralization (assisted by our saliva) can reverse the process. As the caries progressively become darker in color, treatment becomes more complex and invasive.

**Gum disease** can appear silently and we can reverse it with prompt treatment before it progresses to produce swollen, tender, bleeding gums, and deep pockets of infection that can lead to tooth loss.

We have many effective strategies to prevent and treat these two diseases, so please – keep your regular appointments.



## The Flossing Question

### Ever too young?

As soon as two teeth touch, between six months and one year, kids need daily flossing to avoid gum disease. Only flossing can remove the biofilm and food particles that build up between their teeth and below the gumline where a toothbrush can't reach. Here's how to floss your child's teeth...

First, wrap an 18-inch strand of floss around your middle fingers just as you would for yourself, and hold a one-inch section tightly.

Then, gently ease floss between each of your child's teeth, unwinding clean floss as you proceed.

Too squirmy? Consider colorful, flavored, kid-friendly floss sticks that can change colors and come in favorite character shapes.

Between the ages of 5-10, most children can floss their own teeth. And thanks to your perseverance and great example, they'll want to!



# Evaluate Your Family Dental Values

At every stage of life, your oral health and attractive smile are invaluable assets

## LIFE STAGE

## FOCUS

## HOW WE CAN HELP

Infants & Children



- Healthy gums and teeth
- Proper spacing and bite alignment
- Protection against sports and play injuries

- Prevention and monitoring with regular dental visits starting when teeth erupt
- Early orthodontic assessment
- Oral hygiene instruction
- Custom-fitted mouthguard
- Emergency care

Teenagers



- Greater awareness of social value of nice smile and fresh breath
- Greater susceptibility to gum disease, enamel erosion

- Positively reinforce importance of nutrition, regular oral care routines, and professional oral care for an attractive smile
- Provide strategies for fresh breath and a whiter, brighter, straighter smile

Young Adults  
20s & 30s



- Greater maturity and awareness of mouth-body link
- Continued interest in appearance and lifestyle issues like teeth staining from coffee, wine, and tobacco

- Regular preventive and maintenance visits to maintain healthy teeth and gums
- Cosmetic consultations for teeth whitening and other procedures

Mid-life Adults  
40s & 50s



- Continued interest in appearance
- Increased risk of oral cancer
- Risk of receding gums, root caries, and loose teeth as hormonal levels decline, bone mass decreases, and teeth become worn and stained

- Regular oral health exams
- Natural-looking restorative treatments including crowns, bridges, implants, and veneers, plus cosmetic whitening

## 8 Is Great!

### Boost your smile!

A jolt of morning java might boost your day, but over time it could take supervised teeth whitening to jumpstart your smile again! Red wine, tobacco, dark fruits and juices, and some medicines can also trigger staining.

### What can affect your whitening outcome?

#### Your Age

Whitening is the most in-demand cosmetic procedure and although we recommend teens wait 'til after age 14, there's no upper age limit. If thinning tooth enamel is a consideration, cosmetic bonding and veneers are excellent whitening alternatives.

#### Your Dental Team - That's Us!

We make absolutely certain that the whitening ingredients we prescribe for you are safe, reliable, and appropriate. Stains caused by illness or medications can only be removed by a dentist.

#### Your Foundation

Teeth may be whitened up to an average of eight shades lighter than the color you start with!

Where does your smile rate on our whiteness scale?



# Keep Your Secret

With Invisalign®

Until recently, the preferred method for straightening teeth was metal *train-track* braces. We are one of the first practices to offer Invisalign®, one of the most advanced components of adult cosmetics.

## What is Invisalign?

It's a proven method for straightening teeth using a series of custom-made, nearly undetectable aligners.

## How does Invisalign work?

Each aligner is precisely calibrated and manufactured to custom-fit over your teeth and gently move them through every stage of your treatment. There are no metal wires and brackets, and you can still enjoy your favorite foods, and brush and floss easily.

## Can I benefit?

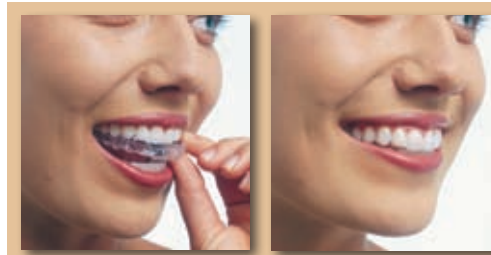
Adults account for nearly 25% of all orthodontic patients! The most common problems are crowded teeth, teeth spaced too far apart, protruding

upper or lower teeth, and upper and lower front teeth that do not touch.

## How do I get started?

After consultation and deciding on a treatment plan, we take an impression of your teeth, and submit it to Invisalign. Using the latest 3-D computer technology, our instructions are translated into a series of medical-grade plastic aligners. You can view your own virtual treatment plan when you start, so you can see how great your straight teeth will look!

We know you'll be inspired to consider Invisalign! Please call us for a consultation.



# Beautiful!

Nature did it first  
...you can make it  
better! Orthodontics  
may help you achieve  
your best smile!

Courtesy of Invisalign®



# invisalign®

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## Go Cosmetic!

### Look younger and feel great!

One of the great benefits of good periodontal health is the way it lets you take advantage of cosmetic dentistry! Your teeth can be rejuvenated and gaps, chips, crowding, and the shape of your teeth can be corrected ... without surgery or braces.

Like pink, healthy gums, cosmetic dental procedures like teeth whitening can help you to look younger. Veneers and bonding can restore a youthful appearance by filling out fine liplines and by concealing tooth discoloration and gaps. Tooth-colored fillings of composite or porcelain look like natural teeth enamel, and crowns, bridges, and dental implants can restore even a seriously damaged smile! A subtle change like gum recontouring can dramatically improve the balance of your smile... your face ... and your outlook.

## Say "Wow!" Now!

### Zoom! Advanced Power

Teeth whitening has never been safer, faster or more effective, thanks to Zoom!® Advanced Power™, the very latest in-office teeth whitening. It is so effective that your smile shade could literally zoom right off the whitening charts! The Zoom people call that the "wow factor" – patients are so wowed by their smile's dazzling brightness!

Optics experts created an exclusive light technology that has the highest output of any chairside whitening lamp available. Combining this light source with Zoom! Advanced Power 25% hydrogen peroxide gel creates your super-wattage smile in only 45 minutes! And these results really last! We can also provide a customized take-home kit for an annual perk-up.

Call us today for your personal smile consultation. In under an hour, your teeth could Zoom! to the top of the charts!