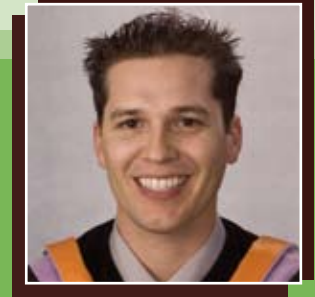




William J. Moore, DMD

Tooth Talk

from the office of Dr. William J. Moore



Jon Pascarella, DDS

Produced to improve your dental health and awareness

Fall 2008

fromthedentists

Time To Give Thanks To our valuable patients

This time of the year is full of hustle and bustle for just about everybody. With work and school in high gear, it's hard to find time to do anything but try to keep up. Even the dental office is working overtime to meet the latest advances in dental treatment and the increased needs of our patients in this busy time of the year.

No matter how busy we are, there's always time for the people who mean the most. In a dental practice, it's the patients who are number one. That's why in the spirit of the Thanksgiving season, we would like to take some time out to tip our hats and simply say thank you.

You may not think much of it, but your ongoing loyalty, cancellation notification, referrals and each and every kept appointment go a long way toward making this practice run smoothly and efficiently. That makes the dental office a more comfortable and rewarding place for everyone.

These are exciting times for dentistry. You'll read about some of the latest developments and treatments in the pages of this newsletter. If anything catches your eye, or if it's time for a checkup, just give us a call ... we'd really like to say thank you in person.

Yours in good dental health,

Dr. William Moore
Dr. Jon Pascarella

Holiday Shopping Available In Office

Not sure what to get your loved ones, we have the perfect gift available right here at our office. You can purchase a top of the line electric toothbrush **already wrapped** to put under the tree.

Electric toothbrushes have been around for years, but the new models are much more effective in preventing and even reversing gum disease. We recommend either the *Braun Oral-B 3D Plaque Remover™* or the *Sonicare™* toothbrush. They clean with a combination of high-speed brushing and a sonic wave action that removes plaque bacteria without the bristles actually touching the plaque itself. Some of these models also have interval timers and automatic shut-off to encourage you to brush for the recommended length of time.

Just call ahead and you can pick up that perfect gift at your next visit.

All I Want For
Christmas Is My New
White Teeth!

Now \$299

Regularly \$425

Gift Certificates Available

Zoom!™
Whitening
Special



Expires December 31st, 2008

Your Dental Insurance

Get the most

The signs of fall signal back-to-work and back-to-school for many of us. They should also be a cue to make a dental appointment because your dental insurance has seasons too. More than 90% of dental plans are based on a calendar year. If you do not use the benefits you are entitled to, they are gone as of December 31st. Your benefits are not carried forward into the next year.

If you are thinking about getting some dental care sometime this year, now's the time. Many treatments can take weeks to complete once treatment options are sorted out and insurance considerations are resolved. That's why it's especially important to come in for a visit to get things on the go as soon as possible, **before** your 2008 dental insurance expires. So give us a call!

Invisalign Special

Call today and be one of the first 20 people to receive 10% off your treatment!

An attractive smile makes a lasting impression!

Show What You Know

Choose all that apply!

The top offender in a major workplace survey was:

- a) Stealing someone's parking spot
- b) Office romances
- c) Bad breath

Bad breath is caused by which bacterial by-products?

- a) Volatile Organic Sulphur compounds that smell like rotten eggs
- b) Methyl Mercaptan which smells like cabbage or smelly socks
- c) Diamines with descriptive names like Cadaverine and Putrescine

You can't smell your own horrible breath because:

- a) You are too accustomed to it
- b) Humans turn off awareness of bad smells more quickly than good ones
- c) Nature wants to keep you conscious

The most effective breath freshener is:

- a) Brushing, flossing, and rinsing
- b) Breakfast to start saliva flow
- c) Breath mints

The best way to learn about bad breath prevention is through regular dental visits!

Answers: c, all, a&b, a&c



Your Smiling Future

Commit to your prenatal visits

Pregnancy can be experienced as an ocean of calm ... or as shifting waves of unpredictable emotions. The same hormonal fluctuations that contribute to these mood changes can also trigger oral health problems like periodontal (gum) disease. Because research has shown that periodontal bacteria can cross the placental barrier, periodontal evaluation and monitoring is a vital part of prenatal care for both mother and baby.

Here's why...

- Periodontal disease may be linked to pre-term delivery, low birth weight, and low weight for gestational age. The more advanced the periodontal disease, the greater the potential risk.
- Periodontal disease may be associated with an increased risk for toxemia, a condition characterized by an abrupt rise in blood pressure and the presence of toxins.
- Nearly half of women with gestational diabetes, a type of diabetes that occurs during pregnancy, also have periodontal disease.
- For diabetics, periodontal disease during pregnancy may affect blood sugar control, which in turn, increases periodontal risks.

In the earliest stages, gum disease has no symptoms. So please don't wait until you experience red, swollen, or bleeding gums that could indicate infection, or until you develop a bad taste in your mouth and/or bad breath. Protect yourself with regular dental care and thorough daily brushing and flossing, because gum disease may be linked to systemic diseases at every stage of life. If you're expecting, please include us in your regular doctor visits.



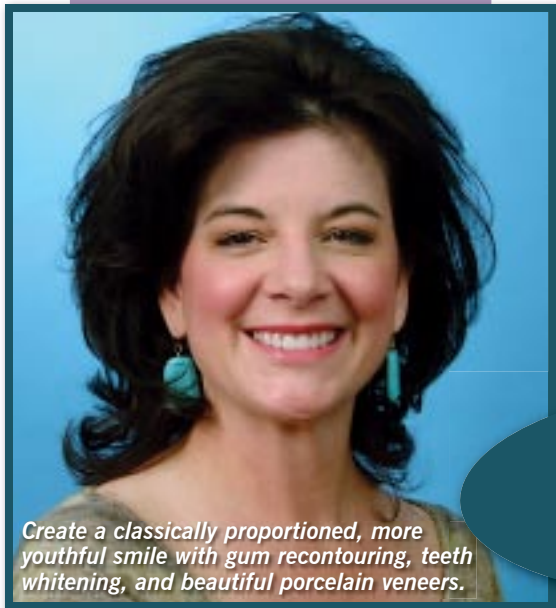
Restore Your Balance

Try yoga!

The ancient Indian practice of yoga has been credited with curing just about everything, including the common cold. But improving your oral health? Yes! Studies show a reduction in blood pressure, heart rate, and stress. That's important for oral health, because...

- Stress diminishes resistance to infections including gum disease, and makes us susceptible to the discomfort of canker sores and dry mouth.
- Jaw joints that are strained with tension due to stress can become sore and cause headaches, teeth grinding can wear and crack your teeth, and biting inside your cheeks can be a real pain.

Of course, self-medicating anxiety with tobacco, alcohol, and other substances, and letting your oral hygiene slide, can throw your oral health out of balance too. Get your balance back. Take the pressure off with yoga instead!



Create a classically proportioned, more youthful smile with gum recontouring, teeth whitening, and beautiful porcelain veneers.

Don't Chance It!

Find out how to preserve your smile!

Is your scrupulously healthful lifestyle placing you at risk for an unattractive smile? You may associate receding gums, exposed roots, and yellowed teeth with chronological ageing, but they're often the cumulative result of environmental damage. Eating and drinking a lot of healthful but acidic fresh fruit and vegetable products can demineralize and stain your tooth enamel. And overzealously brushing your teeth can damage your gums and thin your enamel, revealing the yellow dentin underneath.

Here are some preventive and protective cosmetic procedures that you can choose to improve your smile ... for a lifetime.

Dentist-Supervised Teeth Whitening - **Prevent damage** to your gums and tooth enamel from abrasive whitening toothpastes and remove the risk of over-the-counter whitening products. We can design and supervise a whitening program for you to **lighten** stained, discolored, or dull teeth.

Enamel-Colored Restorations - **Strengthen, brighten, and protect** your teeth and make your smile look healthier and more youthful with natural-looking **white fillings** and **bonding** materials, **porcelain** or **resin crowns**, or translucent, custom-designed **porcelain veneers**. **Avoid** drifting teeth and a misaligned bite with **bridges** and **implants** to replace one or more missing teeth.

You're doing it all and you're doing it all right. An active life, a healthful diet, and disciplined home care routines are the routes to excellent oral and overall health. But sometimes just a little bit of the right kind of knowledge can give you a *lot* more power.

Let dentistry help you look your best!

Can you guess which tooth is an **IMPLANT**?



A Smart Investment

Dental implants: bank on a beautiful restoration

IMPLANT FACTS

- Biocompatible so bone cells grow on the implant root
- Bacterial-resistant
- Minimally invasive procedure
- Predictably high success rate whether replacing one tooth or many

HEALTH BENEFITS

- Stops or prevents jawbone loss & drifting of adjacent teeth
- Crown of implant can't ever decay and gum-damaging plaque buildup is inhibited
- No adjacent teeth involved to secure a restoration
- Ability to eat unlimited nutritious food choices

APPEARANCE BENEFITS

- Ensures a more youthful appearance by avoiding sunken jaws or misaligned bite
- Whiter, brighter smile and youthful, pink, healthy gums
- Immediate superior cosmetic results
- Maximizes options for healthy teeth and gums and overall appearance

Which tooth is the implant? The upper right central incisor.

Minimally Invasive Dentistry...

...With Waterlase®

Dental researchers and scientists are constantly inventing new ways to make our dental practice more efficient and our treatment pain-free. Our practice has just acquired an amazing new invention called the Waterlase®.

What does it do? The Waterlase MD uses next-generation technology to perform a variety of dental procedures, including cavity preparation, caries (decay) removal, tooth etching, and a wide range of soft tissue (gum) procedures.

How does it work? The system uses laser-energized water. It significantly improves your comfort in the dentist's chair, and causes no heat or vibration in your mouth, no drilling noises, or overheating of your teeth. Remarkably, it also treats soft tissue gently and efficiently. The highly precise spray of air and laser-energized water particles, when directed at the tooth, rapidly remove enamel, dentin, and decay.

With the Waterlase, most dental procedures can be performed with no pain, virtually eliminating the need for anesthesia in most cases. The laser is very precise so we can leave behind as much healthy tooth structure as possible. The Waterlase also performs numerous soft tissue (gum) procedures with little or no bleeding. Now you can have many procedures performed at our office during your regularly scheduled appointment that previously required referral to a specialist.

We're proud to be able to offer this new technology to all our patients. Please ask us about it at your next appointment!

Stat:

87% of people acknowledge that they always remember someone with an especially attractive smile!



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Attractive Solutions CareCredit®

Part of our job as your dental care provider is to try and work with you to ensure that your personal financial circumstances do not interfere with your dental health care decisions. This is why we recommend CareCredit®, an affordable payment program that has a unique no-interest payment plan. CareCredit enables healthcare providers to offer flexible payment options to cover many costs that many insurance plans currently don't.

With CareCredit, you can pay for treatment over time. There are no up-front costs, or annual fees, no prepayment penalty, and the application process is quick and easy. CareCredit offers monthly payment plans to meet almost every need so that you can focus on what's most important – ensuring good dental care.

Ask for a CareCredit application ... and begin treatment today!

