

SCRIPPS RANCH FAMILY DENTISTRY'S

SMILE UPDATE

Fall 2007

“Improve MY Smile?”

“Is it worth the effort?”

Dear Friend & Neighbor...

Those are two legitimate questions I'm often asked when a patient is considering improving their smile. Can it make a difference? All indications are that it can.

In a nationwide survey, here is what North Americans believe to be true:

- 92% accept that a smile is an important social asset;
- 85% said that an unattractive smile makes a person of the opposite sex less appealing, and;
- 74% accept that an unattractive smile hurts a person's chances for career success.

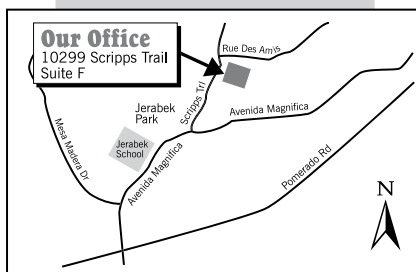
It's clear that your smile can have a very positive (or negative) impact ... socially, romantically, and in your career.

In his book *Changing Your Smile*, Dr. Ronald Goldstein may have said it best... “A compelling smile ... can open doors and knock down barriers that stand between you and a fuller life.”

So, should you make the effort? Here's my recommendation... If you're not completely happy with your smile, then expend the effort to explore your options.



Come see us



Call Today!
(858) 578-0277

Scripps Ranch Family Dentistry
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Office Hours

Monday 9:00 am – 6:00 pm
Tuesday 9:00 am – 6:00 pm
Wednesday 9:00 am – 6:00 pm
Thursday 9:00 am – 6:00 pm
Friday *by appointment*

Web site www.SDdentistry.com

Our Services Include:

- ❖ Cosmetic dentistry
- ❖ ZOOM!™ Teeth whitening
- ❖ Low radiation digital x-rays
- ❖ Children of all ages welcome
- ❖ Relaxing & friendly environment
- ❖ Committed to excellence in dentistry
- ❖ Intraoral camera
- ❖ Sedation Dentistry
- ❖ TVs, videos, & music in treatment rooms
- ❖ Most insurance plans accepted
- ❖ Visa, MasterCard, Discover, American Express, ATM, Dental Fee Plan, and checks welcome



We Welcome New Smiles!

If you presently have a dentist you are happy with, please consider this information helpful. If you are looking for a dentist, please think of us.



prevention

Smile Sabotage?

Preserve your smile through prevention!

You know what they say – *use it or lose it!* If you're not using your toothbrush and dental floss as often as you should, then you're sabotaging your smile – and could lose it. To keep it looking great through mid-life and beyond, you have to keep it healthy and we can tell you why.

Retaining teeth is no more natural and inevitable than losing them. Tooth loss happens over time, and *gum disease* is the number-one reason why. Dentists encourage regular visits because...

- At first, there are no symptoms;
- Even in the very early stages, gum disease can cause soreness, bleeding, puffy gums, and bad breath;
- Over time your gums can recede, exposing tooth roots to decay-causing

bacteria and making teeth sensitive to heat and cold;

- Eventually, the bone that supports your tooth is destroyed, leading to tooth loss and limiting your restorative options;
- Gum disease has been linked to cardiovascular disease and other systemic diseases like diabetes.

What else can happen if you neglect your oral health? Adults can lose teeth to those root cavities we mentioned, as well as to root canal infections and bacteria that has seeped beneath worn out fillings. Oral cancer is another problem associated with mid-life.

Prevention is the key to preserving your smile. Contact us for an appointment and assessment of your dental health.

Keep On Smiling: **It's only natural**

Human beings love faces – especially smiling faces – and it's only natural that we look for them everywhere. We've all reclined in the grass and have seen faces in the clouds... We also see them in car grills, on house fronts, and of course, there's the man in the moon. Everyone's brain compares what they see to what they know. And everyone's brain *knows* about smiles!

Smiles calm other people and attract them to us, and because we release endorphins, the body's naturally produced opiate, we too feel happier and calmer when we smile. So the next time you see an approaching car with a smiley-faced grill, feel free to wave and smile back. Sure, it's an inanimate object, but it's still the natural thing to do ... and you'll feel better for it!

Second-Hand SCARES

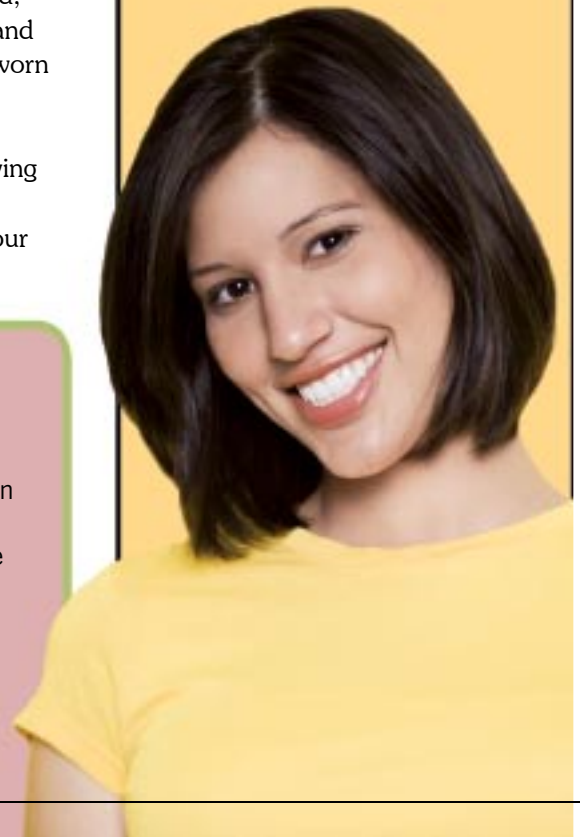
Vicarious learning

Vicarious learning is learning by association. Some people are fearful of dentists even though they've never had a bad experience. Through parental messages, jokes, and other people's exaggerated stories, they've learned to associate dentistry with discomfort. Second-hand fear turns into cancelled appointments.

Does that sound like you? Understanding that you are avoiding the dentist is very important. When you dodge routine appointments, little problems become bigger... more intimidating ... and more expensive!

Your important first step to overcoming anxiety is to make an appointment and voice your fears.

- Ask for a pre-appointment visit and tour of the practice.
 - Communicate your apprehension as it arises.
 - Ask for strategies to help.
- Dentistry can offer a helping hand.



Prime Time Style

Smile confidently into your future!

People in middle adulthood are always on the move. It's a dynamic, productive stage of life filled with commitment and giving – to work, family, and community. It requires stamina, health, and self-confidence. Nothing communicates confidence and vigor like a youthful smile, and non-surgical cosmetic dentistry can create a smile makeover that is completely natural-looking and customized for your lifestyle.

Do you want a brighter, more youthful-looking smile? Professional whitening lightens and whitens stains. Beautiful enamel-colored fillings can replace conspicuous silver-colored ones.

Are you self-conscious about chips or cracks that others can see? Natural-looking materials can be custom-matched to your enamel and bonded to fill and cover smile flaws.

Do you want to camouflage gaps between your teeth? You may not need to commit to braces – choose bonding materials or porcelain veneers that reflect light like natural enamel to reduce spaces – instantly.

Are you embarrassed by teeth that are crowded together or by teeth that protrude? Orthodontic treatment (braces) could be the answer to help you smile more.

Are you hiding your grin because of too much teeth grinding? Regenerate worn-down tooth edges with bonding or cosmetic veneers. A crown can restore strength and appearance.



veneers & crowns



veneers



In the prime of your life, you're savvy enough to know that improving your smile's appearance will also improve the function of your teeth. That's a very worthwhile investment in your future!



The sunrise colors of the persimmon conjure up the romance of the far east where it originated in China before traveling on to Japan and eventually to North America and the world. The acorn-shaped Hachiya persimmon is soft with a flavor that is tangy and sweet. The Fuyu is firm and crisp, smaller, rounder, and also sweet.

You can enjoy persimmon cuisine at the trendiest restaurants or at home. You can get dried persimmons year-round and fresh are available from September until the new year.

Exotic persimmons are good for your oral and overall health. They have no fat, salt, or cholesterol, and are high in vitamins A and C. They are also potent in antioxidants which are known to lower the risk for diseases like cancer, heart disease, stroke, and arthritis – all of which have been linked to gum disease.

Color Me Healthy Superfoods and your oral health

At a time when your oral health has been linked to systemic diseases like diabetes, some cancers, osteoporosis, and cardiovascular diseases, healthy eating is an important component of a healthy mouth ... and body. Experts recommend superfoods that range from beans to nuts and yogurts...

Beans	Blueberries
Broccoli	Oats
Oranges	Pumpkin
Salmon	Soy
Spinach	Tomatoes
Turkey	Walnuts
Yogurt	
Tea (green or black)	

We've presented these foods alphabetically, but here's a hint. Think color! The nutrients in foods that are deep blue, purple, red, green, or orange can protect against heart disease and cancer. They also boost our ability to recall, our reasoning skills, and our sense of balance.

With regular checkups to support your healthy diet, and a regular home care routine of brushing, flossing, and rinsing, dentistry can keep your mouth healthy!

Call Today!

(858) 578-0277



Progressive Makeovers

Supervised teeth whitening and cosmetic bonding are popular and affordable first steps toward a smile makeover that can dramatically improve your smile.

Tooth whitening is a new invention.

False: Supervised teeth whitening which *removes* stains is completely safe, reliable, quick, and convenient because the procedure has been refined for more than 100 years. Bonding, which can also give you whiter teeth by *covering* stains, was invented in the 1950s.

Tooth whitening and bonding are minimally invasive and require no anesthetic.

TRUE: Not only that – but your teeth can be brightened in our office or over several weeks at home. You decide!

Age is a factor.

False: For patients under twenty, whitening is the most-demanded cosmetic procedure. After childhood, age is not an issue, and most people can benefit because there is no upper age limit. Even children can benefit from tooth-colored bonding materials for fillings.

Teeth can be whitened up to eight shades.

TRUE: Whiteness depends on the intensity of staining. Our team can help you select the best option for your smile.

Bonding materials can be used to replace older, compromised amalgam fillings.

TRUE: Especially in your front teeth where appearance is important. Porcelain inlays and onlays are excellent options for back teeth.

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