



Dr. Steven Marsh's

smile update

Produced to improve your dental health and awareness

Fall 2005

fromthedentist

Welcome To Our New Newsletter!

Welcome to the very first issue of *Smile Update*, a newsletter designed to keep you informed of new ideas and concepts in the field of dentistry. Over the next few issues we will bring you information on areas such as cosmetics, whitening, oral cancer screening, and many other topics where dentistry has made terrific advances over the last few years. We also hope to bring you information that is particular to our office, of which you are the most important part.

This newsletter relies on your input to be successful, so please mention any topics that you would like to see included in a future issue. If you happen to receive two issues, please share one with a friend who you feel might benefit from the services and care that we provide.

Yours in good dental health,

Dr. Steven Marsh

P.S. Please visit our website at www.ClevelandSmiles.com or call us at (440) 461-1003. Also you can watch for us on Sundays at 11:30 on Channel 3's *Golden Opportunities*.

turnthepage

Making a statement ... with veneers!

7 smile solutions ... 7 reasons to smile!

Natural radiance? Rely on us!

We're Celebrating... 25 years in private practice!

This year marks an important anniversary for me. I'm proud to have been front and center in bringing new technologies and techniques to our patients - for 25 years! You, my patients, are the true cornerstone of this practice. I believe that our patient-centered, service-oriented approach is the best and most caring way there is to let you know how we feel about you.

Combining the highest standard of dental care with the most innovative cosmetic techniques has allowed our team to witness life-altering transformations. It is pure joy to share that first beaming smile with someone who never thought it possible. It is a privilege to share these experiences right here at the practice with Wendy, my wife of 28 years.

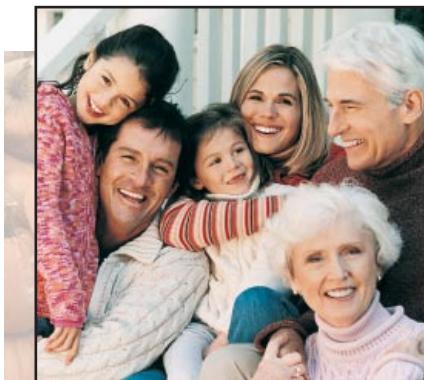
My success could not have happened without the support of Wendy and our two daughters Stephanie and Abby. I am also grateful to my father Dr. Samuel Marsh. He passed away before we could practice dentistry together, but I treasure the tradition that he began.

I know that he would have loved to share in the progress we've made over these 25 years and in making so many patients our friends. He, like me, would have been gratified by your continued support.

So, what can I tell you after 25 years? It's all about you!

Sincerely,

Dr. Steve Marsh



Fall Tooth Tips

- Go for brushes with soft nylon bristles and a flat surface.
- Replace your brush about every three months.
- Never use your teeth to open things.
- Use a fluoride toothpaste.
- Floss every day.
- See your dentist regularly!

Thank you for your loyalty and support. We really do appreciate you!



Seven Reasons To Smile

Communicate ... express yourself ... enjoy!

Why do *you* smile? Is it because you're greeting someone ... trying to reassure ... sharing joy ... covering embarrassment, sadness, or anger ... putting a good face on things, so to speak?

We'll guess you answered *yes* to all of these! And you're probably surprised at just how often you do smile!

Today we not only communicate with our smiles, we express ourselves with them. Like our clothes, hair, job, and home, smiles convey who we are.

We seek recognition from others, and smiles are one of the ways we find it. A smile is so important that it's the only facial feature humans can identify across the distance of a football field. Smiles make us feel good in another way... They release endorphins to give us a natural high.

That's a lot of good reasons why we want *you* smiling. And it's our pleasure to have just the smile solutions that will give you the feel-good recognition that a warm smile can provide.

1

Whitening

Lightens the color of teeth that have darkened due to age, smoking, coffee, tea, medication, or endodontic treatment.

2

Crowns

Cover broken, cracked, poorly shaped, severely discolored teeth to restore natural appearance and color.

3

Veneers

Cover front of tooth to mask discoloration and improve tooth shape through esthetically pleasing contours.

4

Bridges

Replace one or more natural teeth by supporting a false tooth attached to one or two crowns.

5

Braces

Correct crooked or crowded teeth, overbites, underbites, incorrect jaw position.

6

Composite/Inlays/Onlays

Restore and strengthen decayed areas while looking extremely similar to original tooth color.

7

Bonding

Masks discolored teeth, and can camouflage other flaws while straightening slightly crooked teeth.

Save Energy... Smile

Does it take fewer muscles to smile than to frown? Well, it depends on who you ask. There are 53 facial muscles, and deciding which are involved in frowning or smiling is a bit subjective. By some counts, it takes a mere 11 to smile and an enormous 12 to frown.

Don't feel like smiling? Studies show that even faking a smile can make you feel better ... and it only takes an energy-saving two muscles!

Tips for Lips!

Frame
that smile!

Poets have waxed lyrical about lips. So have anthropologists and zoologists. But *really*, who sees more lips than your dental team? Here are some of our favorite lip tips.

Moisten. Drink plenty of fluids and condition lips with balm.

Stop. Do not lick or chew your lips. The skin is very thin and is easily damaged.

Exfoliate. To smooth away roughness, take a clean, dry, soft or ultra-soft

toothbrush, then gently brush your lips for several seconds to keep the skin smooth.

Switch. Matte lipstick shades have less moisturizer than shiny, so alternate them periodically.

Prevent. Age lines around your mouth – and skin cancer – can be prevented by quitting smoking and wearing sunscreen. If you have some premature lines, cosmetic dentistry may even plump wrinkles out!

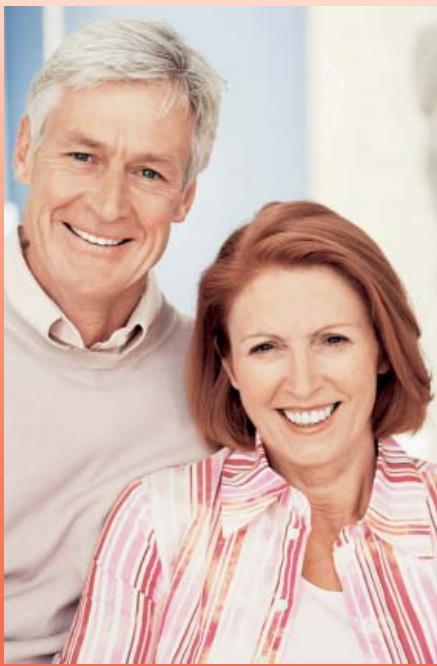
Sarcopenia

You can prevent it

Osteoporosis and the bone loss that precedes it directly affect the health of your jawbone and teeth. The inactivity that contributes to osteoporosis can also lead to *sarcopenia*, a loss of skeletal muscle mass that can result in muscle atrophy.

Both genders are affected, but women are at greater risk than men for both diseases because they start out with less muscle and bone mass. Sarcopenia sufferers have fewer reserves to fight illness when the body withdraws muscle protein to aid in healing and fighting infection.

One in three people over age sixty fails to eat the required amount of protein, a dietary risk linked to poor dentition.



Your overall health affects your oral health. That's why we encourage weight-bearing exercise and a healthy diet throughout your life.

Glitz or glamor?

Make a statement with porcelain veneers

Glitz is glitter. Glamor is gold. Glitz is a rock diva. Glamor is an unattainable film icon. Wherever you fit on the glitz-glamor continuum, there is no better way to express your personal style than with a gigawatt smile. And whatever your trademark, exquisite porcelain veneers are all

about *you*. These *before & after* photos prove that a picture is worth a thousand words. Please call for *your* consultation!

Veneers: What's So Special

- Hand-sculpted just for you.
- Long-lasting.

How Radiant?

Rely on us

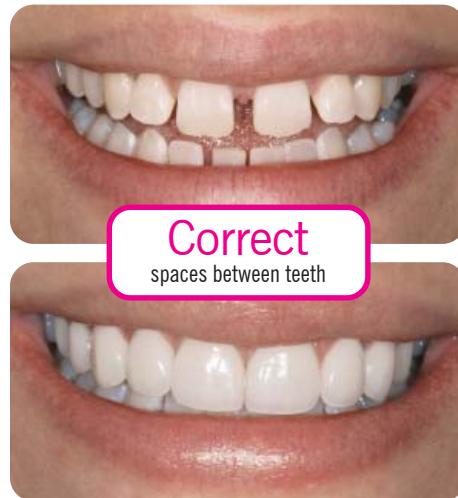
No matter how dazzlingly white you want your smile to be, you can rely on us for completely natural results. The flat, matte, chiclety-looking restorations and whitening effects of the past really are a thing of the past.

If you look closely, you can see that there is a slight color gradation in natural tooth enamel. Enamel appears dense from the gumline to the middle, and thinner and more translucent at the tips or biting edge. The enamel at the front of your mouth differs from the back.

Using clinical microscopes that show color, texture, and micro surface anatomy, scientists have developed whitening systems and restorative materials that can virtually replicate the real thing.

Translucent restorations like veneers, crowns, bonding, and dentist-supervised predictable whitening procedures, ensure a totally natural look.

- Whitening adds youthfulness.
- Dramatically recontour your smile.
- Translucence and natural color create depth and high realism.
- Applying veneers doesn't involve moving your teeth.
- Won't stain/wear like natural teeth.
- Resists disease-causing bacteria.



A Change Of Seasons

Fall into step with preventive care

You can try to ignore it, live for the weekend, and stay in those shorts 'til the last minute, but you can't help noticing that fall is just around the corner. Green leaves are turning to red, evenings are going from light to dark, and for many kids, soccer practice will turn into hockey tryouts and back-to-school. While you struggle with the busier workload and trundle the kids off to classes, don't forget that the change of season means teeth need extra attention too.

If your kids are like most, a summer full of sun and games, gooey sweets and irregular eating can leave young teeth vulnerable and in need of attention. It's a good idea to schedule a thorough dental checkup to get those smiles in tiptop shape. Ask us about protective mouthguards and other safety gear that can keep teeth out of harm's way on the hockey rink or playing field.

For adults the summer is often less a season of indulgence and more a time of procrastination. Now it's time to do that work you've been putting off and have a dental checkup to take care of any problems you may have been ignoring. But don't put it off too long. Fall often marks the renewal of many dental plans. Benefits are not carried forward from one year to the next. Consult our office about making the best use of your coverage.



office information

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Office Hours

Monday	7:00 am	-	5:00 pm
Tuesday	7:00 am	-	5:00 pm
Wednesday	7:00 am	-	1:00 pm
Thursday	7:00 am	-	5:00 pm
Friday	7:00 am	-	1:00 pm

Contact Information

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Staff

Cris Front Desk/Whitening Technician
Greta ... Expanded Functions Dental Asst.
Jennifer Registered Dental Hygienist
Marilyn Certified Dental Assistant
Sally Office Manager/Front Desk
Shirley Front Desk Saturdays 8-12
Wendy Insurance Specialist

Information included is not dental or medical advice. For your specific information be sure to consult our office. If you do not wish to receive this newsletter, please contact us directly.

Referrals Do Us Proud

...Every time!

We take great pride in a team that always offers friendly, family-style dentistry. We try always to build on the excellent rapport we develop with you. We are committed to continuing education courses to learn the latest techniques ... but we know that spending time with each of you is the best way to ensure that you are receiving the meticulous care you deserve.

After all, we are *your* dental office and *your* dentist! And you should feel free to share us with your family and friends. We take your referrals as a great compliment and an affirmation that you feel secure and comfortable with our team. We also know this means you've entrusted us with the care of family, friends, and colleagues.

Thank you for your trust!

Dental Implants

Improving smiles

In the best of all worlds, our natural teeth should last for a lifetime. Unfortunately, most of us will lose teeth over the years due to periodontal disease, decay, trauma, or simple ageing.

Until recently, tooth replacement meant a fixed bridge or removable dentures. Now dental implants can provide permanent, stable, attractive replacement teeth for your lifelong smile. Dental implants consist of three parts: an anchor implanted into your jawbone; a post to attach the replacement tooth; and the replacement tooth itself.

Studies show that almost 90% of denture wearers who switch to implants find their confidence and smile quota improves! It's no wonder that implants are an attractive, effective treatment choice for many patients!



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