



STEVE MARSH, D.D.S.

smile update

Produced to improve your dental health and awareness

Winter 2006/2007

Extended Holiday Hours

For your family's needs

As the holiday season approaches, we (Jennifer and Amy - your dental hygienists!) would like to let you know that we are prepared to work extra hours during the holidays. That means we'll have two hygienists on staff, so if your children happen to be at home during the school break, we should have time to fit them in! Make sure their regular checkups are up to date and give us a call as soon as possible. Or, if your own busy schedule means you're behind in your regular appointments, please feel free to call as well!

We'd also like to remind you to check to make sure you've used all the 2006 Dental Plan benefits you're entitled to, because you know what they say... "Use it or lose it."

*Have a wonderful holiday,
Jennifer and Amy*



Jennifer and her baby Julia.

fromthedentist

The Morning Huddle...

Doing our best to deliver the best to you!

One of our patients recently asked me the following question: "How is it that you and your staff are so well prepared and on time for my appointments?"

Well, I'm a dental graduate from The Ohio State University, the home of the *Buckeyes*. And what do the *Buckeyes* do before every play? They have a huddle where they decide what they're going to do next.

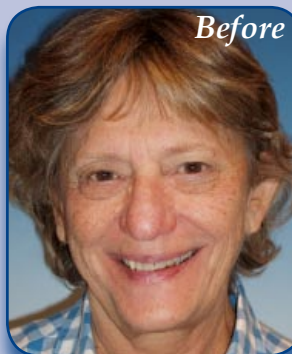
In our practice, our team has a morning huddle with me each day at 7 am. We sit around the table in my office and review the charts of each patient whom we'll see that day. We discuss in detail what the appointment involves and what the precise needs will be. We review each patient's medical/dental histories as well so that no detail is missed. We ensure we're as thoroughly prepared as possible for your visit.

Next, we review the treatment rendered from the previous day to determine if there is a need for follow up and to address any concerns a patient might have. Finally we look ahead to the next day and week to plan ahead. For example, we're able to forecast if we'll need lab work completed for certain appointments. And that is why for the most part, we're prepared and on time!

And guess what else? We're even prepared for emergencies. (Although we hope they never happen, unfortunately they do.) We have emergency times open from 1:30 pm to 2:00 pm each Monday, Tuesday, and Thursday ... just in case!

So you see, you are our utmost concern, and we're determined to keep it that way!

Patient Spotlight



Before



After

Dr. Mary Ann Stevenson

Notice

Due to the construction on Cedar Road you may want to give yourself some extra time to get to your appointment. We apologize for any inconvenience this may cause.

Thank you for your loyalty & support. We really do appreciate you! Visit us online at www.ClevelandSmiles.com



GAPS

And what you need to know about filling them

Modern cosmetic restorations like dental implants, crowns, and bridges look and feel just like your own natural teeth. All result in improved appearance and oral health. How? Crowns preserve compromised teeth, and combined with bridges, they prevent teeth from drifting. Implants also prevent drifting and they preserve bone tissue. All three procedures are directly responsible for improved self-confidence ... which will, of course, keep you smiling!

Fact	Fiction
<ul style="list-style-type: none"> ■ Crowns, bridges, & dental implants were developed to replace missing teeth & to restore badly damaged teeth with natural beauty & performance. 	<ul style="list-style-type: none"> ■ Crowns, bridges, and dental implants stand out from natural teeth, making them easily detectable.
<ul style="list-style-type: none"> ■ A bridge is a combination of crowns & artificial teeth that closes a gap left by a missing tooth (or teeth), restoring your smile & redistributing the workload. 	<ul style="list-style-type: none"> ■ If a person isn't bothered by the appearance of a missing tooth, there's no real reason for replacing it.
<ul style="list-style-type: none"> ■ Placing a crown on a high-risk tooth as early preventive treatment saves time & money ... & maybe even your tooth! 	<ul style="list-style-type: none"> ■ You have to wait for extensive tooth damage before a crown is useful or beneficial.
<ul style="list-style-type: none"> ■ If you are in good general & oral health, you may be an excellent candidate for dental implants – no matter what your age. 	<ul style="list-style-type: none"> ■ Implants are too expensive, time-consuming, & not secure.

TLC

Cosmetic restorations look great and they work hard so that you can eat, chew, and speak with self-confidence. Still, they need some TLC. We can revitalize your restorations and enhance their longevity during your continuous care visits.

By polishing and maintaining a smooth surface texture on your resin composites and porcelain restorations, we can help to encourage healthy gums for a natural appearance and fresh breath. Just as with natural teeth, rough surfaces can create too much wear on opposing natural teeth, foster plaque, and encourage unattractive staining.

We know that you are motivated to keep your appealing smile and fresh breath. Technology and modern materials have made home care for restorations easy. We'll be happy to recommend products that promote periodontal health, promote fresh breath, and work with restorative materials.

It's Ancient History...

Ancestors may be responsible for dentition problems

Scientists theorize that human dentition was affected when our early ancestors learned to chop and cook food. By adapting to eat softer food, the human jaw may no longer be big enough to accommodate our molars. Crowded, crooked teeth can lead to malocclusion (bad bite). In turn, this can lead to gum disease because it can be difficult to thoroughly clear food and bacteria from the mouth.

Bacteria in the gum area will cause a buildup of plaque and tartar that can lead to inflammation and chronic infection if not removed by proper and regular cleaning and flossing. This can destroy your gums and the bones that support your teeth.

We screen for bite disorders *every* time you visit.

Powerful Longevity!

According to the *American Society for Aesthetic Plastic Surgery*, non-surgical cosmetic procedures such as *Botox*® consistently account for about 80% of patient procedures. These are procedures that must be repeated on

a regular basis in order to maintain their benefits. **And cosmetic dentistry?** Effective and popular techniques can **keep you looking younger ...** for decades.

By improving the balance,

proportions, and color of your teeth, cosmetic dentistry can help you look ten years younger ... right away.

Here are some cosmetic dental procedures that are available to improve your smile.



Tooth-Colored Restorations – Enamel-colored porcelain or composite resin restorations are now available to replace old conspicuous silver fillings.



Veneers – Cover gaps & crooked, chipped, or discolored teeth with custom-made porcelain veneers that adhere to each tooth's surface.



Gum Sculpting – Correct a too-gummy smile, make short teeth look longer, and make smiles more symmetrical. (The image below includes veneers.)



This smile gallery clearly illustrates the positive impact cosmetic dentistry can have on a smile, one of your most important communication tools.

Organoleptic Olfactory Test

Sniffing out the truth about bad breath

Doing your own sniff test for halitosis isn't very reliable ... for two reasons. First, your oral cavity is connected to your nose which filters out background smells like your breath. Second, thanks to advertising, you could have *halitophobia*, an exaggerated needless fear of bad breath.

It's true that bad breath is sometimes chronic. You could be particularly vulnerable if you have diabetes or a gastrointestinal disorder. Dental causes could be *xerostomia* (dry mouth), *gingivitis*, or *periodontitis*. Each of these dental conditions involves oral bacteria, a primary cause of bad breath. Most often, brushing, flossing, and rinsing can take care of normal, temporary bad breath caused by foods.

If you're in doubt, ask us ... your mouth experts!

Keeping The Community Informed

All of us at this practice believe that the more informed our patients are, the more successful their treatment outcome is likely to be. This is just one reason why Dr. Marsh contributes regularly to two lively and exciting TV shows produced right here in Cleveland.

Dr. Marsh appears once or twice a month on *Golden Opportunities* which airs Sundays at 11:30 am on WKYC Channel 3 in Cleveland; it is hosted by nationally known attorney and seniors' advocate Armond Budish. The show offers down-home advice on a wide variety of topics of particular interest to seniors. Dr. Marsh's next appearances will be on Sunday, December 3rd, and Sunday, January 7th. As well, you can check out Dr. Marsh's past appearances on the show by going to our web site at www.ClevelandSmiles.com, clicking on "TV/Public Appearances," and

then on "Recent Topics."

Dr. Marsh also is a regular contributor to *Good Company* which airs weekdays at 10 AM, also on WKYC Channel 3. This show is a lively and informative mix of fashion, health, cooking demonstrations, and home decorations spiced up by regular celebrity visits and hosted by Fred Griffith, among others. Dr. Marsh's next appearance will be on December 6th, 2006 when he'll discuss dental issues of interest to patients of all ages. On his last appearance, Dr. Marsh demonstrated smile makeovers, from start to finish, which generated interest



Mr. Armond Budish, patient Dr. Mary Ann Stevenson and Dr. Steven Marsh

on the set, in our office and within the Cleveland community.

And don't forget, you can go to our web site and view topics from both shows that you might have missed over the past few years!

Holiday Greetings! And all the best!

The holiday season is here, and with it a chance for all of us to give all of you a heartfelt thanks for your loyalty and friendship during the past year.

As the new year draws closer, many of us are inspired by our anticipation of everything a new beginning can offer. This is the time of year when each of us considers how we can make the coming year the best that it can be.

We intend to make this new year our personal and professional best by continuing to provide you with leading-edge dental care in an atmosphere that is as warm, relaxed, and as welcoming as we can make it.

If you have family or friends that would benefit from our services please let them know that we are always accepting new patients.

Our entire practice team hopes your holidays are happy, healthy, and filled with family and friends.

*Have a wonderful holiday,
Dr. Steven Marsh & Staff*

office information

Steven P. Marsh DDS, Inc.

Dr. Steven Marsh

29001 Cedar Road
Suite 540

Lyndhurst, OH 44124-4041



Office Hours

Monday	7:00 am	–	4:30 pm
Tuesday	7:00 am	–	4:30 pm
Wednesday	7:00 am	–	12:30 pm
Thursday	7:00 am	–	4:30 pm
Friday	7:00 am	–	12:30 pm

Contact Information

Office (440) 461-1003

Fax (440) 461-9834

Email Swsmarsh@aol.com

Web site www.ClevelandSmiles.com

Staff

Jennifer M Dental Hygienist

Amy Dental Hygienist

Marilyn Certified Dental Assistant

Afsaneh Practice Administrator

Jennifer H Front Desk/Assistant

Shirley Front Desk Saturdays 8-12

Wendy Insurance Specialist

Introducing our Winter Special!

Zoom!® Advanced Power™ Whitening!

Call today for details!

The Perfect Solution?

Porcelain veneers!

If you're contemplating improving your beautiful smile with custom veneers, make sure you ask us about Lumineers!

Our staff has taken special continuing education courses in the prepping and placement of Lumineers, so if you'd like to improve the appearance of stained, chipped, or discolored teeth, please give us call! Lumineers may be the perfect solution for you and your smile!