

from our office

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 holiday 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, 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,
Amy, Marilyn, Afsaneh, Karin,
Shirley, Wendy and Dr. Marsh

Dear Patients, Colleagues, Friends, & Especially Our "Young Adult" Patients,

Usually in this column we spotlight one of our patients who have undergone a smile makeover or a dental procedure that has been a life-changing one. But this time, I need to focus on a recurring problem we are seeing in our practice and in practices throughout the country – the huge increase in tooth decay, or cavities.

In the 1980s and 1990s, we saw the incidence of decay decrease, through the increased use of fluoride toothpaste and fluoridate water. Though our patients still are getting fluoride when brushing; children and adults are increasingly drinking bottled water without fluoride at home and in school. Additionally, teenagers and young adults are drinking lots of beverages with sugar, including sodas (12 teaspoons of sugar in a 12 ounce can) and "sports drinks" (think Gatorade®) and fruit juices with high sugar content. More exposure time to sugar can occur with lozenges; for our younger patients it can be from sucking on Altoids®, while our more mature patients may have dry mouths from medications and use hard candy to increase their saliva flow.

And speaking of candy, Gummy Bears and Sour Patch Kids® can turn enamel, the hardest substance in our bodies, into soft, and dark, tooth structure. This is especially problematic for our patients who wear braces. The natural bacteria in our mouths, when combined with sugars, produce acid that attack teeth for twenty minutes or more; these repeated attacks are responsible for the enamel breakdown or cavity.

So what can we do? We need to limit our exposures to sugar, brush as soon as we are done eating sweets, and get more fluoride, either through drinking tap water or from supplemental fluoride. This can be achieved through fluoride treatments in our office or by using a high-content fluoride toothpaste or rinse that we can prescribe for you.

I realize that this type of dental discussion is not as much fun or exciting as a makeover, but it is something that has been on my mind for a while, and I could not wait any longer to present it to you.

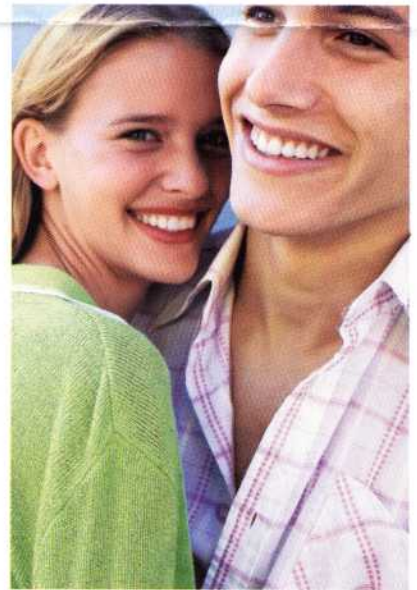
Very sincerely,

Dr. Steve Marsh

New Patients Welcome!

The Greatest Compliment you can give us is the referral of your friends and family.

Thanks



Goodbye "Type A" Stress

Hello DERPS!

Ambitious, stressed-out Type A personalities are probably grinding their teeth at being overshadowed by stressed-out Type Ds ... anxious gloomy worriers, ERs ... the emotional responders, and Type P pessimists. All of these personality types are at risk for stress-related illness!

The majority of us will occasionally clench or grind our teeth during stressful times, but out-of-control teeth grinding can wear down enamel and weaken fillings and crowns. That's costly for your dental and overall health – and your appearance.

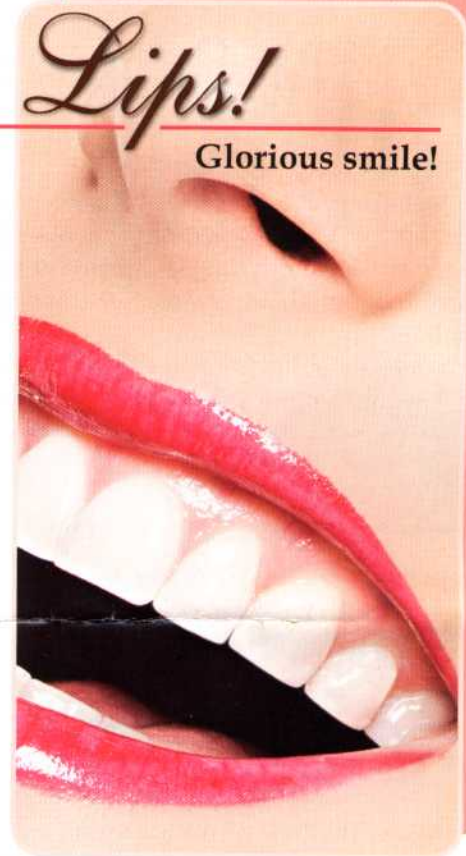
Relax! We can help rebuild your worn smile by bonding a composite resin that is strong and attractive. We can also place ceramic crowns or overlays to save and protect your natural tooth ... without metal ...so your smile looks completely natural!

Fabulous Lips!

Now that you have the dazzling smile you've always wanted, we know that you'll want to keep it that way! When you perform your home care routine, don't forget to protect your lips – the perfect frame for your perfect new look.

We need sunlight to synthesize vitamin D, but too much sunlight can burn our skin, prematurely age, and cause skin cancers. Moisturizing chapped lips is always a good idea, but remember – winter or summer – when you apply sunscreen to your face, include those lips!

And women, why not benefit from all of the technology that lipstick manufacturers have invested in so you can wear special sunscreen lipsticks? You can still enjoy the great outdoors... and wonderful textures and colors that can enhance your glorious smile!



Crown Your Day!

Light up your beautiful smile - discretely!

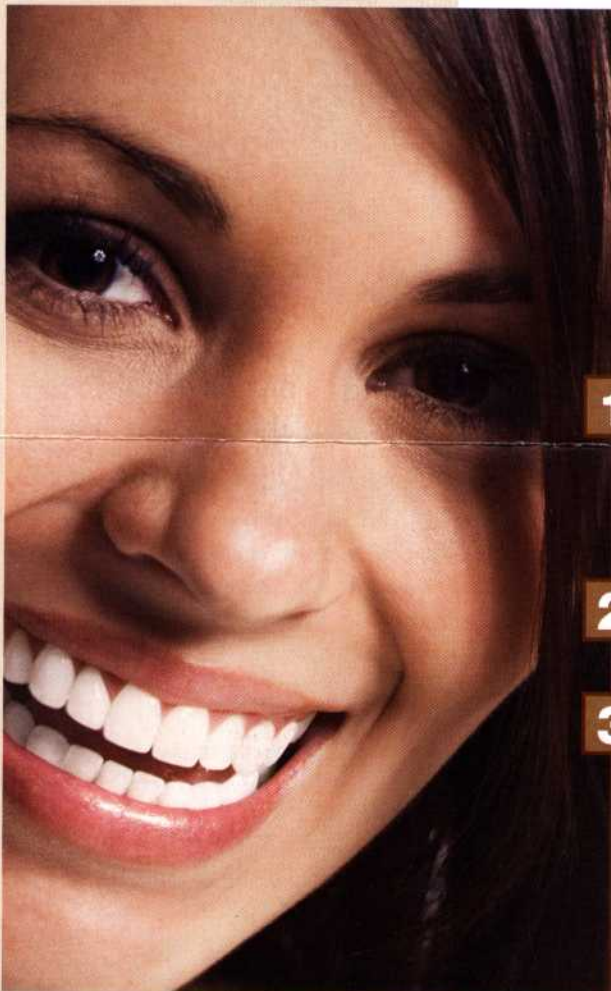
Are you afraid you'll be noticed if you change your smile? Well, when you see how great your new smile looks, you'll probably want to be noticed! Modern restorations that use crowns – like dental implants and crowns and bridges – look discretely natural and can light up your smile ... like nobody's business! Here's how...

1 A **crown** will cover your damaged tooth so that it will appear completely normal again and likely be even stronger than the original. Fabulous materials like porcelains and ceramics are not only strong enough to withstand natural biting pressure and resist chipping, staining, and cracks, but they are truly beautiful and translucent like natural enamel.

2 When there is an actual gap that needs closing, a **bridge** that combines crowns on your supporting teeth to strengthen them, and artificial teeth to span the gap, is an excellent alternative.

3 A crown can also be integrated into a dental **implant** which is an artificial tooth implanted right into your jawbone. Because it is anchored into your bone, it helps to prevent the bone deficiency that can accompany the loss of a tooth. An implant can be an alternative to, or used with, a denture or bridge.

We can help to restore your beautiful smile for a lifetime. Please see us soon for a consultation ... you will really notice a difference!



Don't Pout!

Stay stylish with sculptured veneers!

Just like you, cosmetic dentistry keeps on moving forward. We know that the last thing you want is a smile that looks older and less stylish than the rest of you. Whether fashionably full lips are on your agenda or not, you'll be satisfyingly surprised to see how cosmetic veneers disguise teeth flaws and brighten your smile!

Materials and techniques continue to improve to look more naturally beautiful so that your natural beauty can shine through. Today's ultra thin veneers can be sculpted to meet different needs and can even be bonded to your existing bridgework!

Here are some of the ways that cosmetic veneers can boost your smile wattage:

Lighten and brighten teeth that have become stained from coffee, tea, red wine, or even tetracycline.

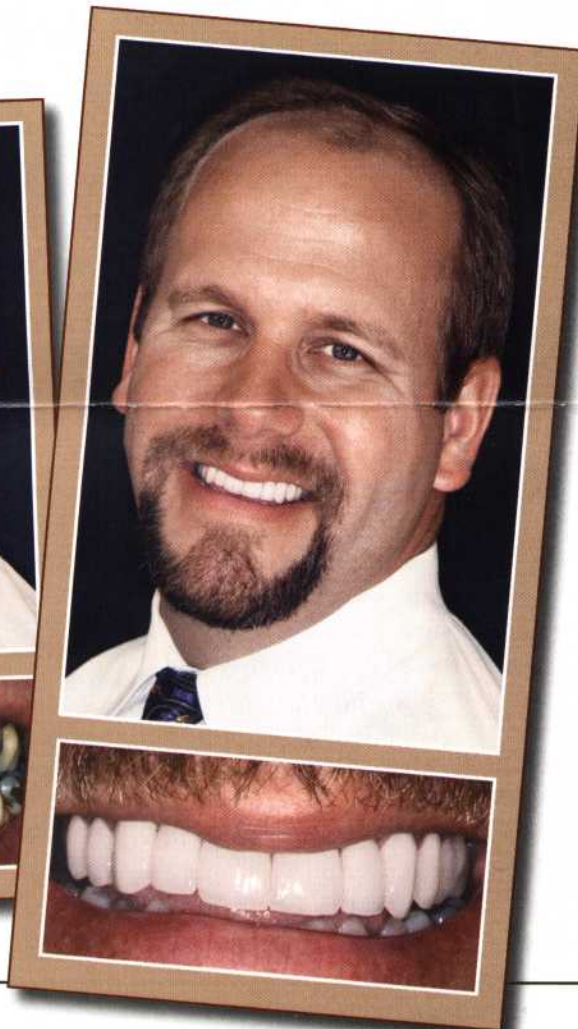
Conceal chips, gaps, and uneven teeth.

Revitalize tired-looking crowns and bridgework.

Enhance a lovely smile by brightening and re-proportioning until it's downright gorgeous!

Believe it ... both men and women today are gorgeous ... healthy, physically fit, and knowledgeable about what they need and what they want.

Let us help you to make good decisions about the best type of veneer to suit your goals and your lifestyle!



Smile Talk

Color has a lot to say!

Healthy adult teeth naturally contain a mixture of yellow, red, and gray shades. Teeth whitening can work wonders – no matter how your teeth look on the color spectrum.

Yellow? The dentin is revealed when enamel is thinned, usually due to ageing or brushing too hard.



Yellow

Gray? It's likely that you have experienced tetracycline damage – probably sometime during your youth.



Gray

Blue? Some studies show that too much unsupervised whitening can give teeth a blue hue – boo hoo!



Blue

Beige? Could be too much coffee, tea, or red wine, or due to smoking or chewing tobacco.



Beige

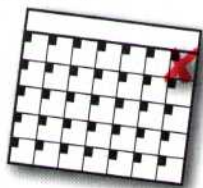
White? You probably have a great home-care routine, keep regular checkups, and accept professional dental advice about tooth whitening.



White

For Your Convenience...

Holiday Appointments Are Available!



Our practice is pleased to offer the flexibility and convenience of dental care appointments during the *Winter Break* holidays. Many of you have already met *Barb* and *Shelley* who assist us from time to time in our Hygiene department during busy periods. Their availability allows us to accommodate appointments for college and high-school students home during their school breaks; this may also work for anyone else in the family who may find this time of the year convenient for their regular check-up.

Call our front desk today!

Afsaneh and Karin

Golden Opportunities...

As you may know *Dr. Marsh* contributes regularly with TV appearances on *Golden Opportunities* produced right here in Cleveland. The show airs *Sundays* on *WKYC Channel 3*. The show offers down-home advice on a wide variety of topics of particular interest to seniors.

Dr. Marsh's next appearances will be airing:

Sunday, November 18th at 12:30 pm

Sunday, December 9th at 12:30 pm

Sunday, December 23rd at 12:30 pm

Sunday, December 30th at 12:30 pm

Sunday, January 13th at 11:30 am*

Sunday, February 3rd at 11:30 am*

*Jan. 13th and Feb. 3rd

* dates/times are pending and may be altered if our football team goes all the way! Go Browns! Woof!

Check out past appearances by logging onto our web site at www.ClevelandSmiles.com, click on *TV/Public Appearances* and then on *Recent Topics*.

Our patient *Connie Robinson* will be appearing on *Golden Opportunities*, airing Sunday, January 13th at 11:30am.

Make sure you tune in!



The members of our staff were all re-certified for CPR in September 2007. Your health and safety are important to us!

office information

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DISCOVER

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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

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Staff

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Marilyn Certified Dental Assistant

Afsaneh Practice Administrator

Karin Front Desk/Assistant

Shirley Front Desk Saturdays 8-12

Wendy Insurance Specialist

Barb, Shelley Part Time Dental Hygienists

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!

Coordinate With Karin!

Look who's in the spotlight!

As a graduate from *Mentor High School* and *Lakeland Community College*, Karin has been in the field of dentistry for over twenty years.

Having joined our practice in April as our Patient Coordinator, we believe that Karin has become an important member of our dental family, and we are very proud as we watch her make our patients smile!

"Active" more than adequately describes Karin: In dentistry, she is currently serving on the *National Dental Assisting Board*, which is highly recognized by the *American Dental Association®*; for her own health and to support our community, Karin coaches fourth-grade volleyball at *Saint Mary's of Mentor*; plus she's completing her own home renovations and traveling.

Karin is the mother of two girls, one of whom is a local dental hygienist and the other is currently a junior at *Notre Dame-Cathedral Latin*.

