



# Smile Update



Our Patients!

Produced to improve your dental health and awareness

Summer 2008

## from our office

I recently received a wonderful call from *Mrs. Erma Leutbecker*, who easily qualifies as one of our patients with the longest history in our office. You see, she was a patient of my father, *Dr. Sam Marsh*, for nearly all of the 50 years he was in the practice of dentistry, and she became a patient of mine for the 28 years I have practiced (following my three years in the Air Force as a Captain in the Dental Corps). She told me that she would be relocating to be closer to her adult children.

Most importantly, in tears, she thanked me/us for caring for her for these 78 years; she mentioned that though many other things changed in her life over this period - as one could well imagine - one of the only *constants* was that she never had to look for a new dentist and always knew that we would be there to care for her - and that she still had her teeth!

It was especially gratifying to hear her words, especially considering what a fine woman *Mrs. Leutbecker* is - as was her late husband.

I only hope that like *Mrs. Leutbecker*, our other patients feel similarly and that we can continue to provide dental care in a professional and kindly manner - in a way that my father would have been proud.

*Sincerely,*

*Dr. Steve Marsh*

P.S. If you have a similar story to tell, I'd love to include your name in a future issue in which we could list the number of years you and your family have spent in our care!

Our staff would like to congratulate *Dr. Marsh* on being named one of *Cleveland's Top Dentists* once again, as featured in the *Northern Ohio Live* September, 2008 issue.

Visit us online



[www.ClevelandSmiles.com](http://www.ClevelandSmiles.com)

## **"It's Hard To Find Words Nice Enough To Thank People As Nice As You!"**

Dear *Dr. Marsh* and Staff,

Thank you! Those two simple words don't even begin to express my gratitude. I feel like a brand new person with the beautiful smile I now have. My entire experience from the moment I walked in far exceeded any expectation I could have ever imagined *Dr. Marsh*. You are truly an artist! I thank you from the bottom of my heart. I look forward to bringing my family in and maintaining a life long relationship for our dental needs with you and your awesome, caring staff. You are all the very *best!*

*Many, Many Thanks!*

*Lisa Juhnke*

**Before**



**After**

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

# More Power To You

## Make the right connections ... and smile!

*Homophily* is the natural tendency of people to associate and bond more strongly with people who are similar to them. So what can we do to help you connect with all those *other* beautiful people? Well, according to research, a cosmetically enhanced smile will make you appear more attractive and popular with the opposite sex, as well as more intelligent, interesting, successful, and wealthy!

Together, we can choose cosmetic options that will enhance your natural smile foundation and make your smile sing out success! We can...

- Brighten your teeth with whitening, bonding, or porcelain veneers.
  - Rebuild chips and cracks and close gaps that make you self-conscious.
  - Straighten and even out the appearance of crooked, crowded teeth.
  - Reproportion tooth shape, length, and width to ideally balance your features.
  - Recontour an uneven or too high/low gumline.
  - Correct a receding gumline that exposes roots and makes your teeth look longer - and you look older.
  - Widen your smile to fill in the gaps at the corners of your mouth.
  - Diminish lip lines and make your lips appear fuller by adding volume.
- And there's even more that we can do...
- We can maximize the dramatic impact of whichever cosmetic procedure you choose. How? By helping you achieve clean teeth and pink healthy gums with a strong supporting bone structure.

Nothing makes a connection better than optimal oral health and a high-powered smile.



**crowns & veneers**

Brighten



**gum sculpting & veneers**

Reproportion

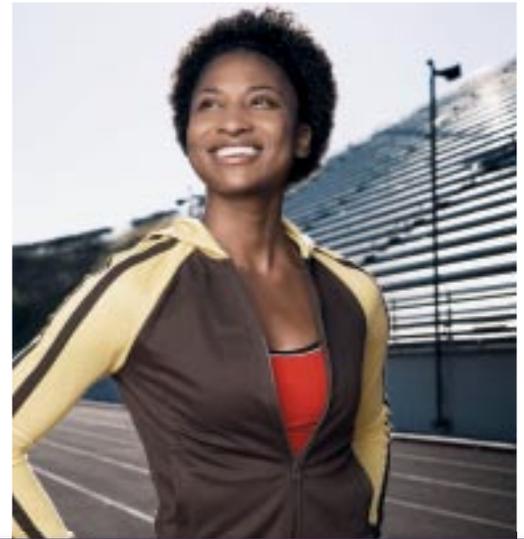


**orthodontics & veneers**

Straighten



# A Crown F



## Take Heart! & Save your smile

In the earliest stage of gum disease, you won't even know you have it. Early on, it's reversible with home care and regular dental treatment, but in later stages it can lead to tooth loss and only professional dental intervention can help. Studies have linked gum disease and cardiovascular diseases and stroke - the number-one killers of men *and* women.

Stay fit and keep your mouth *and* heart healthy!

- Exercise regularly to increase blood flow, strengthen your heart, control your weight, stress, and risk of high blood pressure, cholesterol, and diabetes.
- Eat fruits, whole grains, vegetables, low-fat dairy products, and sources of protein, legumes, and Omega-3 fatty acids.
- Don't use tobacco, a risk factor for oral cancer, tooth loss, and heart disease.
- Get regular medical and oral health screenings.
- Keep smiling!



# For All Reasons

Prevent...  
Protect...  
Impress!



For many people, appearance is *the* greatest inducement to sustaining oral health. Who among us does not want to make a great first impression at a job interview, look fabulous in photos, and shine at significant moments like weddings? Beautiful crowns can help you do all that and more. They are the most popular restoration not only because they can create a natural-looking improved appearance for discolored, misshapen, or missing teeth, but because they prevent and protect to save smiles!

Crowns can...

- Prevent a cracked tooth from getting worse;
- Strengthen and halt further damage to a broken tooth, either...
  - one that has undergone root canal therapy or
  - one with a large filling or fillings.

In fact, when your custom dental crown is created, it becomes your tooth's new outer surface. Technicians incorporate precise measurements to suit your bite, jaw movements, and anatomy. Durable metal or metal camouflaged with white porcelain can be used, and all-porcelain materials can exactly match your smile's enamel.

Attaching multiple crowns to a natural-looking bridge is an excellent technique for replacing several missing teeth. It can prevent drifting teeth, challenges to eating and speaking, and increased risk for tooth decay and gum disease.

And the bonus: avoid the premature wrinkles and age lines that may accompany an altered bite. Your smile will look even more attractive!



Modern crowns & veneers turn a smile into ... a SMILE!

Where does your smile rate on our whiteness scale?



## 5 THINGS about teeth whitening

1. *Not all of your natural tooth enamel is the same color...*

- your front teeth are usually whitest
- molars tend to be in-between
- eye teeth are commonly darkest

2. *Discoloration can be caused by:*

- coffee, tea, red wine, colas, or tobacco
- heredity
- illness and medications
- ageing

3. *Structural changes occur over the life of your teeth and affect their whiteness...*

- young teeth are whiter and usually have a highly opalescent enamel with milky brightness
- older teeth are darker with a more translucent, thinner enamel and a grayish appearance

4. *People perceive teeth as whiter and more attractive when they are contrasted against pink, healthy gums.*

5. *We don't add whitening to your teeth - we remove stains to brighten your teeth enamel by up to eight shades!*

## Bollyfood

It's hot, hot, hot!

The whole world is charmed by the flamboyant extravaganzas produced by Bollywood, India's unique counterpart to the Hollywood film industry. Another cultural export, famous Indian curry dishes, aren't merely gorgeous, aromatic, and appetizing. It seems they have the potential to improve your oral and overall health.

**Turmeric**, a yellow spice that gives Indian curry powder its distinctive color, contains a compound that appears to relieve or suppress Alzheimer's symptoms.

**Curcumin**, an antioxidant known to benefit periodontal health, also found in turmeric, has been shown to help prevent tumors.

**Curry leaves**, common in South Asian cooking, release fragrant essential oils when chewed or combined with water. They are an ingredient in some mouthwashes and can help to reduce caries and chronic bad breath.

Want to spice it up a bit? Explore your Asian grocery!

# In The Public Eye...

As you may know *our office* contributes regularly with TV appearances on *Golden Opportunities* and *Good Company* produced right here in Cleveland, on WKYC Channel 3. *Golden Opportunities* offers down-home advice on a wide variety of topics of particular interest to seniors. *Good Company* is a lively mix of information with a focus on ways to improve your life.

**Dr. Marsh's upcoming appearances on Golden Opportunities will be airing:**

Sunday, August 31st at 11:30 am  
 Sunday, October 5th at 12:30 pm  
 Sunday, October 26th at 12:30 pm  
 Sunday, November 9th at 12:30 pm  
 Sunday, November 23rd at 12:30 pm  
 Sunday, December 7th at 12:30 pm

**Good Company appearances will air:**

Wednesday, August 6th  
 from 10:00-11:00 am  
 Wednesday, September 17th  
 from 10:00-11:00 am

Check out past appearances by logging onto our web site at: [www.ClevelandSmiles.com](http://www.ClevelandSmiles.com) click on TV/ Public Appearances and then on Recent Topics.

*News Flash...*

When you are here for your dental hygiene appointment with Amy, Shelley, or Barb, they will also take your *blood pressure*. This screening is a courtesy check from us to you. Current research has concluded that oral health is closely related to systemic disease, including the health of your heart (see article on page 2). Your health and safety are of utmost importance to all of us!



**Back To School – From Little Ones To College Students**

**It's recare time!**

Not to dampen your spirits ... but before you know it summer will be over and the kid's will be back at school. Now is the time to schedule your child's dental care exam. We look forward to seeing your college students, teens, and little ones before the back-to-school rush. Call Afsaneh, Karin, or Amy.

**With Our Compliments...**

Our reception area now has a *new refreshment bar*. Please feel free to help yourself to fresh brewed coffee, bottled water, granola bars, pretzels and even a new tooth brush should you need it. It's just another way to serve you better and ensure your comfort during your visit with us!

**officeinformation**

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 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**

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 Web site [www.ClevelandSmiles.com](http://www.ClevelandSmiles.com)

**Staff**

Amy ..... Dental Hygienist  
 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

**Exceeding Expectations**

**Our daily commitment**

It's a matter of great personal and professional pride to me and the staff of *Cleveland Smiles* that we provide you and your family with personal, customized attention and the highest quality of care. Do you know how we decide what constitutes excellence in care for you? Every time you return to our practice, give us your positive feedback, and refer someone you know to us, you're telling us that we're continually raising the bar.

Your support motivates us to work hard to provide the services *you want* ...and to keep them up to the superior standards *you expect*. In turn, our commitment to continuing education and leading-edge dentistry keeps our practice unique.

*Thank you*, from all of us, for your wonderful feedback, your loyalty, and your ongoing referrals.

**In The Spotlight**

**Meet Marilyn**

We are delighted to tell you that, *Marilyn*, our incredibly gifted dental assistant has been with our practice for 22 years. As we value her contribution highly, we thought you'd like to know a bit about her. A native of Ohio, she hails from Maple Heights and has lived in the Cleveland area all of her life. Always looking for ways to improve her skills, Marilyn takes continuing education classes in areas that include: x-rays and CPR; and, assists teaching patients how to care for their teeth. Marilyn's philosophy – *eat a healthy diet, and brush and floss at least twice a day*. When not at work, she enjoys baking, cooking, and going to concerts and plays. Say hello to Marilyn the next time you're here – she'd love to see you!

