



# Smile Update



**Our Patients!**

Produced to improve your dental health and awareness

Summer 2009

**from our office**

## Dear Patients, Colleagues, And Friends,

Generally in this column we focus on a patient who has had a “dental makeover,” but instead I thought I would take this opportunity to respond to a number of comments/questions we have received over the past few months and introduce a couple of recent innovations in our office:

■ In our reception area, the new flatscreen TV and refreshment area have received rave reviews; if you'd like to see any other food items, please let us know!

■ We have redesigned our website, [www.ClevelandSmiles.com](http://www.ClevelandSmiles.com), to include more before and after photos as well as comments by our patients. Please take a moment to visit our website and pass on any suggestions to us via the contact area.

■ The Itero™ Digital Impression System can be used, in some situations, to take impressions for crowns, veneers, and bridgework, without using the “gooey” impression material. See page 4 for a more in-depth look at the Itero.

■ The digital radiograph system has been upgraded, so that the process for taking x-rays is even easier – with over 90% less radiation than conventional x-rays. (Remember, x-rays are the only way Amy and I can see between your teeth when looking for decay. They are essential in looking for bone conditions and abnormalities.)

■ At the suggestion of one of our coffee-loving patients, we are giving Starbucks gift cards as a thank-you when you refer a new patient to our practice; it's been fun to hear how everyone has

enjoyed their lattes!

Lastly, I just wanted to thank all of you for your support and confidence. Recently, a husband and wife who both had the aforementioned “dental makeovers” wrote to us saying that it was one of the best “investments” they had ever made; as we approach the summer of 2009, words like these are especially gratifying.

*Sincerely,*

*Steve Marsh, D.D.S.*

PS. “Yes” is the answer to a mom's question I received the other day; the summer *is* the perfect time for your children, high schoolers, and college students to come in for an appointment!

## Fred's Dental Makeover

There are not many Clevelanders who don't know and love Fred Griffith! He's been a fixture in town on Channels 3 and 5 for many years, recently celebrating his 80th birthday! As part of his celebration, he has decided to rededicate himself to his dental health and has agreed to share his “journey” with us; in that regard, he has chosen us to be his dental team and has allowed us to show his progress.

At this stage, we have begun to give him a strong foundation, rebuilding a number of teeth that had suffered decay or breakdown; after all, some of his teeth have been chewing and talking for nearly 75 years! (Adult/permanent teeth begin to erupt in the fifth or sixth year of life). In the near future, we're going to give him a new smile, too, with the use of whitening, veneers, crowns, and bridges – all with tooth-colored ceramic materials.

We can't wait to share Fred's results with you!!!



*Tune in on Channel 3 at 11:30 am, June 14th, July 19th and August 2nd for Golden Opportunities!*

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



# You Can Do It

Discover your inner balance

It's *all* about the balance. Really. A lifestyle that balances work with stress-relieving play and that pays attention to nutrition and diet is a healthy one. That's the *macro* level. At the *micro* level, small imbalances in the pH of your blood, for example, can create changes in the pH of your saliva, altering your mouth's environment. In other words, your oral health can impact and be impacted by your overall health and here's how...

**Plaque**, the thin film on your teeth, is a biofilm and a bacterial ecosystem within the larger bionetwork of your mouth and body. When the scale tips so that good bacteria are overtaken by those that are harmful, red swollen gums that bleed easily, gum and bone recession, and tooth loss can occur.

**Tartar** is the conspicuous, cement-like substance that plaque hardens into when you allow it to build up. Tartar can break the natural protective seal that your gums provide, allowing oral bacteria into your bloodstream. Experts believe that toxic bacteria from your gum infection can trigger your immune system into a constant state of alert.

**Gum disease** has been linked to systemic and inflammatory diseases including heart and stroke, osteoarthritis, diabetes, cancers, and lung diseases.

These complex interactions mean that a *one size fits all* approach to life, health, and your oral health care is no longer sufficient.

## Just In Time

You get to decide!

Are you an adherent of the *Before Flossophy* or the *After Flossophy*? People can be surprisingly passionate about when to floss ... before or after they brush. Even dentists can't always agree. In a poll conducted by the *American Academy of Periodontology*, 40% recommend before, 36% after, and 25% don't think it matters. Truthfully, as long as you remember your home care routines and maintain your recare schedule, we will be happy!

So, in no particular order...

- **Floss once** – to clean between your teeth and below the gumline.
- **Brush gently** at least twice a day – to remove food and bacteria from your teeth, gums, and tongue.
- **Rinse often** throughout the day – plain water can keep bacteria at bay when there's no time to brush.

Your oral health can impact and be impacted by your overall health



## Weighing In

Fight diabetes!

Did you know that diabetics are more likely to have gum disease than others and that those with gum disease find it more difficult to control blood sugar levels? Or that 90% of people newly diagnosed with Type 2 diabetes are overweight? Weight loss and exercise could go a long way to preventing or managing diabetes – and your oral health!

A regular routine of physical activity is ideal, but still, you can find inventive ways to burn calories!

- Take the stairs instead of the elevator.
- Try hiding the remote. Research shows that thin people get up and move around more, tend to fidget more, and sit less.
- Do some eco-exercise – instead of driving, ride your bicycle when you can. It's important for *everyone* to maintain healthy routines for oral and overall health.

# Prime Attraction

## Get what you need

Is 50 really the new 40? It seems so. Men and women today feel and act ten years younger than their biological age. Midlife is a strong, powerful time of life in every way and you can see the influence you command in the number of products tailored just for you. A prime example is the number of esthetic innovations created to enhance your smile, like beautiful natural-looking crown and implant restorations.

You'll like them because...

### You're an experienced and savvy consumer

- Long-lasting natural-looking materials resist chipping, staining, and cracks.
- Improvements in options and technology have made procedures more time-efficient and patient-friendly.

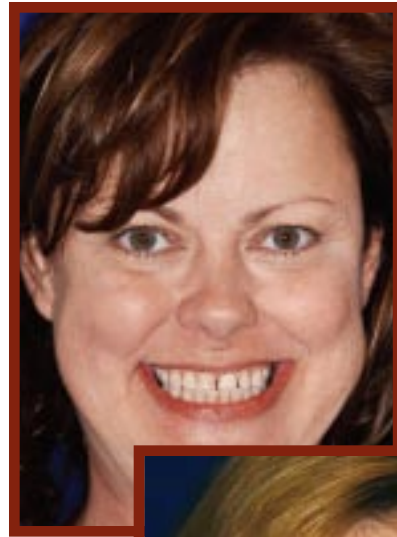
### You're health conscious

- Your damaged or discolored tooth can be covered, protected, and strengthened with a single crown.
- Bone loss can be prevented by anchoring a permanent new tooth into the jawbone by combining a single crown with a dental implant.
- Missing teeth can be replaced with several replacement teeth attached to a secure crown or implant bridge restoration to prevent your other teeth from drifting and altering your ability to eat, speak, and socialize.

### You love to look great

- Crowns made of natural-looking translucent porcelain are beautiful and designed to blend in so well with neighboring teeth that no one can tell that you have them.

Don't let your smile give away your age. Let us give you a midlife smile with style! Call us to schedule a consultation.



Before

After



## 7 Tips For A Tiptop Smile

### Which would you choose?

Improving the color, shape, or position of your teeth can improve the way you feel about yourself. Here at a glance are seven tips for a tiptop smile that looks completely natural.

<b>Teeth Whitening</b>	Instantly brighten your smile
<b>White Fillings of Composite or Porcelain</b>	Make tell-tale dark fillings a thing of the past
<b>Tooth-Colored Bonding</b>	Cover deep-rooted stains, repair small cracks or chips, fill in gaps, and recontour teeth
<b>Cosmetic Veneers</b>	Conceal spaces, crooked, chipped, or discolored teeth
<b>Crown Restorations</b>	Restore severely damaged or broken teeth
<b>Dental Implants</b>	Restore appearance and function
<b>Crown/Implant &amp; Bridge Restorations</b>	Replace missing teeth and prevent further damage to your smile

# The Future Is Here!

Options keep getting better & better

## Whitening At Its Best

We're very pleased to offer the *world's leading whitening system!* Zoom2® is the fastest, most comfortable, and most effective in-office whitening system. It's



**\$100 Off  
Zoom Whitening!**

Offer expires September 30th, 2009

33% faster than its predecessor, with 67% less sensitivity. In just 45 minutes, your teeth will be dramatically whiter. Zoom2 is ideal for anyone looking for immediate results, and its convenience makes it the perfect choice for the busy individual.

The Zoom2 procedure begins with Karin applying a preparation to isolate your lips and gums. Amy, Wendy or Dr. Marsh then apply the special Zoom2 gel which is activated by the Precision Light Guide System. Teeth typically become at least six to ten shades whiter, and sometimes even more. You'll be amazed with the results!

## iTero™ Digital Impression

We are proud to have one of the first iTero™ Digital Impression System in the state of Ohio! In working with Dental Ceramics Lab, Dr. Marsh and Marilyn are

able to ensure an accurate, comfortable, natural-looking fit ... without time-consuming, unpleasant, tray-and-putty impressions.

More than a decade of research went into this technology to maximize...

**Comfort** – No goopy mess, unpleasant taste, or gagging. The system uses a compact hand-held wand so there's no pulling, stretching or poking in your mouth.

**Efficiency** – The iTero process is complete in approximately three to five minutes

**Precision** – The iTero creates a precise copy of the restoration site and a more accurate fitting crown or bridge.

Not only that, but with Cadent iTero Digital Impression System you can rely on an accurate impression the first time around.

All so that you spend less time in the chair ... and more time smiling!

## In The Spotlight

### ...Afsaneh Pantani

It is always a great delight to spotlight a member of our wonderful dental team, and Afsaneh Pantani is no exception.



For the past four years she has excelled at running our practice smoothly, efficiently, and dependably. Afsaneh began her 22 year career in dentistry as a dental assistant working in periodontics, then transitioning to endodontics and general cosmetic. Her dental health care philosophy is: "Good health starts with the mouth. If you take care of yourself dentally, then you can avoid a lot of health issues. Most people don't realize this."

Afsaneh grew up in Iran and Spain and came to the United States to attend college in Ohio. Now, in her free time, she enjoys activities with husband John and their four children, and selling high fashion jewelry.

## officeinformation

### Steven P. Marsh DDS, Inc.

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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

### Contact Information

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### 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



**Our staff would like to congratulate Dr. Marsh on being selected by a vote of his peers to be included in the 2009 Cleveland/Northern Ohio list of Top Dentists!**

Dear Dr. Marsh,

*This thank you note is long overdue. Nevertheless, many thanks for providing the perfect smile and for taking care of those hard to reach cavities.*

*Please extend my thanks to every member of your support team. Marilyn, Karin, Amy, Afsaneh, and Wendy are a credit to your practice.*

Kind Regards,  
Terry Prosinski

