



# Smile Update



**Our Patients!**

Produced to improve your dental health and awareness

Spring 2010

## from our staff

### About Our Website...

We're always working to improve our website, [www.ClevelandSmiles.com](http://www.ClevelandSmiles.com), often in response to comments from our patients and friends. If you have the opportunity to check it out, you will see that we now have a weekly (or so) blog that we're using to keep our patients in touch with the latest trends in today's dentistry and our office. Additionally, there are some other features, including a number of videos that pertain to different techniques employed to make the dental experience and results more pleasing. And if you want to share the information you pick up, you can do it by pressing the "share it" symbol at the bottom of each page; you'll also notice the new "facebook," "twitter," and "linked in" icons for your use. Please let us know if there's anything else you'd like to see us focus on; just drop us a line, or better still, use the contact page to tell us!



**Visit today!**  
[www.ClevelandSmiles.com](http://www.ClevelandSmiles.com)

## Leading Edge Dentistry

With Monica Robbins

We recently were honored when NBC/Channel 3 news anchor/health reporter Monica Robbins stopped by to do a feature on "Leading Edge Dentistry,"



focusing on innovations in the dental field. After meeting with our staff and patients, she and her camera highlighted three things: *the use of Oraverse to reverse the effects of Novacaine, the Itero digital impression system, and using the Skype computer application to better communicate with the dental lab and patients.*

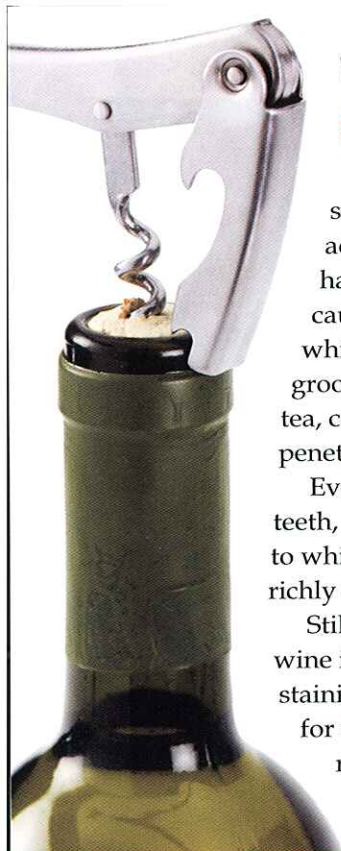
For the Oraverse segment, professor Michael Duchon explained on camera that he liked that we could shorten the time he was numb after having fillings done so that he could get back to his classes at Kent State to resume teaching; WCLV radio personality Eric Kisch said he enjoyed having an impression taken with the Itero to avoid the "mess" of the "goopy" impression materials; dental lab technician Drew Lavicka of Dental Ceramics displayed a wax-up of a veneer case we were working on for one of our patients and discussed the custom features that would make the result special.

These three innovations, explained Ms. Robbins, would "make your visit to the dentist that much easier." We would add that it also shortens the time in the dental chair, while insuring the best dental care possible! (For more information on the segment or to view it in its entirety, you can log onto WKYC.com, click on "health," and enter "dental innovations;" you can also see it on our website at [www.ClevelandSmiles.com](http://www.ClevelandSmiles.com)).

**Lu-Jean Feng Clinic** On May 15th, Dr. Marsh will be speaking at The Lu-Jean Feng Clinic as part of a one day event highlighting "cosmetic makeovers." The symposium, which is complimentary to our patients, features Dr. Feng and her associate, Dr. Gaylee McCracken. Dr. Feng will be speaking on the most current techniques in plastic surgery, Dr. McCracken will focus on health and wellness; Dr. Marsh will demonstrate the importance of the teeth and smile as it relates to one's overall appearance and as part of the cosmetic makeover. For more information on the program and to reserve a seat, you are welcome to call Jamie at Dr. Feng's office at (216) 831-7007 from the hours of 9am to 4pm. The Lu-Jean Feng Clinic is located at 31200 Pinetree Road, Cleveland, Ohio, 44124-5928.

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





## White Wine

### Say it isn't so!

If you're a connoisseur of the grape, so to speak, you should know that in addition to all the good things wine has to offer, it doesn't have to be red to cause stains on your tooth enamel. Alas, white wine can also create rough spots and grooves that enable staining chemicals in tea, coffee, and other beverages and foods to penetrate deeper into your tooth enamel.

Even so, red wine, long known to stain teeth, should still be seen as more hazardous to whiteness because it contains *chromagen*, a richly colored substance.

Still, you don't need to stop enjoying wine in moderation. The best way to prevent staining caused by wine, and coffee or tea for that matter, is to rinse often, brush regularly, and ask us about dentist-supervised teeth whitening products.

## About Bad Breath

### Don't be misinformed

How we process and cope with information has acquired its own academic discipline: *information environmentalism*. Because there is such an excess of information consuming the airwaves, we need to be conscious of – and challenge – what we're absorbing. Well, there's a lot of misinformation about bad breath out there, and that matters to millions of people who experience chronic halitosis.

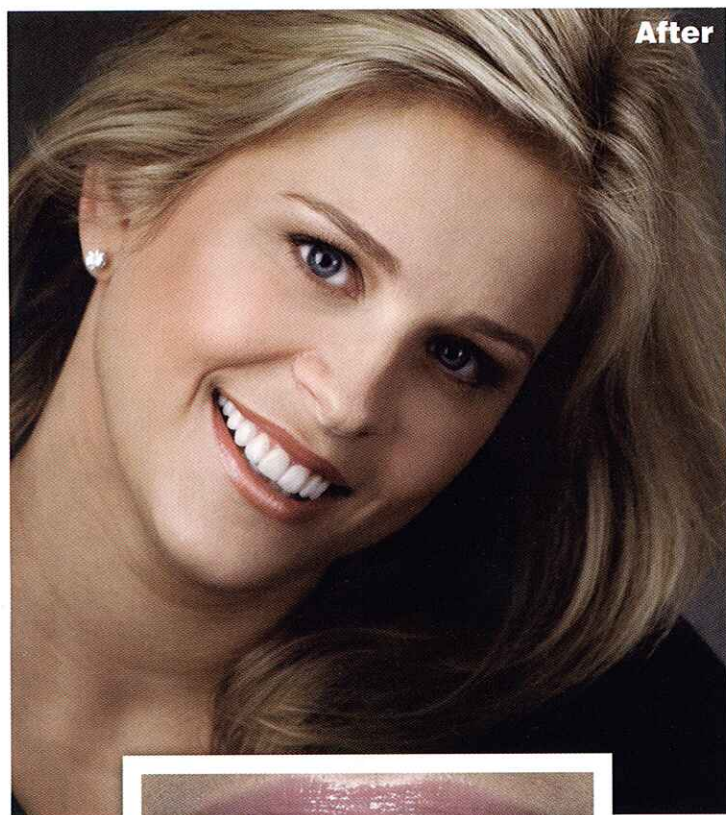
No matter what the ads say, eating mints or other scented candy, chewing gums, or beverages can only temporarily mask bad breath ... not fix it.

Bad breath that lingers can be caused by:

- bacterial plaque and food particles on and between your teeth;
- untreated gum disease;
- bacteria you haven't brushed away from your tongue.

Here's good information for you. Regular dental visits and scrupulous home care can keep your breath fresh and your smile sweet!

## Your Wordless Smile Others will listen ... and look ... at you!



The image you project *is* worth a thousand words. It takes mere moments to make a first impression, and according to a UCLA study, only 7% comes from our spoken words. Body language accounts for more than half of that initial impact! Since your smile is always the first thing people notice, maybe it's time to spark up the power and turn up the volume.

**Whitening** is by far the most popular way to make over a smile from boring to beaming. Your grin can dim just from enjoying your tea, coffee, wine, or juice that gradually stains and abrades your teeth enamel.

#### We can...

- Whiten these accumulated surface stains;
- Remove stains trapped in micro-cracks in tooth surfaces;
- Remove discoloration caused by ageing, illness, medication, or heredity.

That's not all! We can help you decide on your best whitening option...

**Bonding and veneers** are completely natural-looking and can correct the appearance and function of cracked, chipped, or unevenly spaced teeth without surgery or braces.

**White fillings** can strengthen your teeth – and they'll look like you've never had a cavity.

**Crowns** can repair severely damaged teeth, and when combined with bridges and permanent dental implants, can replace gaps.

So, please – go ahead. Give yourself the gift of a great-looking makeover like the one in this after photo. Without saying a word, your smile will shout, "I'm the best I can be!"



# Your Crowning Achievement

## Making strong choices can be beautiful

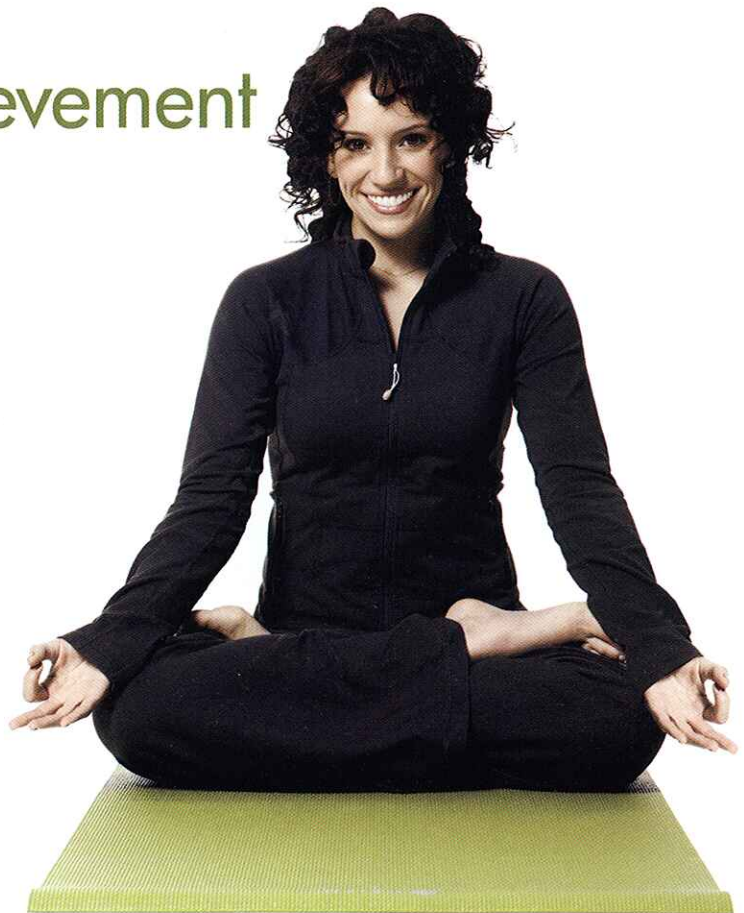
Many believe that yoga offers the inner harmony and body awareness required to achieve a healthier and more-fulfilling approach to life. Getting in touch with yourself helps to define and refine your esthetic perception, deal with the moment, and look to the future with greater clarity. This can help you to find the confidence to make long-term choices that will enhance your oral health and create your strongest most-beautiful smile.

Like your choice to have a strong body and mind through yoga, choose strength, longevity, and esthetics with beautiful porcelain and ceramic crowns that look so natural no one will guess you have them. Besides being durable, they are highly resistant to bacteria, chipping, staining, and cracking.

## Crowns are versatile as well...

- 1 **Protect your damaged tooth** by capping it with a crown.
- 2 **Close a gap** due to decay, genetics, or an accident with a crown plus a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.
- 3 **Create a new tooth** with a crown attached to a "root" implanted permanently into your jawbone. These *implants* can also be used to secure a denture, and several crowns can be attached to an implant bridge.

We'd be proud to help you reach your personal best and to keep your distinctive esthetic. Please feel free to ask for a consultation!



Before



Crowns

After

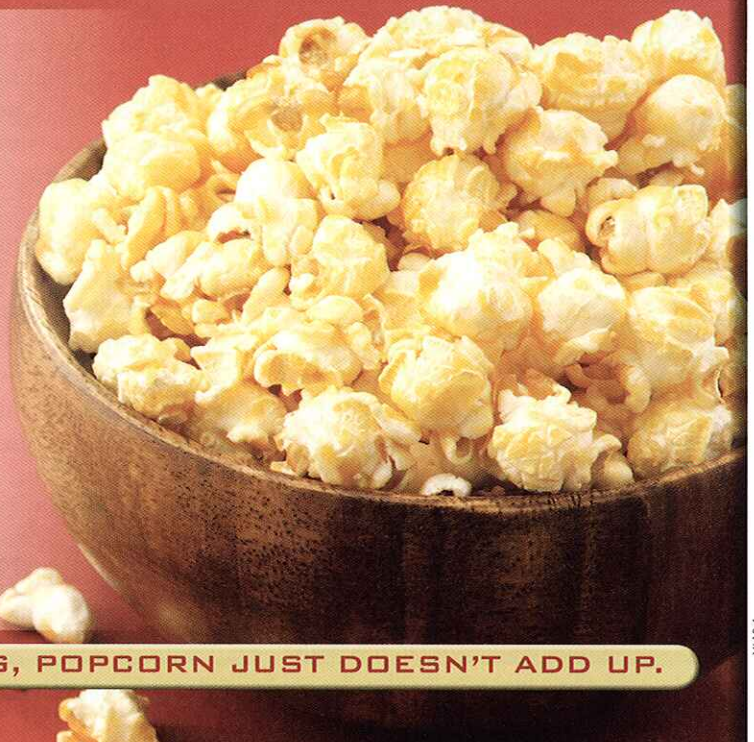
## WE'VE DONE THE MATH About popcorn

Believe us when we say that we understand the attraction of buttery-smelling popcorn. North Americans consume 54 quarts per person each year and about 70% is cooked and eaten at home. Sad to say, we don't recommend it.

### Here are 5 reasons why:

1. Popcorn is the #1 cause of tooth fracture.
2. Kernels get lodged in between teeth and between the cusps of teeth.
3. Hulls can get jammed under the gum and irritate the tissue, which can eventually lead to infection.
4. Sharp bits can scrape and irritate your tongue.
5. Rough edges can damage cosmetic restorations.

It's hard to give up a satisfying snack ... but why not consider fresh raw fruits and vegetables or low-salt pretzels? And if you can't always brush and floss, please rinse with water afterwards!

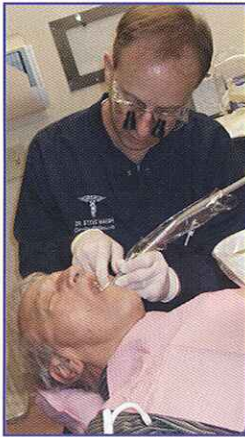


**BOTTOM LINE? DENTALLY SPEAKING, POPCORN JUST DOESN'T ADD UP.**



# Dr. Marsh Can Reverse Numbness! with OraVerse™ (Phentolamine Mesylate) Injection

Most patients have experienced the discomfort of prolonged numbness, the uncomfortable side effect that accompanies local anesthetic. We're pleased to announce that we can offer OraVerse™. While in San Diego, Dr. Marsh even had the pleasure of meeting the CEO of the company this past August, when OraVerse was first being introduced to the marketplace. As soon as we heard about the extensive patient benefit of this product, we knew we had to bring it to you, our patients. To our knowledge, we are even the first office in Cleveland to offer OraVerse. With OraVerse, we can help you feel, speak, smile, and drink normally in approximately half the time.



That's excellent news. Numbness can last for up to five hours following treatment, causing embarrassment as well as an unpleasant sensation that can prevent patients from returning to their daily activities. Prolonged numbness, especially in children, can result in injury due to accidental biting of the lip and/or tongue.

This amazing product is completely safe and has been used in other medical applications for the past fifty years. It's the first and only FDA-approved product of its kind for use with local dental anesthetic.

Now with OraVerse, you can have your dentistry done at 7:15 am and be drinking your coffee by 8:30 am or so. Please feel free to ask us if OraVerse is right for you.

## Televox

As of April 15th, our office has implemented its newest service for you. This service, *HouseCalls*, is a personalized appointment reminder system that will call or email you to remind you of upcoming appointments with our office, generally two to three days before your appointment, between 6 and 8 pm. *HouseCalls* will allow you to confirm your appointment, replay the message, or leave a message for our office.

**We have decided to implement HouseCalls in response to a number of requests from our patients**, as we feel it is important to provide a higher level of service and a more efficient means of communication. As always, you are welcome to contact our office at any time at 1-440-461-1003 during both office hours and after office hours (we'll still have our answering service available 24 hours). We look forward to your feedback, and please feel free to contact us with any questions or comments!

## officeinformation

### Steven P. Marsh DDS, Inc.

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	Swasmash@aol.com
Web site	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



## Fred Griffith's Dental Makeover

In a previous newsletter, we talked about a "dental makeover" we were planning for local TV legend Fred Griffith. Well, we're finished, and Fred is thrilled with the result - and that makes all of us thrilled, too. Once Fred let us know what he wanted to be done and we defined what we thought we could do, with the help of lots of photographs and a wax model/prototype, we were able to accomplish what he wanted! In fact, on the morning NBC/Channel 3 show "Good Company," he talked about his experience in a glowing way, and his co-host, Andrea Vecchio, said that Fred "hasn't stopped smiling since!"

We join Fred in thanking Dental Ceramics laboratory for their artistic porcelain work, and office staff members Afsaneh, Karin, Amy, and Marilyn for their hard work on Fred's behalf.

**Everytime you refer a patient to our practice you will receive a \$25 Starbucks® Gift Card!**

