



Smile Update

Spring 2010

Dear Neighbor:

Why do I practice where I do?

I practice in our neighborhood because it's important to me to work where I live and where I've raised my family, and I'm glad to be connected to a group of people who are dedicated to making our neighborhood strong – from our business infrastructure, to our education system, to our health-care resources.

Reflecting this mindset, I am reaching out to you to introduce you to our practice, and to invite you to get to know all of us here.

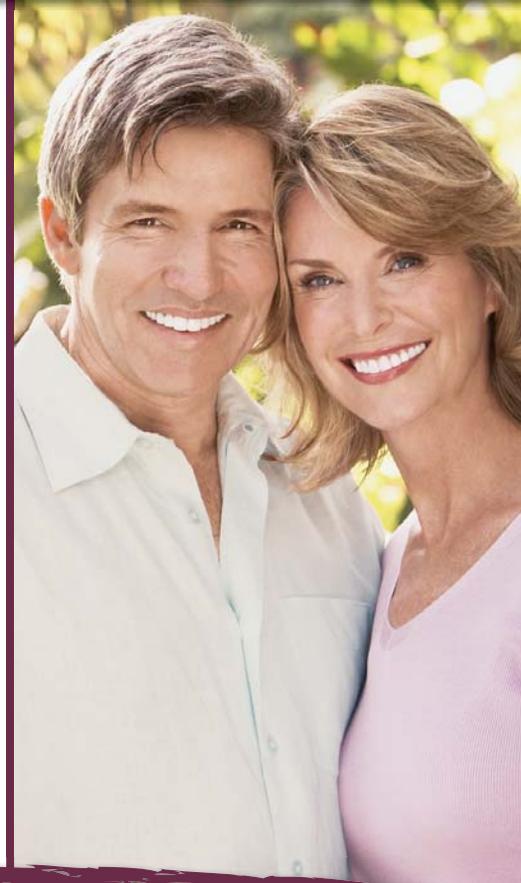
We are a general dental practice, and in addition to offering you access to preventive, restorative, and cosmetic dentistry, we...

- ❖ promise to do our utmost to give you the quality of service you expect and deserve;
- ❖ will ensure that your visit is comfortable and as stress-free as possible;
- ❖ encourage you to participate fully in treatment options, discussions, and decisions;
- ❖ strive to show you that we value your business, and are appreciative of your trust in us;
- ❖ will offer the kind of attention you deserve.

Crucial to our reputation is the trust and confidence we've earned from our patients. This develops into relationships that make strong communities. We'd like to build that

kind of relationship with you and hope that you'll consider our practice when looking for dental services. We welcome you to call us today!

– Steven Marsh, DDS



Every time you refer a patient to our practice you will receive a \$25 Starbucks™ gift card!

We're in your neighborhood!



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

Email Swasmash@aol.com

Our Services Include:

- Family & cosmetic dentistry
- Tooth whitening
- Cosmetic veneers
- Tooth-colored fillings
- Crowns & bridges
- Dental implants
- New patients welcome
- Visa, MasterCard, American Express, Discover Network, CareCredit, and checks welcome

www.ClevelandSmiles.com

WE WELCOME NEW SMILES!

If you presently have a dentist you are happy with, please consider this information helpful. If you are looking for a dentist, please think of us!

Call Today!
440.461.1003

Free cosmetic consultation; call for details!

Something To Smile About

Recapture that confident feeling!

It's not too strong a statement to say that your life could improve dramatically after experiencing cosmetic and restorative dentistry. A fine example is one of our most popular and flexible restorative options: dental crowns. Not only are crowns strong and long-lasting, they can be matched to the translucence, color, and contours of your other teeth.

If you have gaps in your smile, or have teeth that are badly worn, fractured, or otherwise damaged, crown restorations are a tried-and-true smile prescription!

A **crown** can be used to cover a tooth to protect and strengthen it, and to improve its appearance.

A **bridge** can combine several crowns to span the gap left by missing teeth and to save your other teeth from drifting.

A **dental implant** can permanently replace one or more teeth by attaching a crown to an artificial root anchored into your jawbone. By helping to reduce bone loss, an implant can combat the collapsed look that occurs with missing teeth.

Talk about a more youthful appearance!

Your crown restoration will...

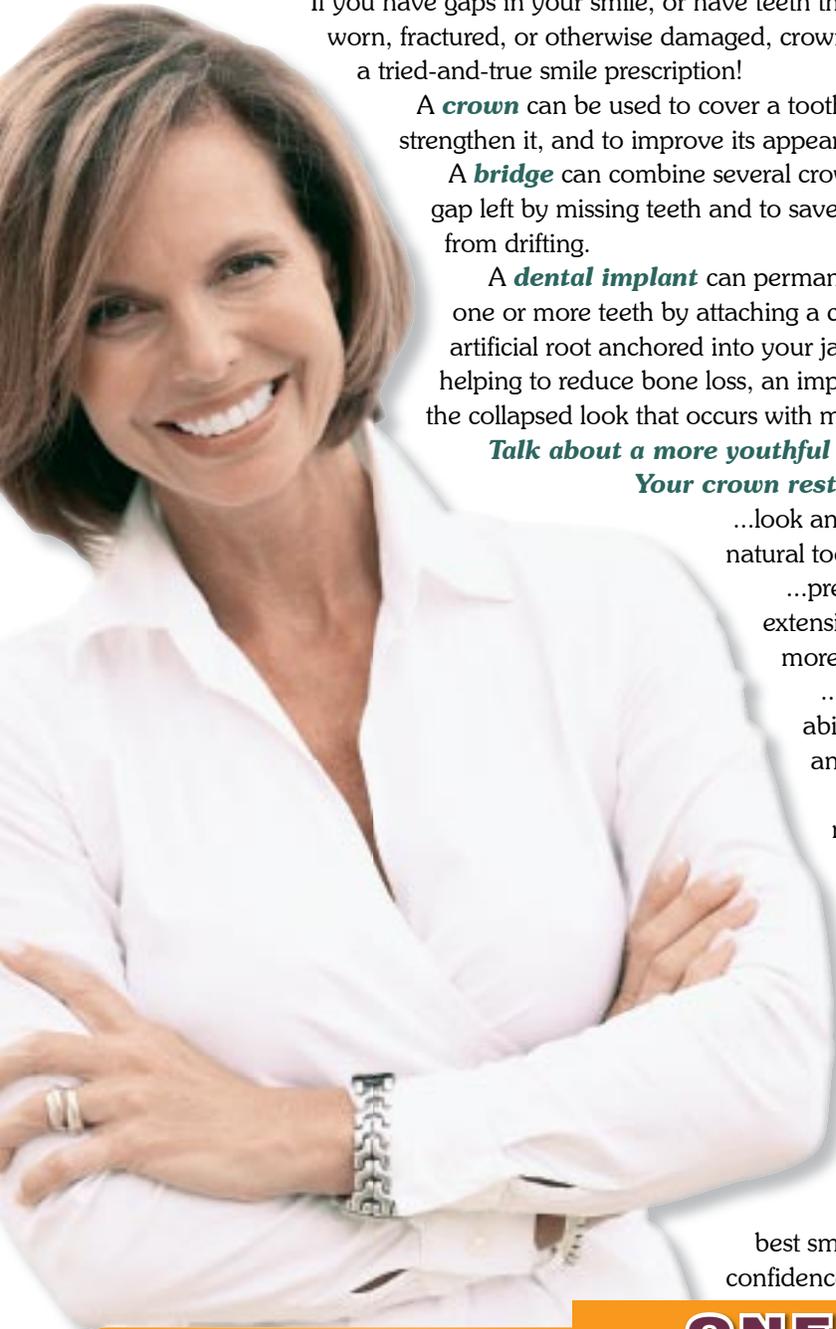
...look and function like a natural tooth;

...prevent more extensive damage and more costly repairs;

...restore your ability to enjoy food and socializing;

And there's more... Crowns can be shaped, sized, and positioned to dramatically improve the look and function of your teeth.

We really can help you to get your best smile – and your confidence – back!



It's A Sneak Thief

Don't lose your teeth

Gum disease is sly – it can turn up without symptoms. It's also responsible for more tooth loss than any other dental problem. Gum disease is an infection caused by plaque – a film of harmful bacteria that forms on teeth and irritates the gum tissue. Eventually, without treatment, the gum will pull away from the teeth, jawbone is destroyed, and the tooth is lost.

You could have gum disease if you experience:

- red, swollen, or tender gums;
- gums that bleed when you brush;
- receding gums;
- loose teeth;
- a change in your bite or the way dentures fit;
- chronic bad breath.

If caught early enough, gum disease can be treated and sometimes reversed. There's no way to determine its severity without a detailed examination at the dental practice.



ONE

You may transfer cavity- and gum-disease-causing bacteria through kissing, tasting, sharing or blowing on food, or by sharing eating utensils, toothbrushes, or water bottles.

TWO

You can brush and floss away plaque which is the soft invisible bacterial film that builds up on teeth.

THREE

Tartar or calculus, the hard yellowish deposit that forms when plaque is left to collect, can only be removed during a dental visit.

SEVEN
Interesting
Things
YOU NEED TO KNOW

Got You Covered!

Cosmetic solutions for every need

Did you know that for every decade over the age of 30, you show a millimeter less of your front teeth as everything starts to sag a bit? That could be up to 15-20% of your smile! Today, beautiful permanent cosmetic veneers are only one of the many cosmetic options available to help you look your youngest, healthiest, and most attractive.

Here are some examples of safe and effective procedures that can be used individually or in combination to create your dream smile...

Supervised Teeth Whitening – This has become a favorite way to brighten smiles whether dulled by time, life’s little habits, or health issues.

White Fillings – Fabulous durable and completely natural-looking materials can be used to create the appearance of a flawless smile that has never been touched by a dentist’s drill.

Bonding – Matching composite material to the surface of your tooth can cover stains, chips, or cracks and reshape your tooth to fill gaps much like a cosmetic veneer.

Translucent Porcelain Veneers – Today’s veneers range from very fine to thick enough to mask even serious staining and smile flaws while still looking completely natural. Veneers have even been called *instant orthodontics!*

Thankfully, cosmetic dentistry has never been a “one size fits all” kind of science. In fact, it’s the artistry behind many techniques, and the trust that is built up with your dentist, that creates your ideal results. We’ll be happy to answer all of your questions.

BEFORE



AFTER

TMD Symptom Checklist

Get your pencil ready!

Stressed out? It could be affecting your oral health. Sore jaws, popping, clicking, and headaches belong to a host of symptoms of Temporomandibular Joint Disorder (TMD).

If you think you may have signs of jaw joint trouble ... take the pressure off! Share your symptoms with your dental team at your next visit. There could be a dentally related solution.

Jaw joint (or temporomandibular joint) problems can develop for many reasons:

- Stress-related behaviors like clenching and grinding teeth;
- Repetitive habits like pen and pencil biting, nail biting, gum chewing;
- A misaligned jaw joint/bite;
- A direct blow to the face or jaw, or a whiplash injury;
- Poorly fitting dentures;
- Erupting wisdom teeth;
- Worn, loose, or missing teeth.

FOUR

Plaque and tartar can cause decay and gum disease.

FIVE

Gum disease may be linked to systemic and inflammatory diseases including cardiovascular diseases, arthritis, diabetes, cancers, lung diseases, and complications of pregnancy.

SIX

Some people can inherit a gene that makes them as much as six times more likely to get severe gum disease.

SEVEN

You can prevent gum disease by brushing twice a day, flossing once per day, and keeping your regular dental appointments.

Zoom!® Your Smile!

Quick & brilliant results

We are pleased and proud to offer our patients the world's leading whitening system! Zoom! is the fastest, most comfortable, and most effective in-office whitening system ever. In just one hour, your teeth will be dramatically whiter: ideal for anyone looking for immediate results, and its convenience makes it the perfect choice for the busy individual!

The Zoom! procedure is simple. We apply the special Zoom! gel which is activated by the Precision Light Guide System. Teeth typically become at least six to eight shades whiter, and sometimes even more! A five-minute fluoride treatment completes the procedure. You will be amazed with the results!

Many of you will be familiar with Zoom! because of the ABC reality show *Extreme Makeover*. To give yourself an extreme smile makeover, please call for your appointment!



Steven P. Marsh DDS, Inc.
29001 Cedar Road, Suite 540
Lyndhurst, OH 44124-4041
www.ClevelandSmiles.com

PRSRST STD
U.S. POSTAGE
PAID
PNP 14304

Zoom! Tooth Whitening Special!

**\$100
off**

Offer ends: April 30th, 2010



**Dr. Marsh can be seen regularly
on NBC/Channel 3's Golden
Opportunities and Good
Company!**



Fred Griffith and Dr. Marsh

Please visit our web site:
www.ClevelandSmiles.com



Dear Dr. Marsh

First of all, I wish to thank you for what you have done for me.

Your expertise and artistry in dentistry gave me the confidence to smile again. For the first time in my life, I have people say, "Oh you have such a pretty smile!" Even two dentists came up to me during a social function and commented on my smile, and after talking with them confirmed that your work was excellent!

Now, Dr. Marsh, I find I am always smiling and I owe it all to you!

Sincerely,
Kathleen Totter

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