



Smile Update



Our Patients!

Produced to improve your dental health and awareness

Winter/Spring 2012

Dear Patients, Colleagues, And Friends,

As we move into the new year, we want to thank you for your confidence in and support of our office and our services. 2012 marks a number of milestones for me, including both my 35th year in dentistry and my 35th wedding anniversary. My wife Wendy, whom I met in my third year of dental school at *The Ohio State University* while she was a fourth year student in the school of dental hygiene, has been with me every step of the way; she, too, deserves a special thank you - both as an integral part of our office team and as my partner in marriage.

Regarding patient care, there are a number of items I'd like to review. Much to my surprise, a patient recently asked me if we still are treating children; "Of course we do!", I responded - but it made me realize that we need to reassure our patients that kids are an important part of our practice and that early care, beginning as soon as age three, starts children on a lifetime of good habits; Amy, Barbara, and Jill do a marvelous job of educating our younger clients, while entertaining them with TV shows (think *SpongeBob SquarePants...*) and the classic "treasure chest" filled with toys.

Dentally, both patients and our staff continue to marvel at the results achieved with our *Navigator™ Diode Laser*, as well as our digital imaging system used to both plan treatment and take veneer, crown, and bridge impressions. We are using the laser for gum contouring as well as other procedures, often without the need

for any anesthetic. The *Cadent iTero®* takes marvelous digital impressions without the "goop," for our younger and mature patients alike.

Lastly, speaking of "digital" improvements, we now have an *iPad®* for your use in the reception area. Whether you want to check your e-mail, play "Angry Birds" or "Scrabble," or write a review of your care on "Angie's List" or "Top Dentist," just ask Karin or Afsaneh for the pad; they'll be glad to help you if you haven't ever tried it but would like the opportunity.

Have a wonderful year, and thank you from all of us at *ClevelandSmiles* for your friendship!

Sincerely,

Dr. Steve Marsh



Patient Testimonial

February 6, 2012

Dr. Marsh, Marilyn, Suzanne, Karin, Afsaneh And Everyone,

Shortly after you gave me this new smile, I learned something so valuable; life is better when you can smile without hesitation. I always thought I was pretty nice: but now I'm a brighter more personable version of myself. It was your dental and artistic skill that brought this new blessing in my life, so I thank you Dr. Marsh for your great skill and for the caring way you use it.

The decision to spend time, money and thought on an elective procedure was daunting. My anxieties were great and your staff was pitch perfect in the way they dealt with me. Each one showed such a strong desire for me to do well, providing information, encouragement and kindness while remaining professional. They are extraordinary!

Thanks so very much for everything.

- Laura



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Smile-Saving Strategies

Delightful dental implants

You know that sunken look around the mouth and cheeks that you associate with ageing? That isn't inevitable, and often, it isn't even necessary. When teeth are lost, there is also a loss of jawbone so that surrounding teeth shift, resulting in a lack of support to the cheeks and lips. This can create lines around the mouth. Dental implants can save your bone structure which helps you to avoid premature facial changes.

What a dental implant is... A dental implant has two parts: a root made of biocompatible metal and a custom-made tooth crown which is attached to it.

How it works...

- 1 The root is anchored permanently in your jawbone, preventing future bone loss.
- 2 The crown does not rely on other teeth for support & doesn't affect surrounding healthy teeth.
- 3 An implant can replace one tooth or two, or the teeth in an entire jaw.
- 4 Implants can anchor dentures to prevent shifting & can replace partial dentures & bridgework.
- 5 Multiple implants & implant-supported dentures require no plates that cover the roof of your mouth.



What you can do...

Consider safe reliable easy-care and natural-looking dental implants, and call us for a consultation.

LEMON *Aid*

A word to the wise

You'd think that acidic food would digest meals faster, but weirdly, the opposite is true. Citric acid in lemons, for example, slows down gastric emptying, holding food in your stomach longer so you feel full longer and avoid snacking.

That's great if you're watching your weight! Lemon juice tastes terrific on poultry, fish, or salads and when combined with oil and herbs for salad dressing. But just a note - you can get too much of a good thing. Lemons, like many foods that contain acids naturally, can cause enamel erosion if consumed excessively.

Still, go ahead and release your inner gourmand! Wise choices and a little moderation will let you enjoy great meals, your best weight, and a fabulous smile!

Lose Weight...

And keep your smile

Here's a dental perspective that could help you reach your weight loss goals and add to your motivation. Don't overlook the liquids you're consuming! You may know that many beverages can stain your teeth, and that sodas and juices can erode teeth enamel and cause cavities, but here's more...

- A *Harvard* study found that drinking only one diet or regular soft drink a day increased the risk of obesity by 31%.
- Evidence suggests that diet drinks may actually promote weight gain, although the mechanism is unclear.
- Compared to real fruit and vegetables, the lack of fiber in soda can leave you feeling hungry - and heading back to the fridge.

Here's another dental angle... Experts suggest you create cues to signal it's time to stop eating 2-3 hours before bed time. Brushing and flossing is highly recommended!



Veneers Q&A

Here's what you want to know

Q: What are the benefits of veneers?

A: An improved smile can increase your self-confidence which improves your work and social life. Veneers are an effective cosmetic technique used to cover flaws and strengthen your teeth with beautiful results.

Q: How do I know if I'm a good candidate?

A: If your teeth are stained, chipped, or have other minor irregularities like small spaces, uneven lengths, or exposed roots, veneers can work for you. For slightly crooked teeth, veneers can give your teeth a straighter appearance without braces.

Q: Will my veneers stain?

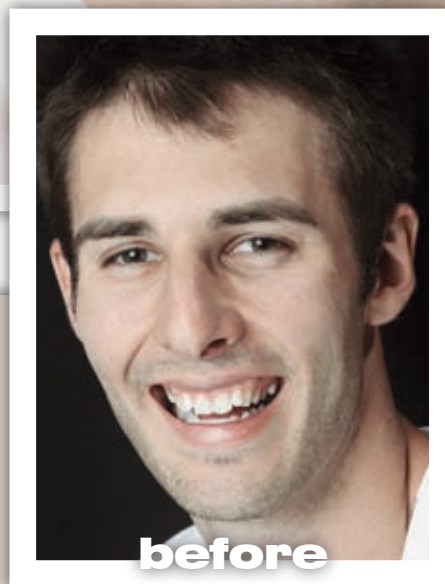
A: Porcelain veneers should never stain, although some other veneer materials are more porous and could. To keep your natural teeth bright, try to reduce or avoid foods and beverages like coffee, tea, red wine, and dark fruit juices, as well as tobacco products. Most patients whiten teeth surrounding their veneer(s) to ensure a good match.

Q: How long will they last?

A: They can last up to 20 years when you take care of your oral health to avoid decay and gum recession.

Q: Is getting veneers a long process?

A: No, it usually takes just two to three appointments for diagnosis, treatment planning, preparation, and placing your veneers.



Common Sense Care

For veneers and crowns

Great news! Veneers can be cared for just like your natural teeth. Brush them regularly with toothpaste, floss once a day, and keep your regular hygiene visits. Just as with your other teeth, it's important to limit your sugar consumption and confine sweets to meal times to help prevent decay.

Although your veneers don't require special care, give them the same respect that you'd give the rest of your smile. Anything that will break or chip your natural teeth could do the same to a veneer, including ice, hard cookies, brittle candy, candy apples, hard nuts, pumpkin seeds, and popcorn. Other culprits? Habits like nail biting, pencil chewing, using your teeth instead of scissors or bottle openers, and even for pulling on your gloves. Once you get the picture, it's easy to take care!



New Patients Welcome!

Our door is open

We pride ourselves on the high quality of service and care we provide. There's no better sign that we are serving you well than the number of new patients who walk through the door. Referrals and word of mouth are our number-one source of new patients. When you give us a good reference, we won't let you down! A vibrant patient base helps our practice grow and expand so that we can continue to offer the very best in dental treatment.

So, if you're wondering whether or not we accept new patients - the answer is YES. Not only do we accept them, we encourage them.

As a thank you for your support every time you refer a patient to our practice you will receive a \$25 Starbucks Gift Card!

There's no higher compliment for us than to be given the privilege of meeting and serving the needs of a new patient.



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Staff

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Afsaneh Practice Administrator
Karin ... Front Desk/Cert. Dental Assistant
Shirley Front Desk Saturdays 8-1
Wendy Insurance Specialist
Barb, Jill Part Time Dental Hygienists



**Please visit our web site:
www.ClevelandSmiles.com**

Caring For Your Health

As part of your initial comprehensive exam as well as your regular exam at the time of your prophylaxis (i.e. cleaning) and x-rays, we do a thorough cancer screening; this examination looks at the tongue and soft tissues of the mouth and the area including and surrounding your lips.

At a recent new patient's visit we noted a problem we strongly felt warranted further study, and made her an appointment with an ear, nose and throat specialist. We subsequently received this letter from the patient's husband.

"I can't recommend Dr. Marsh highly enough. He recognized something wrong with my wife's tongue and sent her to an ENT at the Cleveland Clinic. He (Dr. Marsh) wouldn't work on her unless he got the OK from the ENT. Ends up she had a rare cancer (adenoid cystic carcinoma) in her tongue. Three previous dentists, one periodontist, one endocrinologist, and one internist all said things were OK ... things were not OK. My wife is currently recovering from surgery and is undergoing radiation to kill any microscopic cancer that the surgeons couldn't see. I thank Dr. Marsh for saving my wife's life."

- Mr. Perciak

Committed To You

Providing community education

In a continuing effort to educate not only our patients but also our community, Dr. Marsh will be appearing throughout 2012 on WKYC-TV's *Golden Opportunities*, a television program airing on NBC Channel 3 to discuss ways to improve your oral health; additionally, Joe Cronauer, one of the hosts of *Good Company* on NBC Channel, will be visiting our office periodically to educate viewers on today's dentistry.

As always, we look for your feedback on suggestions for topics and appreciate your questions and concerns. Communication is key to ensuring your happiness with our services to you.

So please remember to watch *Golden Opportunities* Sunday mornings at 11:30am after *Meet the Press*.