

DENTAL WELLNESS* NEWSLETTER

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There are amazing advancements in the field of dentistry that influence what we do here at the Dental Wellness Center. We believe that a quarterly newsletter will be a good way to share information with you about what is going on in the field of dentistry and in our office.

Dr. McBride

Brand New! Laser Cavity Detection

Summer 03

Up until now, cavities in the biting surfaces of teeth were typically discovered through x-rays and the use of a dental explorer to discover soft spots. Any dentist will tell you that this method is not foolproof, as the sharpest explorer tip is often many times larger than a tiny defect in the enamel surface. By the time a decay shows up on an x-ray, it can be pretty large. The greatest advance in dental diagnostics since the x-ray, the Laser Scanner can detect new cavities years before any other means of

cavity detection. Our new laser shines a harmless beam into the tooth. If decay is present, even in very small amounts, it will be reflected back at a sensor in the laser. It will alert the doctor and patient to the presence of a cavity both visually and by a sound signal, and will also provide an indication of how much decay is present. The result? Less “picking” on teeth, smaller cavities found earlier, so no more big fillings – & fewer shots! Expect to experience this technology at your next visit!

Volume 1 Issue 1

Quote of the month

“Tell me and I’ll forget;
Show me and I’ll remember;
Involve me and I’ll learn.”

Ben Franklin
(1706-1790)

Do You Have Sensitive Teeth?

Do you, or one of your family members have tooth sensitivity to cold foods or drinks, sweets, acidic fruit, the touch of a tooth with the toothbrush, or simply when you breathe in cold air? We find that this sensitivity is often caused from root exposure due to gum recession or recent gum treatment, or even a recently placed filling. Dr. McBride has been searching for an answer to this problem for years. He has found that special tooth pastes and medicaments are helpful, but don’t always get the

greatest of results. The good news is that he has recently discovered an incredible treatment for most sensitive teeth that is quick, easy, and only takes seconds to apply. Obviously teeth become sensitive for many reasons such as untreated decay, or trauma from teeth clenching, and these causes should be discovered and addressed. If you have any troublesome sensitive areas, Dr. McBride will be happy to see if you are a candidate for this treatment at no charge.

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* Wellness denotes health, and true health is based upon sound relationships bounded by mutual trust and respect between practitioner, staff and patient. It is an attitude that involves learning and development of common goals for prevention and treatment.

Hygiene News: Who gets gum disease?

Just about anyone can develop periodontal disease; however, about 30 percent of the population may be predisposed to the condition because of genetic factors. Myths persist that the only people who get gum disease are those who don't practice good home care or who don't get regular professional treatment, but this is not necessarily true. People with a predisposition to gum disease may have problems in spite of their best home efforts.

In these situations, early professional intervention is the best remedy. There are professional techniques that can be used to stem the progression of the disease and save teeth.

The early signs of gum disease include bleeding gums, redness, swelling, and tenderness. Bleeding gums is never normal, and should not be ignored. It is a symptom that indicates the need for professional diagnosis.

Unfortunately, gum disease isn't always taken seriously. Untreated, it can cause tooth loss that can dramatically affect appearance, diet and overall health. Any area of

of infection can affect the entire body, and now there is mounting evidence of a relationship between periodontal disease and several conditions such as heart disease and stroke, obesity, osteoporosis, diabetes and low birth weight babies (check out the website: www.perio.org). Add to this the need to adjust to dentures, and it's evident how tooth loss can interfere with quality of life.

The best course of action is to treat the symptoms of periodontal disease as signs of a serious infection. This is why we use phase microscopes in our office to directly view and diagnose the nature and amount of the bacteria present under the gums. By early detection, the potential bacterial damage can be prevented. What's more, direct observation allows our patients to understand and become more involved in their own care by being motivated to follow a regimen specific to their unique situation. Don't delay in seeking a professional diagnosis, and then follow the recommended care so that you can enjoy a healthy mouth, pleasant breath and keep your teeth for a lifetime.

Inside Story: Teeth Whitening Advancements

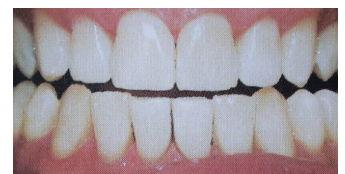
Have you ever wondered what it would be like to have your teeth their very whitest? Well now you can. With technology constantly on the rise, there are a number of ways to achieve your brightest smile ever. Dr. McBride is constantly researching various products and techniques so that he may bring you the very best and satisfy your needs. Current research shows that whitening gel placed in custom mouth trays is the most effective method of all. Over the counter whitening products such as "White Strips" do work, but are limited in their effectiveness as they only cover partial tooth surfaces. Also, whitening products sold over the counter are very low in strength and therefore less effective than professional

products. Dr. McBride considered using the one hour laser or intense light whitening process, but research has shown that although this procedure lightens teeth, it does not do so to the degree of the home whitening systems. One hour whitening centers are now including custom mouth trays to finish the job.

Summer offer: The advanced, custom tray "Nite White" system, usually \$600 is now only \$350. Call and you can have a whiter smile in a few short weeks!



Before Nite White



After Nite White

Staff News

It's a Boy! Melisa and Simon Yeo are the proud parents of a beautiful son, Mason Christopher, who was born on February 27th, 2003. We are so happy for the family.

New Hygiene Team. Since Melisa has chosen to be a stay-at-home mom, we put on a search for a spe-

cial hygienist and are pleased to now have Tracey Frampton on our team, who was mentored by Melisa. She will continue to provide excellent care for our patients along with Rachel Sandoval, a Certified Dental Assistant who also enjoys being part of the total care we offer our patients.

Please let us know what topics you would like to hear about in upcoming issues.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing

the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story: Special on tooth whitening

Have you ever wondered what it would be like to have your teeth their very whitest?



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cares not only for our clients, but
also you!

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Mailing Address Line 3
Mailing Address Line 4
Mailing Address Line 5

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or

some other graphic.



Caption story cdescribing picture or graphic.