



## Note from Doc

"No Spring nor Summer Beauty hath such grace as I have seen in one Autumnal face." - John Donne

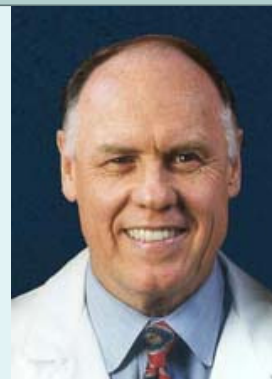
What a joy it is to be able to remove the stress and strain from a person's face and life and make them look more youthful at the same time. To have learned how to do this within my profession keeps me smiling throughout all the seasons.



## The Uniqueness of The Dental Wellness Center

Having been a dental practitioner for almost four decades, I have learned many reasons why a majority of my new patients have had oral health problems and hands down, the main one has to do with trusting the dentist. This would support the fact that over 50% of the U.S. population stays away from visiting the dentist on a regular basis (see "Trust" article on our website: [Click here](#)).

I have traveled well beyond the scope of traditional dentistry still taught in dental school. Students essentially learn how to examine the teeth and gums and inform patients of their needs, i.e., teeth repair and replacements, cosmetic improvements and gum treatments through regular and deep cleanings. This is in stark contrast to what occurs between the doctor and patient at The Dental Wellness Center. Its diagnostic, preventive and treatment programs are successful in that its patients' develop optimal oral health through a learning process wherein they become empowered through discovering the causes of their problems, rather than being solely treated for their results. At The Center, the



### TOPICS:

[THE COST OF OBESITY](#)

[TONGUE PIERCING RISKS](#)

[SUCCESS STORY](#)

[DR. MCBRIDE ON THE GO](#)

[BASKET WINNER](#)

### Quarterly Quote

*"Autumn, the year's last, loveliest smile."*

-William Cullen Bryant

[Join Our Mailing List!](#)

### SUCCESS STORY



"I just can't say enough

dentist personifies the true meaning of the word "doctor" (Teacher: "*docteur*" Old French; to teach: "*docere*" Latin), and the patients essentially become students as they learn of the mutual responsibilities attached to the process of developing oral health - they become involved in their own care as an active participant, rather than assuming a more passive relationship commonly seen in traditional practices.

This newsletter has a large mailing list, and some of you have not as yet met me. If you do, you will learn that I am very passionate about wanting to assist my patients in developing the state of oral health that they desire. They learn how the mouth operates as a complex system within other bodily systems. They become knowledgeable as they learn how its many components - the gums and supporting bone, jaw joints, smile and facial esthetics, as well as individual teeth - function interdependently as a system and how any one component veering from health can influence the state of health of the entire oral complex. It is taught verbally and visually, and each new patient receives a comprehensive written *Review of Findings Report* that is thoroughly discussed during a second appointment.

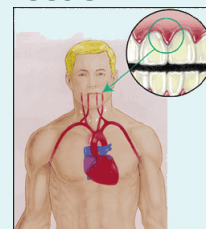
As important as all this is towards the road to true oral health, there is one item that is fundamental to any patient's success and that is a matched degree of interest between the doctor and patient. I have attempted to work with new patients whose level of interest was not at a level with mine and the results have not been as successful as with those whose interest is matched. This makes it then, just as important for the dentist to find a match with his patient as it is for the patient to find the right dentist. A foundational maxim of The Dental Wellness Center: *The state of health of a patient is directly proportional to their desire to become healthy and inversely proportional to the interest of the doctor in helping them get there.* In other words, if the doctor's interest in having the patient become healthy is at a higher degree than that of the patient, the equation is compromised. Reciprocally, if the patients' interest in becoming healthy is greater than that of the doctor, the same compromise will occur. If you have a high interest in learning about the state of your oral health and want to optimize it for a future of oral health, welcome aboard!

about how grateful I am to have found Dr. McBride! For the first time in my life, I feel like my dentist cares about me and has my best interests in mind. All the little things really add up to a positive experience every time. For example, the staff already knows me and greets me by name, there is always fresh baked(healthy) goods there, I never have to wait, and the staff is extremely friendly and personable. Plus, how many people can say their dentist called them after their filling to make sure everything went well? 5 star all the way!"  
-Anonymous

*Whoever you are thanks for letting us know we are doing our job. We really do care about our patients!*

## Doc's Talks

### Mouth-Body Connection



By reservation only

**WHO: Dr. Robert McBride** shares his view on Holistic Dentistry that is based on an understanding of how a healthy and attractive mouth looks and functions, and how it influences and is influenced by the rest of the body. Also, how head, and neck pain can be related to a



## The Obesity Index: The Cost of Obesity by State

Health care costs for treating obesity-related illness are as high as \$149 billion per year, according to a report released by the National Center for Chronic Disease Prevention and Health Promotion, a division of the Centers for Disease Control and Prevention. There are more than 72 million people in the United States who are obese.

The report warns that the problem is only getting worse. From 2007 to 2009, 2.4 million more adults became overweight. And because obesity is tied to a number of illnesses, including heart disease, diabetes and certain kinds of cancer, the medical costs of a person suffering from obesity are \$1,429 more than a person of average weight.

Although the numbers of adults who are obese vary from state to state, the lowest percentage of obesity does not fall below 18% in any single state. The average is more than 25%.

The obesity problem has reached an inflection point and it may now be the most serious health issue facing the nation. Reflecting on this crisis, the First Lady launched the "Let's Move" project, encouraging exercise to fight childhood obesity. Similarly, state and federal government programs have been sponsored to encourage a healthier lifestyle.

24/7 Wall St. looked at the percentage of obesity in each state and compared it to the state's population, as reported by the 2009 census. We then took the total population suffering from obesity and multiplied that number by \$1,429.

The following sample is the rate of obesity in the states with the highest percentage, lowest to highest, and the possible cost to treat obesity-related illnesses by state.

### COLORADO:

- \*Percentage: Obese: 18.6%
- \*Population: 5,024,748
- \*Number Of Obese: 934,603
- \*Cost: \$1,335,547,869

### DISTRICT OF COLUMBIA:

- \*Percentage Obese: 19.7%
- \*Population: 599,657
- \*Number Of Obese: 118,132
- \*Cost: \$1,035,692,511

### CONNECTICUT:

person's bite and how we approach this problem.  
**WHEN:** Thursday, September 23rd at 5:30pm  
Enjoy refreshments and a light fare.

**WHERE:** Dental Wellness Center (5406 E. Village Road, Long Beach 90808)

**RSVP:**  
562-421-3747  
(seating limited)

[Click here to Register](#)


**HELP ANOTHER AND**

 [Forward to a Friend](#)

*Someone who has dental problems or fears, bad breath, unresolved headaches, neckaches, vertigo, or jaw pain.*



[Share this Newsletter and](#)

 [Forward to a Friend](#)

*"There is no finer gift than the referral of your friends and family."*



**SUMMER BASKET WINNER:**

**CONGRATULATIONS** to Ana Marie Espejo winner of the Candle Basket. Put up your feet and enjoy a well

\*Percentage Obese: 20.6%  
\*Population: 3,518,288  
\*Number Of Obese: 724,767  
\*Cost: \$1,035,692,511

**MASSACHUSETTS:**

\*Percentage Obese: 21.4%  
\*Population: 6,593,587  
\*Number Of Obese: 1,411,027  
\*Cost: \$2,016,358,466

**HAWAII:**

\*Percentage Obese: 22.3%  
\*Population: 1,295,178  
\*Number Of Obese: 288,824  
\*Cost: \$412,730,487

**VERMONT:**

\*Percentage Obese: 22.8%  
\*Population: 621,760  
\*Number Of Obese: 141,767  
\*Cost: \$202,576,869

**OREGON:**

\*Percentage Obese: 23.0%  
\*Population: 3,825,657  
\*Number Of Obese: 879,901  
\*Cost: \$1,257,378,686

**MONTANA:**

\*Percentage Obese: 23.2%  
\*Population: 974,989  
\*Number Of Obese: 226,197  
\*Cost: \$323,236,153

**NEW JERSEY:**

\*Percentage Obese: 23.3%  
\*Population: 8,707,739  
\*Number Of Obese: 2,028,903  
\*Cost: \$2,899,302,654

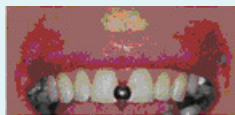
**UTAH:**

\*Percentage Obese: 23.5%  
\*Population: 2,784,572  
\*Number Of Obese: 654,274  
\*Cost: \$935,101,046



**New Studies - and Tragedies -  
Highlight Tongue Piercing Risks**

New evidence lends further support to the need for dentists to caution patients about the dangers of tongue piercing, which can lead to severe infections, chipped and fractured teeth, gingival recession, and even death.



*New tooth gap  
from barbell*

deserved break! Love your  
SMILE!



Join us!

**Find us on Facebook **

Yes...we're pleased to say that we have joined the world of Facebook. If you're not our friend yet, please join us and make sure to be part of our group - Dental Wellness Center. We want to see your smiles and hear your stories!



**For more information go to:**


**Dental Wellness Center**



Help us help others! As team members of the Dental Wellness Center we have had the pleasure of guiding our patients on the road to wellness. We love educating people and seeing them get healthy. We would love to meet your friends, family and co-workers. Invite them to our next presentation (see Doc's Talk's above for more information). There's nothing more satisfying than offering a life of longevity, hope, pain free and preventive Holistic Dentistry.

Thanks for caring

and sharing!

 Forward to a Friend

The most recent fatality occurred in April of this year when a U.K. woman died of blood poisoning and pneumonia just 48 hours after having a steel bar put through her tongue. Last year, a young Israeli man developed multiple abscesses in his brain after getting his tongue pierced. He died two months later from severe septic shock and organ failure. And in 2007, a young Boston woman succumbed to viral meningitis in 2007 about a month after she got an infection from a tongue piercing.

The American Dental Association's position is clear: Oral piercings, which involve the tongue (the most common site), lips, cheeks, uvula, or a combination of sites, have been implicated in a number of adverse oral and systemic conditions. Because of its potential for numerous negative sequelae, the American Dental Association opposes the practice of intraoral/perioral (around the mouth) piercing and tongue splitting.

Now two recent studies point to additional risks. The University of Buffalo (UB) has done studies regarding the deleterious effects of tongue piercing, including one which found that high school students who had barbell implants or studs produced a damaging habit of pushing the metal stud up against and between their upper incisors. Repeated "playing" with the stud eventually caused a gap between the upper front teeth.

(Image courtesy of the University of Buffalo)

### **Gingival recession**

Another new study evaluated the periodontal risk factors for gingival recession in individuals with tongue piercings (*Journal of Clinical Periodontology* [JCP], August 2010, Vol. 37:8, pp. 712-718). Researchers from the Federal University of Minas Gerais in Brazil found the practice is strongly associated with gingival recession, particularly in the anterior lingual mandibular (lower jaw) region.

Gingival recession is of particular interest, the researchers noted, because it can increase susceptibility to hypersensitive dentine and root decay and cause negative aesthetic effects (*American Journal of Orthodontics and Dentofacial Orthopedics*, November 2008, Vol. 134:5, pp. 652-656).