

Community Dental News

Summer 2006

Sedation Dentistry

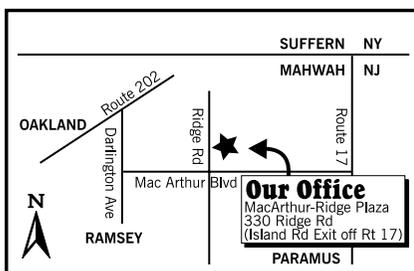
Helping you to relax, you do not have to be afraid anymore!

We are pleased to announce that our office is certified to make oral sedation available to our patients. Imagine not being afraid to go to the dentist and being able to accomplish all your dental care in as little as one appointment. You'll be able to smile with confidence and chew your food without pain. If you've been putting off years of dental work, Sedation Dentistry can change your life.

In one study, 90% of the patients who experienced fearfulness about dentistry felt more comfortable when oral sedation was used to relax them. Most patients feel that they have slept through the appointment. These protocols have been used safely for over 30 years with millions of dental procedures: cleanings, fillings, root canals, crowns and veneers, bridges

and implants. No dental work is done until you are completely relaxed and the medication has started to sedate you. That is why we do a complimentary consultation with absolutely no dental treatment at your first visit, just to review your concerns, questions, and medical history. Then, if you are a candidate for sedation dentistry, we will schedule an appointment to do the exam, x-rays and treatment plan prior to your Sedation Dental visit. This way you can plan how you want to reach your goal, without the anxiety of getting the treatment done in the same day.

The only thing standing between you and getting the dental care you want is a couple of tablets of medication. It couldn't be simpler.



ADVANCE
DENTAL
CARE



Call Today!
(201) 818-4500

Advance Dental Care

Dr. Maz
Dr. Giordano
MacArthur-Ridge Plaza
330 Ridge Road
Mahwah, NJ 07430

Office Hours

Mon – Thu 10:00 am – 8:00 pm
Friday 10:00 am – 6:00 pm
Saturday 10:00 am – 2:00 pm

Visit us online!

www.advancedentalcare.us

Our Services Include:

- Family & cosmetic dentistry
- Modern, state-of-the-art facility
- New patients welcome
- Teeth whitening (in-office & take-home kits)
- Tooth-colored fillings, crowns & bridges
- Dental implants (*restorative phase*)
- Treatment of gum disease
- Most insurance plans accepted
- Credit cards + 0% interest free payment options available.
- Open 4 evenings until 8 pm and Saturdays



\$100
off!

Teeth Whitening Special!

Zoom!™ 1 hour in-office teeth whitening
Includes customized bleaching trays and
take home touch-up gel.

**Call us for a
complimentary
consultation!**

Offer ends: August 31, 2006

Top This!

Crown & bridge restorations rate number one

Did you know that crown and bridge restorations are placed more often than any other? If you have a gap in your smile or restorations that have worn down or faded with time, this procedure could be for you. That's because crowns and bridges are beautiful, natural-looking, and long-lasting.

Crowns are recommended to...

- support a large filling when there's more restoration than tooth;
- protect a weak tooth from fracturing;
- reinforce a fractured tooth;
- cover discolored, poorly shaped teeth;

- support a tooth that has had root canal treatment, and;

- permanently affix a bridge.

Bridges are commonly used to...

- permanently replace one or more missing teeth, and;
- span the space where the teeth are missing because gaps left by missing teeth eventually cause the remaining teeth to shift into the empty spaces, resulting in a bad bite.

Crowns and bridges are tops for more than great looks. Restore your oral health with a cosmetic solution!

WHAT'S AT RISK?

The research just keeps coming in. Gum disease, a chronic oral bacterial infection, is now linked to kidney disease which is linked to diabetes... which is linked to gum disease. You see how it works! What else is linked? Cardiovascular diseases, oral cancers, premature births, osteoarthritis, osteoporosis, Alzheimer's, and inflammatory infections.

In the early stage called *gingivitis*, only gum tissue is affected. Symptoms include redness or puffiness, a bad odor, and bleeding during brushing. *Periodontitis* is more advanced, and now involves the underlying bone. Without treatment, periodontitis will eventually lead to tooth loss.

Your best defense is a healthy diet and regular brushing, flossing, and checkups. Uncertain about home care techniques? Let us demonstrate!

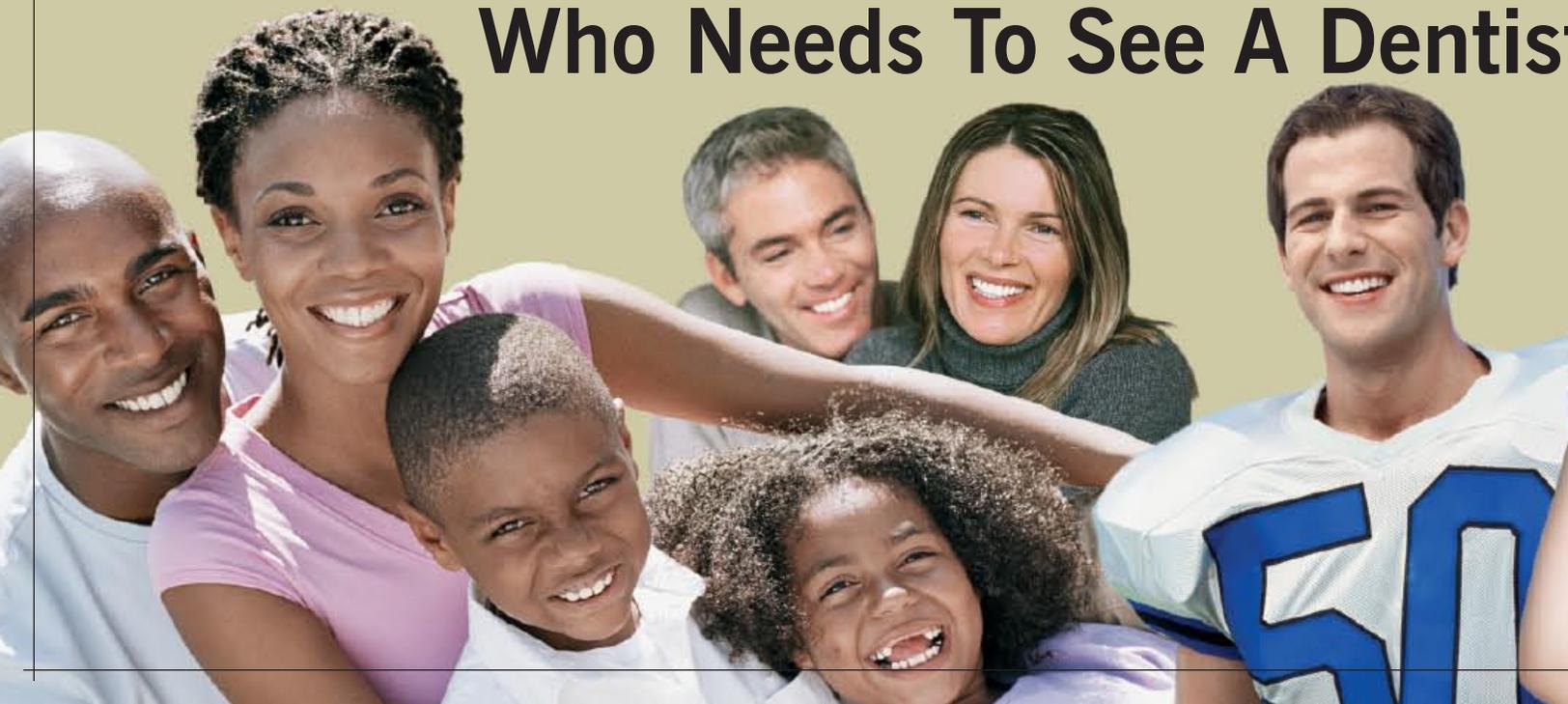
Can A Bandage Do The Job?

Would you stick a bandage on your tooth and then expect your mouth to stay healthy? Yuck – we didn't think so. Like bandages, fillings have their place to protect your tooth after the damage has been done. For sure, a filling is no cure for cavities. That's one of the reasons we encourage you to visit the dentist regularly.

Streptococcus mutans, the major cavity-causing bacterium, uses sugar to produce acids that dissolve dental enamel. Everyone is at risk for cavities and other bacterially based problems like gum disease. Your risks increase if you eat a lot of carbohydrates and if you suffer from dry mouth (xerostomia) because saliva is your natural buffer against acid.

Thanks to minimally invasive technology and procedures, we can remove less healthy tooth enamel than in the past, but prevention is still your number-one cure!

Who Needs To See A Dentist



How Bright Is Your World?

Teeth whitening at its best!

Confused about teeth whitening? Don't be. We can help you to decide whether an off-the-shelf toothpaste, floss, rinse, or any other product will help you between treatments. But take our word for it, supervised teeth whitening is by far the safest and most reliable method for your precious smile.

Consider this. If you select an inappropriate product or if you overuse it, you risk damaging irreplaceable tooth enamel and making your teeth appear even more yellow. How could this be? The outside enamel shell on your teeth is almost clear. The dentin

that lies just beneath is yellow, and so it shows through. Whiteners can remove stains, but without dentist supervision and quality control, some whiteners can encourage thinning of enamel... revealing yellow dentin.

Dentists have ways to eliminate the potentially harmful effects, and can do the job faster and more effectively. We know that you don't want to take any risks!

Let dentistry take the confusion out of whitening – and ensure the health and beauty of your smile! Give us a call today!

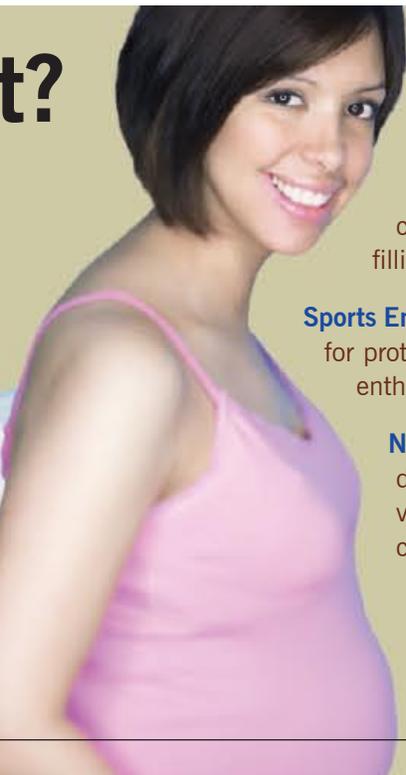


before **after**

What shade do your teeth match on this color scale?
Professional whitening may brighten your smile up to eight shades!

10 9 8 7 6 5 4 3 2 1

t?



Whether your age is 1 or 100, every life stage presents its own oral health challenges, and for modern health-conscious individuals, lifestyle can sometimes require its own checklist...

Baby Boomers – Whether you are male or female, hormonal changes can increase your risk of periodontal disease which can lead to tooth loss and has been linked to diabetes, osteoarthritis, oral cancer, cardiovascular, and other diseases. Xerostomia (dry mouth) can create problems and worn-out fillings or restorations should be replaced before they negatively impact your bite and appearance.

Sports Enthusiasts – Whether for a child or just the precious child in you, sports enthusiasts need a mouthguard for protection from injury which can increase the risk of an abscessed tooth or expensive restoration. Sports enthusiasts are also at risk for enamel erosion from sports drinks.

New Parents – Expectant mom's hormonal fluctuations put them at increased risk of gum disease and double their risk of premature birth. "New-mom gums" also need special attention. New dads are also vulnerable to oral health problems as they share the stress and fatigue of interrupted sleep and home care routines including irregular meals and nutrition.

Dentistry provides crucial complementary care to your at-home oral hygiene regimen!

The Best-Kept Secret

It's your gums. Pink, healthy, fresh gums set the stage for all those straight, sparkling teeth that smile out of magazine covers. Research has shown that we see teeth as whiter when they are surrounded by pink gums, and that even the whitest teeth are not perceived as attractive without them. And the only way to get a smile that's "in the pink"? Take care of your periodontal health.

Infected gums become red, swollen, and perhaps bleed when you brush. Because periodontal disease is usually painless in the early stage (gingivitis), you may not know you have it. You can prevent and even reverse gingivitis. Take ownership of the best-kept secret ... keep your regularly scheduled dental hygiene visits, and keep up a good home care regimen. Make sure you are using the right toothbrush and mouthwash.

New
Patient
Welcome
Package!



Offer ends: August 31, 2006



Community Counts

Dear Neighbor,

There's a good possibility that we're exactly right for one another. As you know, the need to feel comfortable with – and confident in – your family dentist is very important. You see, we care a lot about this community and we are extremely proud of our reputation as providers of dental care. That's why we'd like to share some of our team's background and values with you.

Dr. Maz – I am a Graduate of University of Pennsylvania School of Dental Medicine, and studied advanced education at Columbia, where I continued to teach students. I pursued advanced studies at NYU for conscious sedation dentistry to help reduce dental anxiety for patients. I am excited to be celebrating the one-year anniversary of my practice.

Dr. Giordano – I joined the practice in February 2006, and am a Graduate of University of Medicine and Dentistry of NJ. My Advanced Education was at Jersey Shore University Medical Center, where I improved my skills in all aspects of dentistry.

We both invest in continuing education and feel that education is an important aspect of everyone's life ... including our patients and our community members. That's why we are sending this newsletter to you, and why we visit community schools to promote oral health to young children and show them how to brush their teeth properly. We have also developed and implemented a periodontal program in office to raise awareness of this "silent disease." To help you achieve your oral health goals, we provide RotaDent Periodontal toothbrushes. The RotaDent is a fantastic take-home tool for periodontal and orthodontic patients, and for anyone who wants to get the fresh feeling of having their teeth professionally cleaned every day!

Meeting the needs of patients in the most beneficial, satisfactory, and cost-effective way is an integral part of our practice philosophy. That's why we believe that the best patient is an educated, informed patient, and why we are committed to ensuring choice in treatment options. Sedation dentistry has made such significant strides that even very anxious patients can look forward to comfortable dentistry in a relaxing, safe, and monitored environment. We are one of the few dental practices in the state of NJ that is certified to provide this service to our patients.

We look forward to meeting you and your family ... and hopefully developing a long, mutually beneficial relationship. Our team will be happy to answer any of your questions. You'll discover that we offer the kind of personal attention only a neighbor can give you.

Sincerely,

Dr. Maz & Advance Dental Care Team

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