

COMMUNITY *Dental* NEWS

Holiday Issue 2006

Express Your Happiness, Vitality And Health With A Beautiful Smile!

Stress is an unavoidable fact of life and the holidays! Although some stresses are actually helpful, too much stress can negatively impact your physical and mental health.

Research suggests that the inability to cope with stress increases your risk of periodontal disease by affecting the immune system. And although more research is needed, it is believed that emotional factors may play a key role in tooth grinding (bruxism) and jaw clenching.

To keep tensions within reasonable limits, start by avoiding alcohol, tobacco, caffeine, barbiturates, and tranquilizers which often simply mask or contribute to the problem.

See your doctor to rule out any medical problems.

Talk it over with family or with a close friend.

Relax by taking frequent short breaks during the day.

Exercise regularly to help you work off steam.

Set limits and plan to avoid too many big changes at once. Keep good home care by brushing and flossing to avoid gum disease intensified by stress.

Smile! A healthy dose of love and laughter is just what the doctor ordered!

Need an original gift idea for the holidays?

- 1) Revolutionary *Rota-dent*[®] powered toothbrush special.
- 2) *Zoom!*[™] In-office laser teeth whitening in about an hour.
- 3) Gift certificates towards any dental treatment.



YOU DON'T HAVE TO BE AFRAID ANYMORE!



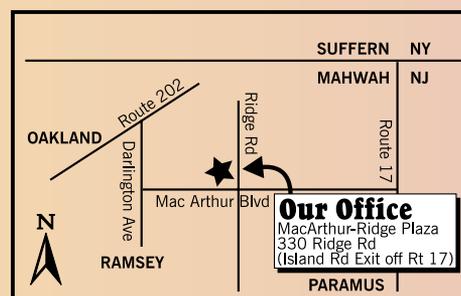
See Page 4 for details!

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



Our Services Include:

- Family & cosmetic dentistry
- Modern, state-of-the-art facility
- New patients welcome
- Laser teeth whitening (in-office & take-home kits)
- Tooth-colored fillings, crowns & bridges
- Dental implants & sedation dentistry
- Non-surgical gum treatment & perio program
- Most insurance plans accepted
- Credit cards + 0% interest free payment options available.
- Open 4 evenings until 8 pm and Saturdays



Call Today!
(201) 818-4500

Teeth grinding and clenching and nail biting can create jaw pain and wear and tear on tooth enamel and gum tissue. Dentistry can help!

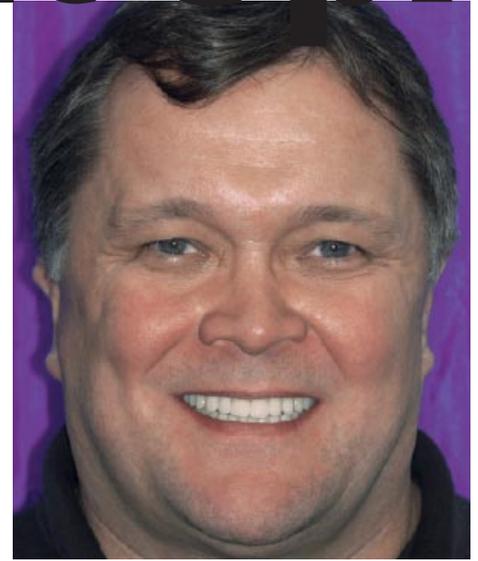
For example, did you know that nail biting can cause a lot of damage – particularly to the front teeth? Here's what can happen...

- You can chip or wear down the edges or crack the enamel.
- If you wear braces, you are at a risk for developing root resorption (shortening of tooth roots) due to the pressure biting adds to the forces exerted by orthodontics.
- You can create traumatic ulcerations on your gums.
- You can spread infections and fungus from your fingers to your mouth and vice versa.

Constant teeth grinding and clenching during your sleep, as well as nail biting or pencil chewing, can contribute to Temporomandibular Disorder (TMD). This affects the jaw joints and groups of muscles that let us



Give It Up!



chew, swallow, speak, and yawn. The symptoms of TMD include:

- Tender or sore jaw muscles;

- Difficulty opening or closing your mouth;
- Unexplained headaches or neck pain;
- A clicking or grinding noise when you chew or yawn.



A complete examination can help us to find whether there is a dental cause for your TMD. We'll check for signs of worn, loose, or missing teeth, nighttime grinding, and even old fillings or restorations that don't fit properly.

Bad habits can grind away at your oral health and compromise your appearance. We can restore the power of your smile!



Double Jeopardy

Twice the risk for premature delivery

Periodontal (gum) disease appears without symptoms and can lead to bone loss and tooth loss if left untreated. It is often considered the sixth complication of diabetes and has been linked to cardiovascular diseases, cancers, kidney and lung diseases, osteoporosis, and even Alzheimer's. Doctors now believe that gum disease may be a more reliable predictor of premature birth than smoking.

According to research, women with periodontal disease deliver prematurely at nearly double the rate of the general population. Some research suggests seven times the risk! Even symptom-free pregnant women should maintain regular office visits to monitor their oral health.

Brushing, flossing, and regular checkups are the building blocks behind a healthy mouth and an appealing smile regardless of age or gender.

Consult a dentist for more information about preventing gum disease.

Do You Look Ten Years Younger? ←

→ Or Ten Years Older?

Just as visibly red and puffy gums, exposed roots, and bone loss that go along with gum disease can add ten years to your age, cosmetic dentistry can help you to look ten years younger ...right away ... non-surgically. Think about it – you could look twenty years younger with a healthy mouth and just a little help from your dentist!

Let's look at the number-one esthetic concern among dental patients: discolored teeth. Even if your teeth are severely stained from smoking, coffee, tea, or ageing, we can safely and effectively lighten them with a whitening agent. You may be tempted by the many dental whitening products now available on store shelves, however the best method of tooth whitening is under a dentist's supervision. After a brief examination, your treatments can begin, and your smile will be clean, bright, and white!

And teeth whitening is just the beginning! A dentist can use many cosmetic strategies to improve your smile. In addition

to whitening treatments, just replacing conspicuous, ageing silver restorations with white fillings can take away the years. White bonding materials and translucent porcelain veneers not only generate a more youthful appearance, they can re-proportion and even create a straighter smile contour. All without braces!

Ten years younger? Let your healthy natural-looking smile keep them guessing!



What Do You Know? Take our cosmetic quiz!

Dentistry can give you more than just a healthy smile foundation. Test your knowledge of these non-surgical methods of turning your smile from humdrum to exciting!

Teeth whitening can be used by people whose smiles have dulled due to:

- a – Coffee, tea, red wine stains
- b – Heredity & ageing
- c – Fluoride or medications
- d – All of the above

Teeth whitening products are safe & reliable, & have been available for more than:

- a – 100 years
- b – 50 years
- c – 10 years
- d – 5 years

Teeth whitening can lighten your smile by up to 8 shades in as little as:

- a – One hour
- b – Two weeks
- c – Depends on the method
- d – All of the above

Bonding can brighten your smile by applying strong enamel-colored materials to:

- a – Replace old silver fillings
- b – Cover minor chips and cracks
- c – Reshape your tooth
- d – All of the above

Veneers are translucent shells that can be applied to your teeth to:

- a – Whiten your smile
- b – Repair major chips and cracks, and cover gaps
- c – Recontour tooth shape & gumline
- d – All of the above

ANSWERS: d|a|c|d|d

Act Now & Benefit!

Do you know someone who doesn't show up for checkups, continually cancels appointments, and delays necessary treatment until they have a much more serious problem? Could that someone be you? If so, we've got great news: the dental team is trained to help you overcome uncertainties so that you can put your fears away. Together, we can bring out the best in your smile! Even the most neglected smile can become a healthy attractive one with simple non-surgical dental techniques and technology.

Act now. Make that dental appointment and benefit from everything dentistry has to offer!

Helping You Relax

Are you fearful about coming in for treatment? Do you avoid appointments which can put your oral health into jeopardy? Laughing gas and oral sedation may be the answer.

Laughing gas (nitrous oxide) is a safe and quick way of getting relaxed while in the dental chair for a quick treatment. And it's effects are completely reversible.

If you have several dental needs and the thought of coming to dental office for multiple times terrifies you, sedation is the best solution. Your first appointment will be a consultation without any treatment, you may choose to stay or comeback for a quick exam and x-rays; we'll go over the treatment plan and answer all your questions and concerns. Prior to treatment, you will take valium, so by the time you're dropped off, you'll be already drowsy. We will escort you to our comfort room and cover you with a warm blanket. We'll give you more pills to swallow while you are watching your favorite movie in our brand new multi-media system. Our state certified doctors and clinical team will take care of your dental needs and monitor your vital signs. Oral sedation is very safe and its benefits are effective for several hours. The only thing standing between you and getting the dental care you need and want is a couple of tablets of medications.

**Call for a complimentary
consultation!
(201) 818-4500**



Worried? Call Us ... And Smile!

Our no-longer-fearful patient tells her story

Dear Dr. Maz:

I have had a wonderful experience with *Advance Dental Care*. I was one of the biggest dental cowards, but I mustered up the courage to call your office ... but I didn't think that I would be given an appointment that same day! That showed that you understood what it took for me to call. When I arrived (with butterflies), I was taken immediately into your office



and not made to wait and wonder about the torture in store. The dental technician introduced me to your staff and gave me a tour of your office. Not being to the dentist in many years, I was embarrassed about what you'd think of me and afraid about what I you would find.

Your dental technician was caring, compassionate, and very understanding and sympathetic to my fear. My evaluation? Painless. We discussed what we found during my evaluation and the plan of my treatment. The fact that it could be done in one appointment under sedation was just amazing to me. You even got approvals from my insurance and scheduled my treatment for the following week. Both you and Dr. G made yourselves available to call about my fears or questions I had prior to my appointment...

Today was the big day and I wasn't as anxious as expected. Was it last night's Valium? No! It was my trust in you and Dr. G. You understood my fears. Dr. G., a special thank you for such a great job. I left your office, slept for the rest of the day, and awoke the next morning with hardly any discomfort. For the first time in years I was able to look at my mouth. Not only did my teeth look so much better but also my mouth felt so much healthier. *All in one day!*

Going to the dentist was one of my biggest fears and thanks to you, Dr. G., and your staff, that fear no longer exists. You have had a big impact on my life and I will be forever grateful to all of you.

With sincere gratitude,

Nancy B.

Visit us online!

www.advancedentalcare.us

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