



DIANE *Arel* DDS MAGD



Produced to improve your dental health and awareness

Winter 2010

## fromthedentist

### Best Wishes

#### Thanks for 2009

As we look ahead to 2010, I would like to thank each of you for your continued loyalty over the past year. I speak for everyone in our practice in telling you how much we appreciate and enjoy your visits. We always enjoy hearing your news about family activities and personal experiences. We hope you look forward to those visits too.

Your oral health is our first priority and we are committed to providing a comfortable, friendly environment so that you, our patients, enjoy a relaxed, positive experience.

We wish you and your family good health for 2010 and look forward to seeing you in this New Year.

Here's to a great 2010!

DIANE *Arel* DDS MAGD

P.S. We contributed to the town efforts to give winter coats away to those in need. We are committed to our community and we enjoy giving back whenever possible.

### Join Our Teeth Whitening For Life Club! \*

If you have whitened your teeth in our office or choose to whiten them in the future we will provide you with whitening gel for life! You simply pay a one time fee of \$99. This will help keep your teeth as white as possible after your original treatment.

\* You must keep your recare appointments every six months to receive the whitening gel.

## Keep Your Secret

### With Invisalign®

The preferred method for straightening teeth used to be metal *train-track* braces. We are pleased to announce that Dr. Arel is certified in *Invisalign®* and *Invisalign Teen™*, advanced forms of orthodontic treatment.

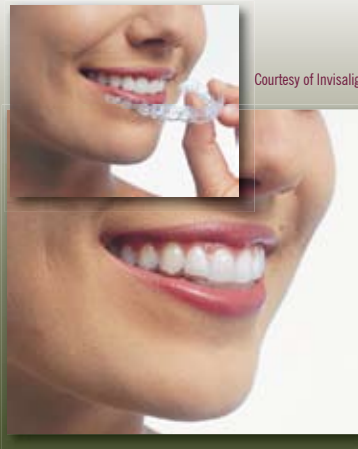
**What is Invisalign?** It's a proven method for straightening teeth using a series of custom-made, nearly undetectable aligners.

**How does Invisalign work?** Each aligner is precisely manufactured to custom-fit your teeth and gently move them through every stage of your treatment. There are no metal wires and brackets, and you can still enjoy your favorite foods, and brush and floss easily. Plus, Invisalign Teen features blue markers that fade during usage - letting *us* know you've been wearing it!

**Can I benefit?** Approximately 3 million North American Teens undergo orthodontic treatment and adults account for nearly 25% of all orthodontic patients! The most common problems are crowded teeth, teeth spaced too far apart, protruding upper or lower teeth, and upper and lower front teeth that do not touch.

**How do I get started?** After consultation and deciding on a treatment plan, we take an impression of your teeth, and submit it to Invisalign. Using the latest 3-D computer technology, our instructions are translated into a series of medical-grade plastic aligners. You can view your own virtual treatment plan when you start, so you can see how great your straight teeth will look!

*Invisalign is a great orthodontic treatment for teens and adults!*  
*Please call us for a consultation.*



Courtesy of Invisalign®

### Invisalign® & Tooth Whitening Special!

NOW  
**\$600**  
OFF

Includes:  
consultation with  
Dr. Arel, treatment  
plan, aligners, and  
whitening gel.

Offer ends:  
March 31st, 2010

*Transforming smiles into beautiful works of art!*



# You Can Do It

Discover your inner balance

It's *all* about the balance. Really. A lifestyle that balances work with stress-relieving play and that pays attention to nutrition and diet is a healthy one. That's the *macro* level. At the *micro* level, small imbalances in the pH of your blood, for example, can create changes in the pH of your saliva, altering your mouth's environment. In other words, your oral health can impact and be impacted by your overall health and here's how...

**Plaque**, the thin film on your teeth, is a biofilm and a bacterial ecosystem within the larger bionetwork of your mouth and body. When the scale tips so that good bacteria are overtaken by those that are harmful, red swollen gums that bleed easily, gum and bone recession, and tooth loss can occur.

**Tartar** is the conspicuous, cement-like substance that plaque hardens into when you allow it to build up. Tartar can break the natural protective seal that your gums provide, allowing oral bacteria into your bloodstream. Experts believe that toxic bacteria from your gum infection can trigger your immune system into a constant state of alert.

**Gum disease** has been linked to systemic and inflammatory diseases including heart and stroke, osteoarthritis, diabetes, cancers, and lung diseases.

These complex interactions mean that a *one size fits all* approach to life, health, and your oral health care is no longer sufficient.

Your oral health can impact and be impacted by your overall health

## Just In Time

You get to decide!

Are you an adherent of the *Before Flossophy* or the *After Flossophy*? People can be surprisingly passionate about when to floss ... before or after they brush. Even dentists can't always agree. In a poll conducted by the *American Academy of Periodontology*, 40% recommend before, 36% after, and 25% don't think it matters. Truthfully, as long as you remember your home care routines and maintain your recare schedule, we will be happy!

So, in no particular order...

- **Floss once** – to clean between your teeth and below the gumline.
- **Brush gently** at least twice a day – to remove food and bacteria from your teeth, gums, and tongue.
- **Rinse often** throughout the day – plain water can keep bacteria at bay when there's no time to brush.



## Weighing In

Fight diabetes!

Did you know that diabetics are more likely to have gum disease than others and that those with gum disease find it more difficult to control blood sugar levels? Or that 90% of people newly diagnosed with Type 2 diabetes are overweight? Weight loss and exercise could go a long way to preventing or managing diabetes – and your oral health!

A regular routine of physical activity is ideal, but still, you can find inventive ways to burn calories!

- Take the stairs instead of the elevator.
- Try hiding the remote. Research shows that thin people get up and move around more, tend to fidget more, and sit less.
- Do some eco-exercise – instead of driving, ride your bicycle when you can. It's important for *everyone* to maintain healthy routines for oral and overall health.

# Prime Attraction

## Get what you need

Is 50 really the new 40? It seems so. Men and women today feel and act ten years younger than their biological age. Midlife is a strong, powerful time of life in every way and you can see the influence you command in the number of products tailored just for you. A prime example is the number of esthetic innovations created to enhance your smile, like beautiful natural-looking crown and implant restorations.

You'll like them because...

### You're an experienced and savvy consumer

- Long-lasting natural-looking materials resist chipping, staining, and cracks.
- Improvements in options and technology have made procedures more time-efficient and patient-friendly.

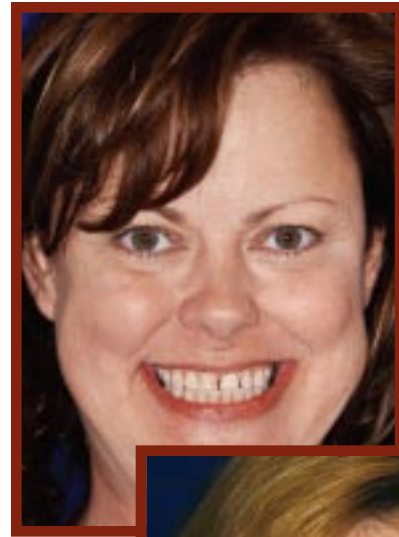
### You're health conscious

- Your damaged or discolored tooth can be covered, protected, and strengthened with a single crown.
- Bone loss can be prevented by anchoring a permanent new tooth into the jawbone by combining a single crown with a dental implant.
- Missing teeth can be replaced with several replacement teeth attached to a secure crown or implant bridge restoration to prevent your other teeth from drifting and altering your ability to eat, speak, and socialize.

### You love to look great

- Crowns made of natural-looking translucent porcelain are beautiful and designed to blend in so well with neighboring teeth that no one can tell that you have them.

Don't let your smile give away your age. Let us give you a midlife smile with style! Call us to schedule a consultation.



Before

After



## 7 Tips For A Tiptop Smile

### Which would you choose?

Improving the color, shape, or position of your teeth can improve the way you feel about yourself. Here at a glance are seven tips for a tiptop smile that looks completely natural.

<b>Teeth Whitening</b>	Instantly brighten your smile
<b>White Fillings of Composite or Porcelain</b>	Make tell-tale dark fillings a thing of the past
<b>Tooth-Colored Bonding</b>	Cover deep-rooted stains, repair small cracks or chips, fill in gaps, and recontour teeth
<b>Cosmetic Veneers</b>	Conceal spaces, crooked, chipped, or discolored teeth
<b>Crown Restorations</b>	Restore severely damaged or broken teeth
<b>Dental Implants</b>	Restore appearance and function
<b>Crown/Implant &amp; Bridge Restorations</b>	Replace missing teeth and prevent further damage to your smile

## 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. There's no higher compliment for us than to be given the privilege of meeting and serving the needs of your family and friends.

## office information

### Art of Smiles Dentistry

Dr. Diane T. Arel  
1008 Harrison Ave  
Harrison, OH 45030-1522

### Office Hours

Monday 9:00 am – 6:00 pm  
Tuesday 8:00 am – 5:00 pm  
Wednesday 8:00 am – 5:00 pm  
Thursday 9:00 am – 6:00 pm

### Contact Information

Office (513) 367-4441  
Fax (513) 367-2346  
Email smile@artofsmilesdentistry.com  
Web site www.artofsmilesdentistry.com

### Office Staff

Missy..... Office Manager  
Registered Dental Hygienist  
Angie..... Schedule Coordinator  
Mandy..... Dental Assistant  
Meagan .....Registered Dental Hygienist  
Teresa.....Dental Assistant

CareCredit

Checks



## A Win-Win Opportunity

### Enter our great referral giveaway today!

We've told you how much we appreciate it when you refer your friends and family to our practice. But, it's time for some action to go along with our heartfelt words, so ... we're *showing* you our gratitude.

Now when you refer a new patient to our office, both you and your referral will receive a \$25 credit on your account! But wait, it gets better... for *each* person you refer, your name will also be entered into a drawing.

Every three months a name will be drawn and that person will receive our grand prize. So, what can you win?

This quarter our grand prize is...  
**a 32" LCD TV!**

We're really excited about *showing* our appreciation for your referrals. So, don't miss out on your chance to win... refer a friend today!



## Extend A Warm Welcome

To a new assistant



We always get excited to welcome additions to our dental team. But, we also understand that being familiar with us is a crucial part of your comfort ... that's why we like to introduce our new team members to you! So without further ado, let us tell you about Teresa.

Teresa has over 22 years of experience in the dental field and we are overjoyed that she has joined our team as a Dental Assistant. She enjoys bowling, animals, and expanding her mind, not only in dentistry, but also through reading biographies and studying history. As a mother of one child, she really treasures the opportunity to watch her 13-year-old daughter perform in dance recitals.

We hope you enjoyed learning about Teresa and invite you to join us in welcoming her to our practice!

## Your Smile's Future...

### A sneak preview

Do you ever wish you had a crystal ball to see the outcome before you made decisions? We might not have a magical orb ... but using *LumiSmiles® Digital Smile Makeover*, we **can** show you how beautiful your smile could be with *Lumineers®*, **before** you make your decision.

Here's how it works... At your appointment we'll take a digital photo of your smile. Then using *LumiSmiles Digital Smile Makeover*, we will simulate your *after* picture ... in about half-an-hour. Now you can see how your teeth would look with *Lumineers*, without ever having gone through a single procedure!

Want to see the future of your smile? All it takes is a digital photo, a *LumiSmiles* expert, and a few minutes of your time. It may not be a crystal ball ... but it works! Book your appointment today.