



Dr. George Kingsley's *Word Of Mouth*

www.kingsleydds.com

Produced for the Patients of Dr. George Kingsley

Fall 2007

fromthedentist

Welcome!

Welcome to the very first issue of *Word of Mouth*, a newsletter designed to keep you up-to-date about dentistry and our practice.

This has been a very gratifying year. I have highly qualified and competent staff to assist me in providing you, your family, and friends with some of the latest techniques in dentistry today! And, on a personal level, my family and I moved into a new home closer to the office. We've loved the added space and I am especially enjoying the tranquil garden and new neighbors.

In fact, this year is all about new! I skied *The Run Of The Century*, a 1000 meter ski run in the Canadian Monashee Mountain Range, Tammie and I attended a week-long course in cosmetic dentistry on the Island of Kauai, Hawaii, and our 10-year old daughter Gianna is constantly learning about gymnastics, piano, Girl Scouts and soccer.

Enjoy your newsletter and please mention any future topics that you would like to see.

Yours in good dental health,

Dr. George Kingsley

turnthepage

You can get the look of luck!

Make a connection!

Guilt-free habits to keep!

Your Dental Insurance

Get the most

The signs of fall signal back-to-work and back-to-school for many of us. They should also be a cue to make a dental appointment because your dental insurance has seasons too. More than 90% of dental plans are based on a calendar year. If you do not use the benefits you are entitled to, they are gone as of December 31st. Your benefits are not carried forward into the next year.

If you are thinking about getting some dental care sometime this year, now's the time. Many treatments can take weeks to complete once treatment options are sorted out and insurance considerations are resolved. That's why it's especially important to come in for a visit to get things on the go as soon as possible, **before** your 2007 dental insurance expires. So give us a call!

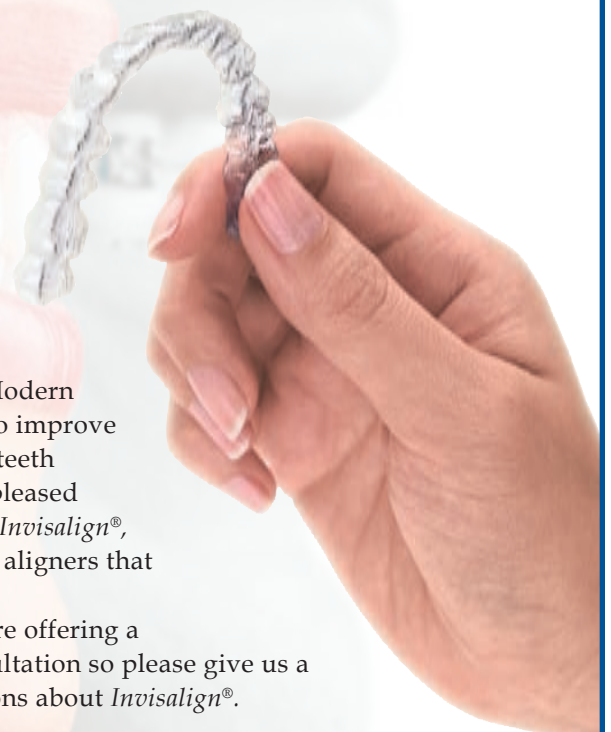
Orthodontics Can Help

...At any age!

For teens and grownups, the most common reason for orthodontics is appearance – but not for children. More than half of all children have problems with their teeth or jaws including front teeth that stick out because of thumbsucking, teeth that don't come out properly, spaces, poorly aligned bites, and crowded or missing teeth. The key is early orthodontic care – between the ages of five and ten!

Still, people over the age of 18 now make up more than 40% of our orthodontic patients. Modern braces can be a great way to improve your smile and make your teeth last longer. We have been pleased for some time now to offer *Invisalign*®, a series of clear, removable aligners that gradually straighten teeth!

For a limited time, we are offering a complimentary smile consultation so please give us a call if you have any questions about *Invisalign*®.



Thank you for all your referrals. We appreciate them!



Fight Oral Cancer

Show & tell

Is that a piece of food caught in your teeth? *Made you look!* And a good thing too. Sometimes patients are so nervous about what they'll find – especially oral cancer – that they just don't want to see. But visual monitoring is essential for early cancer detection. It's important that you check your mouth and let us know about sores or ulcers that bleed easily or do not heal, white or red patches or lumps that don't go away, and lingering soreness.

With early detection, most oral cancer can be cured, yet 70% are identified at an advanced stage. That's why we always check your tongue, lips, cheek lining, and gums at every regular visit.

Screening for oral cancer is a team effort. We rely on you ... and you know you can count on us.

Success! What's *luck* got to do with it?

Lucky people smile twice as often and engage in more eye contact than unlucky people do. According to scientists, this leads to more social engagements, which in turn generates more chances for positive experiences. Cosmetic dentistry can give you the confidence to smile more ... maybe that's all the luck you need!

Whether you're looking to network socially or professionally, here are some cosmetic options...

- **Sparkle-up your smile** with teeth whitening. If you're considering

cosmetic dentistry for the first time, this simple procedure can produce striking confidence-building results.

- **Illuminate the shadows** with white fillings. Replace dark, older fillings with new natural-looking materials that can be matched to your enamel.

- **Generate a younger, more attractive smile** with bonding or veneers which offer value-added benefits! They can cover the deepest stains, repair cracks, chips, and rough edges, plus disguise gaps, re-proportion, and balance the appearance of your smile without braces.

- **Add strength and beauty** to your smile with natural-looking crowns. If your teeth have been weakened by root canal therapy, multiple fillings, or trauma, porcelain crowns will restore strength and improve appearance.

- **Create a more balanced and symmetrical gumline** with veneers or gum sculpting. Whether your gums have begun to recede or you have been longing to reveal the beautiful enamel under too much gum, we have a technique that will work for you.



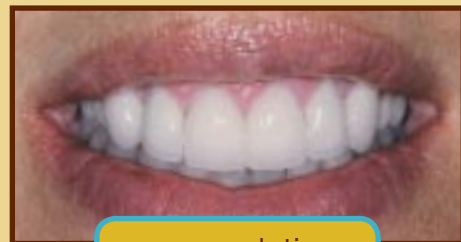
crowns
& veneers



veneers



gum sculpting
& veneers



IN A HEARTBEAT

Prevent periodontal disease

Periodontal or gum disease has been called the *Silent Disease* because initially there are no symptoms. If your gums are red, sometimes bleed when you brush, feel tender, or look swollen ... these are symptoms of periodontal disease. If your mouth tastes unpleasant ... that's another symptom. If your gums have receded... you may have had gum disease for some time. Receding gums, and bone and tooth loss, are unattractive alternatives to healthy gums. But there's more at stake! Gum disease has been linked to cardiovascular and other systemic diseases.

✦ Studies have found oral bacteria from gum infections in arterial plaque, and have also shown that therapy for periodontal disease lessens inflammation throughout the body.

✦ Poor oral health has been identified as a stronger predictor of heart disease than other risk factors such as low levels of good cholesterol, high levels of a clotting agent, and high levels of certain fats in the bloodstream.

✦ Long-term and short-term studies continue to clarify the links between oral bacteria, inflammation, and systemic diseases.

The Surgeon General in his *Report on Oral Health in America* said that the mouth is the gateway to the body, that you cannot be healthy without oral health, and that oral and general health are inseparable. Together, we can prevent and sometimes reverse gum disease. Brush, floss, and keep regular preventive, diagnostic, and maintenance dental appointments.

Sjogren's Syndrome?

Saliva has been called the barometer of the body. Among many things, it can reveal cavity and gum disease risk factors. For some individuals, like those with *Sjogren's Syndrome*, it's the lack of saliva that creates challenges and discomfort when speaking, eating, and swallowing.

Sjogren's Syndrome is an autoimmune disease caused by inflammation in the glands of the body. Inflammation of the salivary glands can lead to mouth dryness which can lead to swallowing difficulties, dental decay, gum disease, and mouth sores. While Sjogren's Syndrome appears to be inherited, about 20% of adults experience *xerostomia* – or dry mouth – that can be triggered by more than 650 drugs and several diseases, and which appears in some menopausal women. Are you one of the 20%? Let us help.

4

Great Habits...

Will keep your smile happy!

You know that excessive sweets and big second helpings aren't good for you. Neither are dental cavities. If you really have a sweet tooth, try to remember that cavities don't respect age or attitude... only good habits. Once you get into a routine, you may not need to worry about cavities again!

- 1 **Brush** at least twice a day – to remove food and plaque film from your teeth, gums, and tongue.
- 2 **Floss** once a day – to remove the plaque film from between your teeth where your toothbrush can't reach.
- 3 **Rinse** – plain water can be a great help after snacks or meals when you simply can't brush. It helps saliva, your natural buffer, to keep cavity-causing bacteria to a minimum.
- 4 **Visit us** – your dental team – regularly. Prevention is the best way to keep cavities away.



ViziLite™ Plus Saves Lives

Effective oral cancer screening for all patients

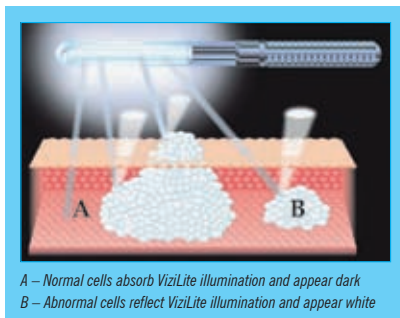
Oral cancer is one of the deadliest forms of the disease. Because almost 70% of all oral cancer victims are diagnosed in the later stages, the five-year survival rate is only 50%. But the survival rate *skyrockets* to 90% for oral cancers discovered in their early stages. We have just spent time in San Francisco at the ADA meeting investigating ViziLite™ Plus. We're very proud to introduce this new state-of-the-art screening technology to our valued patients in our practice. An annual ViziLite Plus examination, following our standard oral cancer check, will provide our patients with the most comprehensive oral cancer screening possible.

First, ViziLite is a simple, painless, and non-invasive device that helps us detect what we can't see with unaided eyes. With ViziLite, we can evaluate and monitor suspicious areas at their earliest stages before there is any progression toward life-threatening conditions.

Once ViziLite has identified an area that requires closer examination, we can apply TBlue630™, a special pearlescent agent that can be seen under normal light. This allows us to further evaluate and closely monitor any change. With ViziLite and TBlue630, we're providing you with the most thorough screening available.

More than 25% of oral cancer victims have no lifestyle risk factors like tobacco, alcohol use, diabetes, or HIV. This is why we perform ViziLite Plus exams annually ... *on all our patients age 18 and older*. You can schedule your yearly exam at any time by contacting our office.

ViziLite™ enhances our ability to identify abnormalities.



Thank You From Our Staff



The holiday season is here, and with it a chance for all of us to give all of you a heartfelt thanks for your loyalty and friendship during the past year. With our combined experience of 207 years, we are looking forward to continuing to provide you with leading-edge dental care in a warm relaxing environment! We hope to see your smile very soon.

Say "Wow!" Now!

Zoom! Advanced Power

Teeth whitening has never been safer, faster or more effective, thanks to Zoom!® Advanced Power™, the very latest in-office teeth whitening. It is so effective that your smile shade could literally zoom right off the whitening charts! The Zoom people call that the "wow factor" – patients are so wowed by their smile's dazzling brightness!

Optics experts created an exclusive light technology that has the highest output of any chairside whitening lamp available. Combining this light source with Zoom! Advanced Power 25% hydrogen peroxide gel creates your super-wattage smile in only about an hour! And these results really last! We can also provide a customized take-home kit for an annual perk-up.

Call us today for your personal smile consultation. In about an hour, your teeth could Zoom! to the top of the charts!

Zoom!® Special!
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officeinformation

Dr. George Kingsley

3301 Alta Arden Expressway
Suite 1
Sacramento, CA 95825-2121

Office Hours

Monday 8:00 am – 5:00 pm
Tuesday 8:00 am – 5:00 pm
Wednesday 8:00 am – 5:00 pm
Thursday 8:00 am – 5:00 pm
Lunch from 1:00 pm - 2:00 pm

Contact Information

Office (916) 972-0788
Fax (916) 972-1305
Web site www.kingsleydds.com
Email dr@kingsleydds.com

Office Staff

Christina, Debby Practice Coordinator
Tiffany Appointment Coordinator
Tammie Practice Administrator
Dru Registered Dental Assistant
Liza Dental Assistant
Lee Ann, Susie, Carol
..... Registered Dental Hygienists

Referrals Do Us Proud

...Every time!

We take great pride in a team that always offers friendly, family-style dentistry. We try always to build on the excellent rapport we develop with you. We are committed to continuing education courses to learn the latest techniques ... but we know that spending time with each of you is the best way to ensure that you are receiving the meticulous care you deserve.

After all, we are *your* dental office and *your* dentist! And you should feel free to share us with your family and friends. We take your referrals as a great compliment and an affirmation that you feel secure and comfortable with our team. We also know this means you've entrusted us with the care of family, friends, and colleagues.

Thank you for your trust!



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