

Sonicare® Elite

Power toothbrush

The most important part of home dental care is regular tooth brushing, combined with daily flossing. Over the years we've seen many improvements to toothbrushes, but the new *Sonicare® Elite* is truly revolutionary!

The Sonicare high-speed bristle motion, combined with gentle sonic waves, has been proven in laboratory studies to attack plaque beyond the reach of bristles alone. Studies have shown that the Sonicare removes nearly twice as much plaque between teeth as a manual toothbrush, and can even reverse gingivitis and shrink periodontal pockets. And the built-in timers let you know when you've done a thorough job!

We think that the Sonicare Elite ranks with the very best methods of cleaning your teeth and your gums. Sonicare ... the toothbrush for the 21st century!



**We now have
Sonicare toothbrushes
available along with
several other Care
products for you to
choose from.**



Perfect Timing *Ensuring your health*

We hope that all our patients and their families had a fun and frivolity-filled holiday season – and that everyone greeted the New Year safe and sound!

And we'd also like to give you a little advice: the new year marks the beginning of many of our patients' dental insurance year, when your fund is replenished and full, which means it's the perfect time to make certain you're completely up to date with all your oral health needs. We certainly hope you haven't postponed any regular checkups, but if you have, please contact us today so we can perform your regular examination and teeth cleaning. This would also be an ideal time to consider an in-house whitening or cosmetic procedure to greet spring and summer in style!

We look forward to seeing your smile!

Yours in good dental health,

Robert Heil, DDS

Goodbye "Type A" Stress

Hello DERPS!

Ambitious, stressed-out Type A personalities are probably grinding their teeth at being overshadowed by stressed-out Type D's ... anxious gloomy worriers, ERs ... the emotional responders, and Type P pessimists. All of these personality types are at risk for stress-related illness!

The majority of us will occasionally clench or grind our teeth during stressful times, but out-of-control teeth grinding can wear down enamel and weaken fillings and crowns. That's costly for your dental and overall health – and your appearance.

Relax! We can help rebuild your worn smile by bonding a composite resin that is strong and attractive. We can also place ceramic crowns or overlays to save and protect your natural tooth ... without metal ...so your smile looks completely natural!

Fabulous Lips!

Now that you have the dazzling smile you've always wanted, we know that you'll want to keep it that way! When you perform your home care routine, don't forget to protect your lips – the perfect frame for your perfect new look.

We need sunlight to synthesize vitamin D, but too much sunlight can burn our skin, prematurely age, and cause skin cancers. Moisturizing chapped lips is always a good idea, but remember – winter or summer – when you apply sunscreen to your face, include those lips!

And women, why not benefit from all of the technology that lipstick manufacturers have invested in so you can wear special sunscreen lipsticks? You can still enjoy the great outdoors... and wonderful textures and colors that can enhance your glorious smile!

Glorious smile!



Crown Your Day!

Light up your beautiful smile – discretely!

Are you afraid you'll be noticed if you change your smile? Well, when you see how great your new smile looks, you'll probably want to be noticed! Modern restorations that use crowns – like dental implants and crowns and bridges – look discretely natural and can light up your smile ... like nobody's business! Here's how...

1 A **crown** will cover your damaged tooth so that it will appear completely normal again and likely be even stronger than the original. Fabulous materials like porcelains and ceramics are not only strong enough to withstand natural biting pressure and resist chipping, staining, and cracks, but they are truly beautiful and translucent like natural enamel.

2 When there is an actual gap that needs closing, a **bridge** that combines crowns on your supporting teeth to strengthen them, and artificial teeth to span the gap, is an excellent alternative.

3 A crown can also be integrated into a dental **implant** which is an artificial tooth implanted right into your jawbone. Because it is anchored into your bone, it helps to prevent the bone deficiency that can accompany the loss of a tooth. An implant can be an alternative to, or used with, a denture or bridge.

We can help to restore your beautiful smile for a lifetime. Please see us soon for a consultation ... you will really notice a difference!

Don't Pout!

Stay stylish with sculptured veneers!

Just like you, cosmetic dentistry keeps on moving forward. We know that the last thing you want is a smile that looks older and less stylish than the rest of you. Whether fashionably full lips are on your agenda or not, you'll be satisfyingly surprised to see how cosmetic veneers disguise teeth flaws and brighten your smile!

Materials and techniques continue to improve to look more naturally beautiful so that your natural beauty can shine through. Today's ultra thin veneers can be sculpted to meet different needs and can even be bonded to your existing bridgework!

Here are some of the ways that cosmetic veneers can boost your smile wattage:

Lighten and brighten teeth that have become stained from coffee, tea, red wine, or even tetracycline.

Conceal chips, gaps, and uneven teeth.

Revitalize tired-looking crowns and bridgework.

Enhance a lovely smile by brightening and re-proportioning until it's downright gorgeous!

Believe it ... both men and women today are gorgeous ... healthy, physically fit, and knowledgeable about what they need and what they want.

Let us help you to make good decisions about the best type of veneer to suit your goals and your lifestyle!

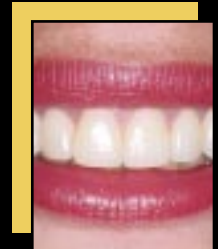


Smile Talk

Color has a lot to say!

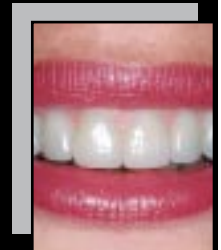
Healthy adult teeth naturally contain a mixture of yellow, red, and gray shades. Teeth whitening can work wonders – no matter how your teeth look on the color spectrum.

Yellow? The dentin is revealed when enamel is thinned, usually due to ageing or brushing too hard.



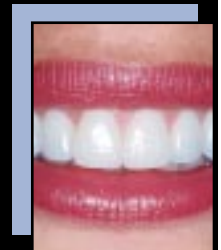
Yellow

Gray? It's likely that you have experienced tetracycline damage – probably sometime during your youth.



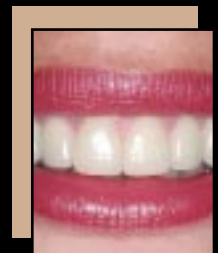
Gray

Blue? Some studies show that too much unsupervised whitening can give teeth a blue hue – boo hoo!



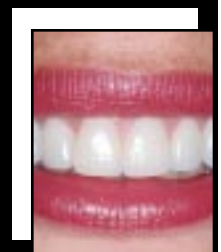
Blue

Beige? Could be too much coffee, tea, or red wine, or due to smoking or chewing tobacco.



Beige

White? You probably have a great home-care routine, keep regular checkups, and accept professional dental advice about tooth whitening.



White

7

Reasons To Smile

Communicate...
express yourself...
enjoy!



Why do *you* smile? Is it because you're greeting someone ... trying to reassure ... sharing joy ... putting a good face on things?

We not only communicate with our smiles, we express ourselves with them. Like our clothes, hair, job, and home, smiles convey who we are. We seek recognition from others, and smiles are one of the ways we find it. Smiles make us feel good in another way... They release endorphins to give us a natural high.

- **Whitening** lightens the color of teeth that have darkened due to age, smoking, coffee, tea, or medication.
- **Crowns** cover broken, cracked, and poorly shaped teeth to restore natural appearance.
- **Veneers** cover the front of a tooth to mask discoloration and improve shape.
- **Implant** can replace one or more natural teeth and is the most natural tooth and healthiest tooth replacement option available
- **Braces** correct crooked or crowded teeth, overbites, underbites, and incorrect jaw position.
- **Composite/Inlays/Onlays** restore and strengthen decayed areas while looking like original tooth color.
- **Bonding** masks discolored teeth, and can camouflage other flaws while straightening slightly crooked teeth.

That's a lot of good reasons why we want you smiling. And it's our pleasure to have just the smile solutions that will give you the feel-good recognition that a warm smile can provide.



officeinformation

Dental Expressions

Dr. Robert S. Heil
1121 W Northland Avenue
Appleton, WI 54914-7238

Office Hours

Monday 8:00 am – 5:00 pm
Tuesday 8:00 am – 5:00 pm
Wednesday 8:00 am – 5:00 pm
Thursday 7:30 am – 4:00 pm
* Lunch 12:00 pm – 1:00 pm

Contact Information

Office (920) 739-1168
Fax (920) 739-6166

Office Staff

Sheri, MaryDental Hygienists
Tina, Naomi Dental Assistants
KariSchedule/Financial Coordinator



Your Referrals... Get special care

Huge international corporations and advertising agencies would give just about anything to get something we have that they don't. We're privileged to have your loyalty and your referrals.

Maybe you'll be surprised to know that we get most of our new patients from our existing patients, like you. This is much more valued than any marketing campaign as it's clear that your testimonial speaks volumes beyond any advertising slogan. It's simple really... Because your referrals know you, they trust you. And that means they'll trust us.

We want you to know that we are committed to upholding your trust by providing your referrals with the special care you intend for them.

We welcome your referrals, and we're very proud of them. *Thank you.*

Winter WORD FUN

Unscramble these winter fun activities ... then bundle up and head outside to give them a try!

- Build a... N N S O A W M
- Throw some... L A L W O S B N S
- Lace up your... A E T S K S
- Make a... N S W O G E A L N
- Create a... W O S N R T F O
- With your tongue, catch some... K E F A N S S O W L
- Jump on a... G G N A B O O T
- Shoot a... K P U C