

Word Of Mouth

with

Dr. Greg Konotopetz

Summer 2005

What Are The Chances?

Protect yourself from the silent epidemic

What are the chances that you or someone you love has gum disease? Pretty high, actually. The U.S. Surgeon General calls gum disease the *silent epidemic*. "Silent" because in the early stages there are often no symptoms. "Epidemic" because it is estimated to affect more than 200 million North Americans.

Why should you care if you do have gum disease? To start with, you will almost certainly have bad breath and bleeding gums ... and it could lead to tooth loss. More importantly, gum disease has been linked to ... respiratory diseases ... osteoarthritis ... oral cancer ... diabetes ... Alzheimer's ... heart and stroke diseases.

How serious is this epidemic? Important enough to warrant major studies to monitor the oral and

cardiovascular health of large groups of people. These include the Oral Infections and Vascular Disease Epidemiology Study (INVEST) undertaken by the *National Institute of Dental and Craniofacial Research* and its cohort study, the Northern Manhattan Study (NOMAS) undertaken by the *National Institute of Neurological Disorders and Stroke*, both supported by all four agencies of the *National Institutes of Health*. The other two are the *National Heart, Lung, and Blood Institute*, and the *National Center for Research Resources*.

How can you protect yourself from gum disease? Call our office today at (306) 584-2833. Our team recognizes that periodontal health is a top priority for your overall continuing health.



Office Information

Upcoming Big Event?

HOW TO TAKE 5 YEARS OFF YOUR APPEARANCE!

See our article on page 4 and take advantage of our special offer!

**Signature Smiles
Oral Wellness Centre
Dr. Greg Konotopetz**
3291 Quance Street East
Regina, SK S4V 3B7

Office Hours
Mon, Tue, Thu 8:30 am – 5:00 pm
Wednesday 8:30 am – 7:30 pm
Friday 9:00 am – 4:00 pm

Call Today!
(306) 584-2833
or Toll Free
(866) 584-2833



Our Services Include:

- ❖ Family & general dentistry
- ❖ Tooth whitening
- ❖ Cosmetic dentistry
- ❖ Tooth-colored fillings
- ❖ Crowns & bridges
- ❖ Treatment of Temporomandibular Joint Disorder
- ❖ Orthodontic treatment
- ❖ Dental implants (*surgery & restorative*)
- ❖ Monitored sterilization techniques
- ❖ New facility
- ❖ Visa, MasterCard, Interac, CareCredit, and cheques welcome



Nobody Knows You Better

Cosmetic veneers can reveal a different side of you

Nobody knows your smile flaws better than you. You can't help it – it's human nature. But have you ever really appreciated the natural beauty of your teeth? Exquisitely crafted and strong porcelain veneers can restore natural beauty and transform your smile.

How? Cosmetic veneers can:

- make your teeth stronger;
- resist plaque-causing bacteria;
- cover smile imperfections.

And still look natural? Yes. Each hand-made custom-sculpted paper-thin

veneer is layered like a pearl and fired by hand, ensuring **translucency**, **opalescence**, and **fluorescence**, all inherent in natural teeth. *Translucency* allows light to pass through. *Opalescence* is the reflection of a lustrous light from a tooth's interior. Like an opal, natural tooth enamel glimmers with subtle iridescent colors. *Fluorescence* refers to the natural light emitted by your teeth. **The result?** Veneers look vibrant and completely natural. Get re-acquainted with the natural vibrancy of *your* smile.

- 250 – Percentage increase in popularity of veneers over the last 5 years.
- 10 – Number of years younger you could look.
- 2 – Number of visits for a stellar veneer smile.
- .3 – Number of millimeters thickness of a hand-sculpted veneer – that's paper-thin!
- 0 – Number of people who'll know you've got veneers.



Before & After



Listen Carefully

Restore your voice and your smile

Can you make the "S" sound as clearly as you'd like? Lispering is the most common speech impediment and it may be relatively easy to correct. Like many adults, you may have acquired ill-fitting tooth replacements or gaps that are affecting your bite – and your appearance. Dentists can **Reposition**, **Restore**, or even **Replace** teeth with a bridge or implant.

If you've been hiding your smile or holding your tongue, call a dentist. Before you know it, you may be speaking, eating, and socializing again with complete confidence.



Reposition with orthodontics. Many adults are fulfilling their childhood smile wish by correcting overbites, underbites, crowding, and spacing.

Restore through cosmetic dentistry. Bonding, veneers, and crowns look completely natural – without surgery.

Replace a gap with a modern bridge or implant. No one will know.

Heartburn & Tooth Enamel?

Acid reflux can erode your oral health

Are you one of the 40% of adults who suffer from chronic heartburn? It could be Gastroesophageal Reflux Disease (GERD). Some people have no symptoms ... but dentists can tell. Acidic stomach fluid backing up into the throat and mouth leave more than a bad taste. It causes inflammation of the esophagus and has been linked to cancer of the esophagus, night-time asthma attacks ... and tooth enamel erosion.

Here's how acid reflux erosion can affect your oral health and appearance:

tooth sensitivity ... grooves in the sides of teeth ... worn down teeth ... yellowing.

Dentistry can repair damage due to chronic exposure of the teeth to gastric acid – regardless of the cause.

If you have symptoms, call your physician and a dentist for a consultation.

Choose Perio Health

An informed decision is a power decision

Today's consumers are sophisticated and informed, and know that a healthy, attractive mouth is more than vanity. You are aware that oral health is an important part of overall health.

Did you know that science has linked these disorders with gum disease? Heart disease ... Alzheimer's ... Stroke ... Respiratory diseases... Hypertension ... Cancer ... Diabetes... and Arthritis.

How are they linked?

There are two favored theories:

- (a) Bacteria enter the bloodstream from the mouth and release toxins. Periodontal plaque has been found on artery walls.
- (b) Bacteria-fighting blood cells give off proteins that could have harmful effects on the body, and may trigger an inflammatory autoimmune response.

How can you protect yourself?

Brush and floss at home. An invisible bacterial film called plaque builds up on your teeth every day. Without management, it will alter the bacterial balance in your mouth and allow harmful bacteria to proliferate.

Visit a dentist regularly.

Professional cleaning in the dental office is the only way to remove hard deposits of tartar from your teeth. Tartar is formed when plaque builds up and hardens. If it stays put, chances are it will lead to gum disease.

We're committed to sharing information regarding medication, diet, and cosmetic restorative options. Let us help you to make choices that will keep you healthy and happy.

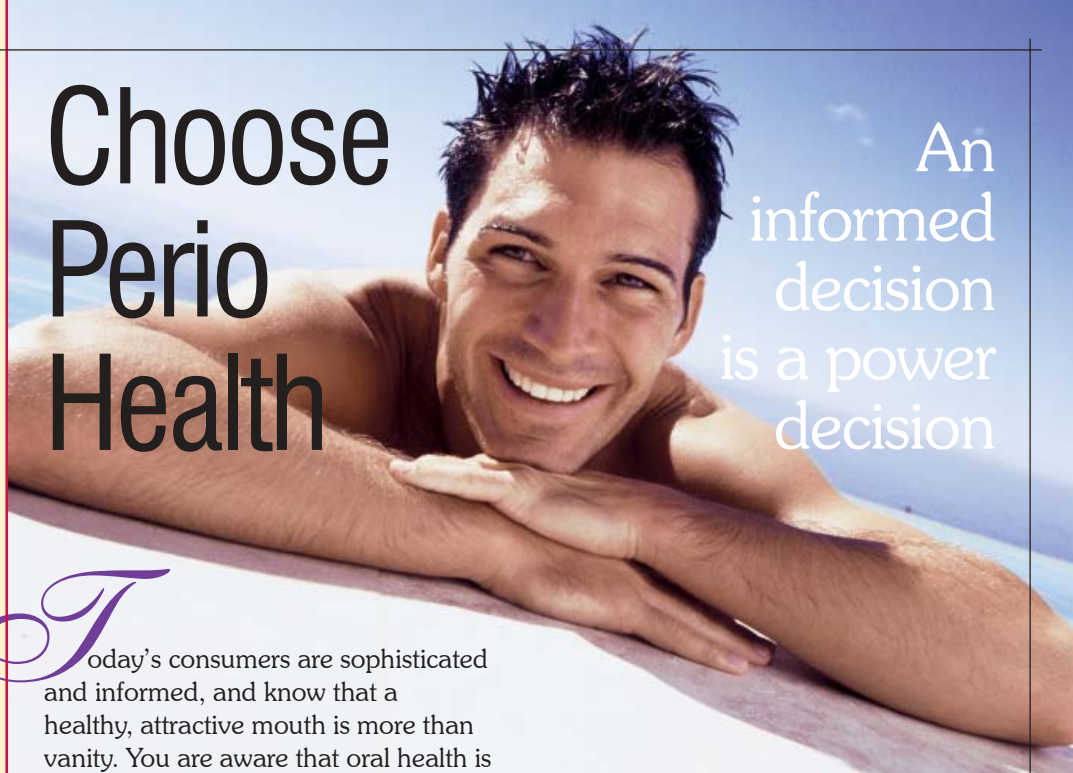
TMD The Great Pretender

Stop losing sleep over jaw discomfort

Temporomandibular Joint Disorder (TMD) can masquerade as migraine, tension headache, neuritis, neuralgia, or stress. It can also manifest in ear symptoms that include ringing, clicking, or popping, feelings of pressure or dizziness, excessive earwax, and difficulty "clearing" your ears. All of these problems could be dentally-related.

The most common cause of jaw-related problems is a *bad bite*. Your teeth must meet over 2,000 times every day and night! If your bite is unbalanced due to misaligned teeth, the muscles must work harder to bring the teeth together. Tension can spread from around your jaw joints to the temple or the back of the head.

The pain experienced by chronic TMD sufferers can lead to fatigue, insomnia, and even the symptoms of depression. Dentistry can help unmask – and treat – the TMD culprit.



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Summer Savvy! Fall Reward!

Studies often show whiter teeth can take 5 years off your age.

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Offer ends:
September 30th, 2005.

Call Signature Smiles
Oral Wellness Centre
Today!

**(306) 584-2833
or Toll Free**

(866) 584-2833



What's In A Name?

Signature Smiles: Oral Wellness Centre

Our name really speaks about the uniqueness of our clients, their smiles and the choices we offer them for achieving oral health and wellness.

Your signature is unique and so are you. We treat you in a unique way, from your first visit with us – we listen to what you want!

*Health is really at the very core of being happy.
Oral Wellness is essential to good general health.*

Some of you are already happy with your smile; some want subtle changes, and some want *full* scale smile makeovers or mouth rehabilitations. You're all welcome here! You don't have to make smile changes to have us as your dentist. If you are happy with your smile, we are too. If, however, you do chose to enhance your smile, "signature" also speaks to the uniquely, exquisite smile you will achieve.

Being comfortable and happy with your smile is part of having good self esteem, psychological health, and overall health.

Good overall health is very important. Health is really at the very core of being happy. Oral Wellness is essential to good general health. There is a mouth-body connection. Achieving predictable oral wellness is also a big part of what we're all about – providing solid preventive family dentistry. Achieving oral wellness provides a number of advantages to you. Better nutrition, comfort, and function, cost savings, and above all teeth that are healthy when you're 85 and beyond. To this end, we provide the full range of dental preventive services for you and your family. Our name **Signature Smiles Oral Wellness Centre** – *Great Smiles, Healthy Mouths*. Give us a call today.

Referrals Do Us Proud

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. We want it to be *easy* and *beneficial* to refer your friends and loved ones so we've developed our new Share A Smile referral cards with a wonderful reward for you and your friends. Please come in, see the cards and learn how bringing your family and friends to our office can mean some nice rewards.