

# smile highlights

by Dr. Robert Haake

Produced to improve your dental health and awareness

Spring 2008

## fromthedentist

### Spring Into Action!

#### Keep your recall

It could take the warm kiss of the sun, the first balmy breeze, or raindrops spilling over sidewalks, but eventually, even the most preoccupied among us has to smile at spring's arrival. And once awakened, there's no stopping the springtime self-improvement ritual. Whether you'll be making an appearance at a graduation, wedding, or garden party, the focus is forward ... to looking and feeling your best.

We can help your smile with a spring cleaning that will invigorate your mouth. We can also catch and control potential problems, and give you a refresher on home care. Prevention is the real secret to a problem-free smile! And with cosmetic dentistry, you can smile with an extra dash of verve and confidence.

So spring into action! Call us to arrange your appointment!

*Yours in good dental health,*

*Dr. Robert Haake*

## turnthepage

Get the competitive edge!

Prevent tooth loss, now!

Restore your smile: reclaim your life!

## Stellar Smiles

Consider fast,  
accessible  
cosmetic  
dentistry

Star light, star bright, first star I see tonight... A poignant reminder of childhood longing, this 19th century American nursery rhyme resonates with wishes past. Fortunately, grownups in the 21st century can make their own dreams come true. And for many, number-one on the wish list is a stellar smile.

It's hard for men and women to admit that their confidence is still affected by an inherited trait like an obvious overbite or genetically discolored or missing teeth. But 21st century cosmetic dentistry has

solutions that can truly transform and restore that confidence!

Non-surgical dental procedures can create smiles that are so natural looking that your friends will definitely notice the difference, but they won't be sure what's changed!

Cosmetic dentistry treatments are faster and financially more accessible than ever before. But only you can decide whether simply whitening your smile will make your wish come true, or whether a complete smile makeover is the key. Call your dentist and help make your inner star shine brighter.

## CosmeticQuiz

- Do you feel awkward or self-conscious when you smile?
- Do you ever talk through your hands?
- Do you purposely smile for the camera with your lips closed?
- Would you like your teeth to be whiter or straighter?

If you answer  
**YES**  
to any of  
these questions,  
we can help.

Thank you for all your referrals. We appreciate them!

# Set The Trend

## Select your cosmetic veneer option

There's a definite trend among men who choose to revitalize their appearance in the competitive workplace. They're opting for non-surgical procedures that increase facial volume and require only minimal or no downtime. For many, veneers are the non-surgical cosmetic option of choice. Here's why.

When veneers are bonded to your teeth, they can be matched to both the color and natural contours of the rest of your smile, and you can...

- ▶ **Look younger** by adding volume to the lower third of your face and minimizing fine wrinkles.
- ▶ **Camouflage** exposed roots and restore esthetic proportions to your smile.
- ▶ **Close gaps** between your teeth.
- ▶ **Repair** chips and cracks.
- ▶ **Straighten** slightly crowded or overlapping teeth without braces.
- ▶ **Brighten** your teeth and cover even severely stained teeth.

Veneers are hand sculpted from beautiful ceramics by trained technicians. Built-in translucence mimics natural enamel and allows some of the inner light to shine through.

Veneers really are *super* natural! Once applied, they act as a shield for your teeth. Porcelain material is highly resistant to oral bacteria and to permanent staining from smoking, coffee, tea, and food.

Men and women who want to look more successful and more energized in *any* environment can enjoy the advantages of even, straighter-looking, whiter teeth!

Please come and see us at our practice for a cosmetic veneer consultation.



BEFORE

look younger

close gaps

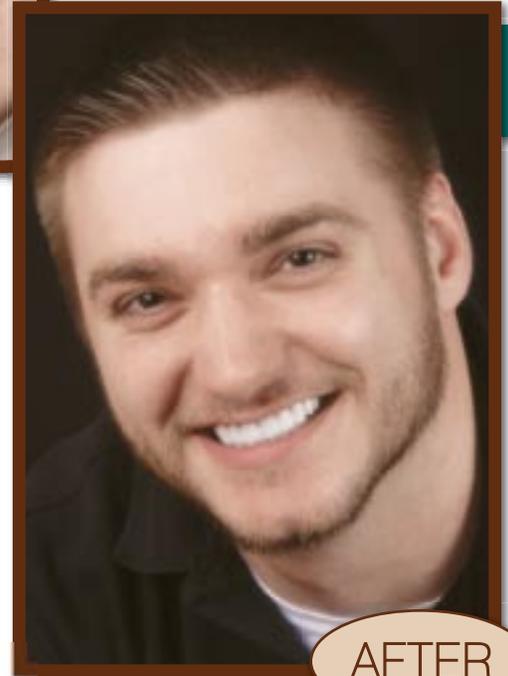
repair

straighten

brighten

camouflage

VENEERS



AFTER

## Avoid Gum Disease

### Here's how...

Chances are you will be affected by gum disease at some point in your lifetime. Initially it often appears without symptoms, but it is progressive and is the leading cause of tooth loss in adults. Furthermore, without treatment, bone loss in your jaw is inevitable and can alter your facial appearance, speech, and diet over time.

#### What We Can Do

**Perform** regular exams and cleanings to remove plaque, the disease-causing biofilm that builds up on your teeth and can harden into tartar.

**Provide** brushing and flossing instruction and explanations about your oral health needs.

#### What You Can Do

**Schedule and keep** regular dental examinations and cleanings to ensure the health of your smile! Remember, with early diagnosis, gum disease can be reversed!

**Commit** to a smile-saving routine of proper brushing, flossing, and healthy eating at home.





## 2 Quick Fixes ..... Ready? Set. Go!

Your face is *the* most looked-at part of your body. And your mouth is the first feature that everyone looks at! Dramatically enhancing your smile can instantly lift your self-confidence, and you can even get transformative results over your lunch break.

These two tried and tested procedures will let you see a new you in no time and without invasive surgery...

**Whitening** - We can design and supervise whitening that may lighten your teeth by up to eight shades! Safe, reliable, and predictable teeth whitening technology may even remove stains caused by illness or medication.

**White Bonding** - We can cover the deepest stains by bonding material directly onto your teeth, and we can use it to replace older stained or silver fillings!

Choose one technique or two ... it's up to you!

### What's On Your Menu?

#### Smile savers!

Brushing and flossing to remove yellowing plaque is an essential strategy to keep your brightest smile. But for at least some of the time, start dining *white... and light!*

**Add** low-fat milk to sugar-free coffee or substitute with skinny lattes.

**Swap** black tea for green which has beneficial antioxidant properties.

**Switch** from stain-producing desserts like blueberry or cherry pie to fresh or baked apples, pears, or gooseberries.

**Rethink** soy and Worcestershire sauces and consider yogurt or trans-fat-free oils flavored with white vinegars, herbs, or garlic.

**Replace** red wine with white, and dark berry juices with light.

#### Avoid...

■ hot and cold liquids that expand and contract tooth structure, creating fine lines and cracks into which stains can penetrate;

■ regular consumption of acidic foods and drinks that can soften enamel and encourage staining.

## Suit Yourself!

4 ways to restore your smile

You know, when even one of your teeth becomes severely damaged or is lost altogether, it can affect more than your appearance and self-confidence. With time, your speech can be affected and your food choices limited. That's why restorations including fillings, crowns, bridges, and implants were invented. They can restore natural-looking form and function.

Here's how restorations work.

A **filling** is a restoration that repairs part of a damaged tooth. When modern composite or ceramic materials are combined with precision techniques, fillings can fit and fill most types of cavities without removing large amounts of healthy enamel. And they can be color-matched to look completely natural.

A restoration that strengthens and protects the tooth is called a **crown** and you may have heard it called a cap because it actually caps the entire tooth.

A **bridge** is a combination of crowns and artificial teeth that closes a gap left by a missing tooth (or teeth), restoring your smile and redistributing the workload.

An **implant** is an artificial crown and root which is permanently implanted right into your jawbone. Once placed, it acts like a natural tooth to avoid bone loss and prevent drifting of surrounding teeth. Different implant types and techniques are available to provide individual solutions, from replacing one tooth to anchoring dentures securely.

Whatever your need, restorative treatments can save time, money, and your smile!

### IMPLANT & VENEERS



### COMPOSITE FILLINGS



# Damaging Paste?

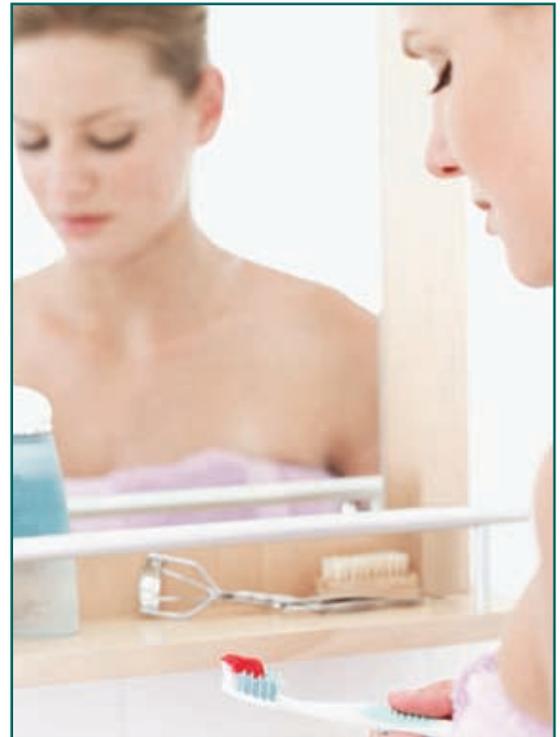
Take a look at some research findings!

Now, more than ever before, people are demanding brilliant white smiles. There are many ways to achieve brilliance, including treatments at home and in the dental office. Many people have turned to special whitening toothpastes to achieve this goal, but unfortunately, the brilliance of your smile can come at a high cost: some toothpaste can actually erode tooth enamel and damage teeth!

The *Federal Drug Administration (FDA)* demands that manufacturers of dentifrice regularly submit their products to test for abrasiveness. Under laboratory test conditions, toothpaste is closely tested to establish how abrasive it actually is. Each product is compared to a safe, non-abrasive reference paste supplied by the *American Dental Association*. Based on results of the test, levels of abrasion vary greatly, from highly abrasive straight baking soda to ultra-mild regular *Crest®*.

While some whitening toothpastes are highly abrasive, others are gentler on tooth enamel.

A recent *Consumer Report* tested the effectiveness of whitening toothpastes but did not consider abrasivity, only stain removal. For this reason, consumers should be very cautious of the results.



*So which toothpaste is best?*

*Only your dentist can recommend the toothpaste which best suits your needs. Be sure to ask during your next dental appointment.*

## office information

**Dr. Robert Haake**  
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### Office Hours

Monday		closed
Tuesday	9:00 am	– 5:00 pm
Wednesday	9:00 am	– 6:00 pm
Thursday	9:00 am	– 5:00 pm
Friday	8:30 am	– 12:30 pm
Saturday	8:00 am	– 12:30 pm

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### Office Staff

Regina ..... Front Desk  
Teresa ..... Dental Assistant  
Adrienne ..... Dental Assistant  
Patricia ..... Dental Hygienist



## Dentistry In Cyberspace

### Our new web site

As part of our continued commitment to communicate with our patients, we are happy to announce our new **Internet web site**. The address is [www.roberthaakedds.com](http://www.roberthaakedds.com). In addition to helping us with our continuing education, the Internet will provide another medium in which we can discuss dental health and answer any of your questions. At our web site you can view various articles on dental health and new technologies and send us email. Feel free to comment or ask questions about any of our services via email. You can access our email from the web site or email us directly at [info@roberthaakedds.com](mailto:info@roberthaakedds.com). We'll get back to you as soon as we can.

## Exceeding Expectations

### Our daily pledge

It's a matter of great personal and professional pride to me and to my team that we provide you and your family with personal, customized attention and the highest quality of care. Do you know how we decide what constitutes excellence in care for you? Every time you return to our practice, give us your positive feedback, and refer someone you know to us, you're telling us that we're continually raising the bar.

Your support motivates us to work hard to provide the services *you want* ...and to keep them up to the superior standards *you expect*. In turn, our commitment to continuing education and leading-edge dentistry keeps our practice unique.

*Thank you*, from all of us, for your wonderful feedback, your loyalty, and your ongoing referrals.