

The Best Smile Care

with Dr. Robert Haake



Produced to improve your dental health and awareness

Winter 2008/2009

from the dentist

Season's Greetings

With thanks, too

As the year comes to a close, I would like to take this opportunity to thank all of you for your loyalty over the past year. I speak for everyone in our practice in telling you how much we appreciate each and every one of you.

We enjoy your visits and sharing your news about family events and activities. It's important to me and to the staff that you enjoy those visits to our office too. Your oral health is our first priority and we are committed to providing a comfortable and friendly atmosphere so that you, our patients, enjoy a relaxed, positive experience.

As the busy holiday season approaches, I would like to extend sincere wishes from all of us for happy celebrations with your family.

Happy holidays,

Dr. Robert Haake



Referral Rewards Program

Thank you for spreading the word!

The power of the spoken word cannot be denied. When used to help improve the lives of others, words not only bring positive change, they often bring life-long results. And, when spoken as a referral or "personal testimonial," all kinds of good things spring forth.

Do you know how we measure the quality of care we provide for you? Every time you return to our practice and give us your positive feedback, you are letting us know that what we do for

you matters. Your support motivates us to continue raising the bar on the superior standards you expect.

If you are delighted with the excellent treatment you receive at our practice, then you might consider sharing the news with friends, family, and coworkers. They will experience the same commitment, compassion, and concern to which you have become accustomed. But you will earn more than the gratitude of those whom you refer with our *Referral Rewards Program*.



*Please pass along the enclosed **Smile! Pass It On...** referral cards to those you feel would benefit from our services (also available at our front desk). For each new patient who presents this card at their first appointment, we are delighted to give you a gift card for Costco® or Target®, as our way of saying thank you! PLUS, for each new patient you refer, your name will be entered for a chance to win a LCD television to be drawn at the end of the year.*

We appreciate your wonderful feedback, your loyalty, and your ongoing new patient referrals!

Thank you for all your referrals. We appreciate them!



First Things First It's worth it!

Study after study shows that a nice smile is important to how others perceive you. So we're totally on board when you want cosmetic dentistry. We'd like to remind you though, that whether you're considering whitening, veneers, or restorations like crowns or implants, you need strong teeth or bones and healthy gums to get your most attractive – and *lasting* – outcome.

Brush, floss, and rinse to banish gum disease!

Early disease includes gums that...

- are red, swollen, and tender
- bleed when you brush and floss
- generate bad breath.

If left untreated gum disease can...

- progress to inflammation and chronic infections.

That can lead to...

- the loss of teeth, gum, connective tissues, and the underlying jawbone.

Let's optimize your oral health and maximize your cosmetic results!

Manage It!



Your environment can hurt your smile!

Smoking is the single major preventable risk factor for gum disease

You don't have to assume that chronological ageing will dramatically alter your smile. After all, as your dental team, we're committed to helping you maintain your oral health and most attractive appearance. But you can help by becoming aware of and managing factors in your own environment.

- Toothbrush abrasion from brushing incorrectly or with too much pressure is common and can lead to receding gums, exposed roots, and exposed yellow dentin due to thinning enamel, plus sensitive teeth, cavities, and tooth loss.
- Substituting unsafe objects like earrings, forks, and needles for dental floss can damage your gums. Frankly, toothpicks are also potentially hazardous.
- Sugary acidic drinks and sports beverages can erode enamel and create an incubating environment for the bacteria that cause tooth decay and gum disease.
- Teeth grinding and clenching can crack and wear teeth and restorations and damage gums and cheeks.
- Smoking is the single major preventable risk factor for gum disease. It also depletes Vitamin C which is preventive. Even exposure to secondhand smoke is associated with a 50-60% increased risk for developing disease.
- Untreated periodontal diseases which are infections of the gums, periodontal ligament, and alveolar (jaw) bone can destroy the appearance and health of the gums and bone and lead to tooth loss.

We can't stop the ageing process, and maintaining your beautiful and youthful smile is really a lifetime commitment. But with good care, you can keep a healthy, younger-looking smile ... for decades.



How Do They Do That?



...Naturally!

Do you think they inject Omega-3 fatty acids into *every* one of those eggs? Surprise! Actually, they alter the chickens' feed – often with pleasant-tasting ground flaxseed which is higher in Omega-3 fatty acids and lower in saturated fatty acids than other grains.

Cold water fish like herring, mackerel, and salmon are superior sources of Omega-3, but all sources, according to research, can be beneficial to your health. One caveat, though – if you opt for supplements, Omega-3s have blood-thinning potential and can interact with medications.

Did you know that Omega-3s may prevent soft tissue and bone loss associated with gum disease? Not only that, but research also suggests they may...

- improve cardiovascular health
- help brain function
- protect expectant mothers against post-partum depression
- diminish joint inflammation.

Eggscellent!

A Piece Of The Puzzle

About oral cancer

Worldwide, close to 400,000 new cases of oral cancer are diagnosed each year. If diagnosed early, oral cancer can be highly curable, and now research has provided another clue. Chronic gum disease in men may increase their risk of tongue cancer!

Even after adjusting for smoking, age, and the number of teeth, each millimeter of bone loss due to gum disease was associated with more than five times the increase in the risk of tongue cancer.

This is interesting because today more than 25% of oral cancer victims are young adults who have none of the usual risk factors like tobacco use, alcohol use, diabetes, or HIV.

Viruses and bacteria in gum tissues could be toxic to surrounding cells, or could indirectly contribute to cancer through inflammation. Please have regular periodontal and oral cancer exams.

Focus On You

Your oral and overall health matter

Imagine if a wound in your forearm became increasingly swollen and inflamed, yet was left untreated. You might worry that it would eventually affect your health. Well, your oral tissue is equal to the amount of skin between your wrist and elbow ... and many scientists believe that gum diseases, like other infections, have the potential to influence the rest of your body.

This is not a new idea. In 1891, *The Human Mouth As A Focus of Infection* proposed that oral microbes affect overall health. However, in the absence of adequate science, focal theory gradually fell out of favor. Still, the mouth-body link regained credibility when newer research was emphasized in the *Surgeon General's Report on Oral Health in America* in 2001.

Associations have been made between gum disease and heart and stroke, some cancers, diabetes, kidney disease, lung disease, Crohn's disease, Alzheimer's, osteoporosis, premature deliveries, and toxemia. The strength and precise nature of these associations are unclear. However, long-term studies and improved research designs that consider factors like age and tobacco use are creating a more complete picture.

Your mouth is a complex ecosystem harboring many kinds of bacteria. Viruses and inflammation have also been suggested as possible factors. Thus it appears unlikely that a single "gorillacillin" superdrug will present the solution.

We urge you to maintain your home care routines and your regularly scheduled visits with us to help maintain your optimal oral health.



Welcome To Our World

Check us out on-line

As part of our continued commitment to communicate with our patients, you can visit us 24 hours a day, 7 days a week on-line at www.roberthaakedds.com. Our website is a fantastic resource of information about our practice, including the dental treatments and services we provide, financial options available for you, patient testimonials... you can even request your next appointment on-line. View our patient smile transformations by clicking-on the *Smile Gallery*; you'll be amazed at what we can do to enhance your smile!

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 mail us directly at info@roberthaakedds.com.

Visit us online at www.roberthaakedds.com



Any time ... any day ... any where ... we're just a click away.

office information

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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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Attractive Solutions CareCredit®

Part of our job as your dental care provider is to try and work with you to ensure that your personal financial circumstances do not interfere with your dental health care decisions. This is why we recommend CareCredit®, an affordable payment program that has a unique no-interest payment plan. CareCredit enables healthcare providers to offer flexible payment options to cover many costs that many insurance plans currently don't.

With CareCredit, you can pay for treatment over time. There are no up-front costs, or annual fees, no prepayment penalty, and the application process is quick and easy. CareCredit offers monthly payment plans to meet almost every need so that you can focus on what's most important – ensuring good dental care.

Ask for a CareCredit application... and begin treatment today!



May the Holiday Season
fill your home with joy,
your heart with love, and
your life with laughter.

