

# Smile

# Designs

by Dr. Stephen W. Lipson &  
Dr. William G. Brandenburg



Produced for the Patients of Stephen W. Lipson, DDS, FAGD & William G. Brandenburg, DDS

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## fromthedentists

### A New Year Ahead Thanks For 2010

It's hard to believe that we have put 2010 behind us. We would like to wish you a very happy, healthy, and prosperous New Year.

In 2011 we will be participating in the Georgia Mission of Mercy. Hundreds of volunteers including dentists, hygienists, and support staff will offer free dental care to those less fortunate. The event will be held August 11-13 in Cobb County. More information is available on the Georgia Dental Association website.

*Here's to a happy and healthy 2011*

*Dr. Stephen W. Lipson &  
Dr. William G. Brandenburg*

All the best for

# 2011

## turnthepage

Let your smile speak for itself!

Don't whine over your wine!

Bad breath? Busted again!

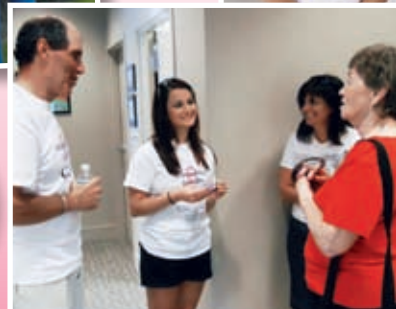
## Whitening For The Cure

And a community that cares 

Whitening for the Cure was held September 25th and was a wonderful success for everyone involved. There was food, moon walking and face painting. We raised over \$4,200 for breast cancer research as we whitened the teeth of Gwinnett County. I would like to thank all those who participated and recognize the hard work of my family, friends and the best staff in dentistry. With your participation, it was truly a team effort. We are very proud to give back to our community and the American Cancer Society.



Whitening  
For The  
Cure!



It was truly a team effort and an effort that warmed our hearts for such a courageous fight against breast cancer.

We raised over \$4,200 for breast cancer research!

Thank you for all your referrals. We appreciate them!



## White Wine

### Say it isn't so!

If you're a connoisseur of the grape, so to speak, you should know that in addition to all the good things wine has to offer, it doesn't have to be red to cause stains on your tooth enamel. Alas, white wine can also create rough spots and grooves that enable staining chemicals in tea, coffee, and other beverages and foods to penetrate deeper into your tooth enamel.

Even so, red wine, long known to stain teeth, should still be seen as more hazardous to whiteness because it contains *chromagen*, a richly colored substance.

Still, you don't need to stop enjoying wine in moderation. The best way to prevent staining caused by wine, and coffee or tea

for that matter, is to rinse often, brush regularly, and ask us about dentist-supervised teeth whitening products.

## About Bad Breath

### Don't be misinformed

How we process and cope with information has acquired its own academic discipline: *information environmentalism*. Because there is such an excess of information consuming the airwaves, we need to be conscious of – and challenge – what we're absorbing. Well, there's a lot of misinformation about bad breath out there, and that matters to millions of people who experience chronic halitosis.

No matter what the ads say, eating mints or other scented candy, chewing gums, or beverages can only temporarily mask bad breath ... not fix it.

Bad breath that lingers can be caused by:

- bacterial plaque and food particles on and between your teeth;
- untreated gum disease;
- bacteria you haven't brushed away from your tongue.

Here's good information for you. Regular dental visits and scrupulous home care can keep your breath fresh and your smile sweet!

## Your Wordless Smile Others will listen ... and look ... at you!



The image you project *is* worth a thousand words. It takes mere moments to make a first impression, and according to a UCLA study, only 7% comes from our spoken words. Body language accounts for more than half of that initial impact! Since your smile is always the first thing people notice, maybe it's time to spark up the power and turn up the volume.

**Whitening** is by far the most popular way to make over a smile from boring to beaming. Your grin can dim just from enjoying your tea, coffee, wine, or juice that gradually stains and abrades your teeth enamel.

#### We can...

- Whiten these accumulated surface stains;
- Remove stains trapped in micro-cracks in tooth surfaces;
- Remove discoloration caused by ageing, illness, medication, or heredity.

That's not all! We can help you decide on your best whitening option...

**Bonding and veneers** are completely natural-looking and can correct the appearance and function of cracked, chipped, or unevenly spaced teeth without surgery or braces.

**White fillings** can strengthen your teeth – and they'll look like you've never had a cavity.

**Crowns** can repair severely damaged teeth, and when combined with bridges and permanent dental implants, can replace gaps.

So, please – go ahead. Give yourself the gift of a great-looking makeover like the one in this after photo. Without saying a word, your smile will shout, "I'm the best I can be!"

# Your Crowning Achievement

## Making strong choices can be beautiful

Many believe that yoga offers the inner harmony and body awareness required to achieve a healthier and more-fulfilling approach to life. Getting in touch with yourself helps to define and refine your esthetic perception, deal with the moment, and look to the future with greater clarity. This can help you to find the confidence to make long-term choices that will enhance your oral health and create your strongest most-beautiful smile.

Like your choice to have a strong body and mind through yoga, choose strength, longevity, and esthetics with beautiful porcelain and ceramic crowns that look so natural no one will guess you have them. Besides being durable, they are highly resistant to bacteria, chipping, staining, and cracking.

## Crowns are versatile as well...

**1** **Protect your damaged tooth** by capping it with a crown.

**2** **Close a gap** due to decay, genetics, or an accident with a crown plus a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.

**3** **Create a new tooth** with a crown attached to a "root" implanted permanently into your jawbone. These *implants* can also be used to secure a denture, and several crowns can be attached to an implant bridge.

We'd be proud to help you reach your personal best and to keep your distinctive esthetic. Please feel free to ask for a consultation!



Before



After

**Crowns**

## WE'VE DONE THE MATH About popcorn

Believe us when we say that we understand the attraction of buttery-smelling popcorn. North Americans consume 54 quarts per person each year and about 70% is cooked and eaten at home. Sad to say, we don't recommend it.

### Here are 5 reasons why:

1. Popcorn is the #1 cause of tooth fracture.
2. Kernels get lodged in between teeth and between the cusps of teeth.
3. Hulls can get jammed under the gum and irritate the tissue, which can eventually lead to infection.
4. Sharp bits can scrape and irritate your tongue.
5. Rough edges can damage cosmetic restorations.

It's hard to give up a satisfying snack ... but why not consider fresh raw fruits and vegetables or low-salt pretzels? And if you can't always brush and floss, please rinse with water afterwards!



**BOTTOM LINE? DENTALLY SPEAKING, POPCORN JUST DOESN'T ADD UP.**

# Revealing The Danger Of Stroke...

Through a dental exam in our office!

Routine dental radiographs could uncover the risk of a stroke potential. Until recently, it was thought that most people who suffer a stroke do not have obvious symptoms beforehand. But a study done by medical researchers at the University of Buffalo shows that early warning signs may appear in the mouth.

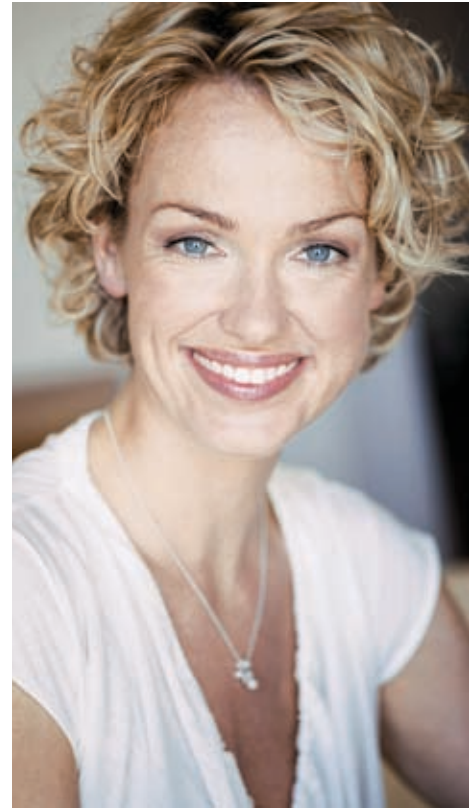
Common dental radiographs can detect potentially dangerous calcium deposits in the carotid arteries in the neck. These arteries supply blood to the brain. The presence of calcium deposits is a sign of advanced atherosclerosis, a major cause of stroke.

The study looked at close to three thousand new patients at university dental clinics over a two-year period. Researchers found evidence of calcification in the carotid arteries in 143 of them. They were all referred to a doctor for treatment.

The type of x-ray is called a panoramic radiograph. It's a wide angle frontal scan showing the condition of teeth and surrounding bone and is a normal part of a regular dental checkup. Dentists can examine the radiograph and look for calcium deposits in the carotid arteries. Patients with signs of calcification can be referred to a medical doctor for preventive stroke treatment.

In this way, the routine dental checkup can become a key way of detecting patients who are unknowingly at risk of having a stroke. Just another good reason to make sure your teeth get regular attention from a dentist.

*Routine dental radiographs could uncover the risk of a stroke potential.*



## officeinformation

Stephen W. Lipson, DDS, FAGD  
William G. Brandenburg, DDS  
4150 Five Forks Trickum Road  
Lilburn, GA 30047-3130

### 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

### Contact Information

Office (770) 717-7225  
Email lipdds@bellsouth.net  
Web site www.lipsondds.com

### Office Staff

Carrie ..... Office Coordinator  
Chris, Jaclyn, Stacy, Lori .....  
..... Dental Assistants  
Vicki ..... Appointment Coordinator  
Kris ..... Front Desk/Hygienist  
Julianna, Katie, Dana, Brenda .....  
..... Dental Hygienists  
Cheryl ..... Front Desk



## Your Opinion Matters

### Share it with us

The decisions we make regarding our team, this newsletter, and the services offered at our practice are based on one thing – you. We carefully weigh our options and choose what we feel would provide a more comfortable, more efficient, and better overall dental experience for you.

Because we can't know how you feel about these decisions unless you tell us, we invite you to share your feedback on every aspect of our practice. That's the way we'll know for sure that our efforts are working to create a pleasant atmosphere and patient-friendly services.

So please speak up and let us know if there's something you'd like to learn about in this newsletter or if you'd like to share your thoughts about your overall experience at our practice. We always welcome your comments.

## Don't worry! Be happy!

Easier said than done, but it's so important. We want you, and all of our patients, to feel great when you're at our practice. We do not want you to feel anxious or stressed, and keeping our appointment commitments is a big part of that.

But we all get busy, and sometimes a patient will run late, and sometimes we will run late, but what I want you to know is that my team is committed to doing their best to keep everyone on schedule. I also want you to know that we really appreciate it when you arrive on schedule.

We can't wait to see you soon, and as always, if you have any concerns or are experiencing any discomfort, definitely call us immediately. And if you have any questions about improving your smile (like what your options might be for whitening your teeth), call and we'll schedule a free consultation.