

# DENTAL NEWS & VIEWS™



Vol. 1, Issue 2

## You "No Longer" Have to Suffer From "Dental Anxiety!"

*You can stay calm, comfortable  
and in control with "Conscious Sedation" Dentistry.*

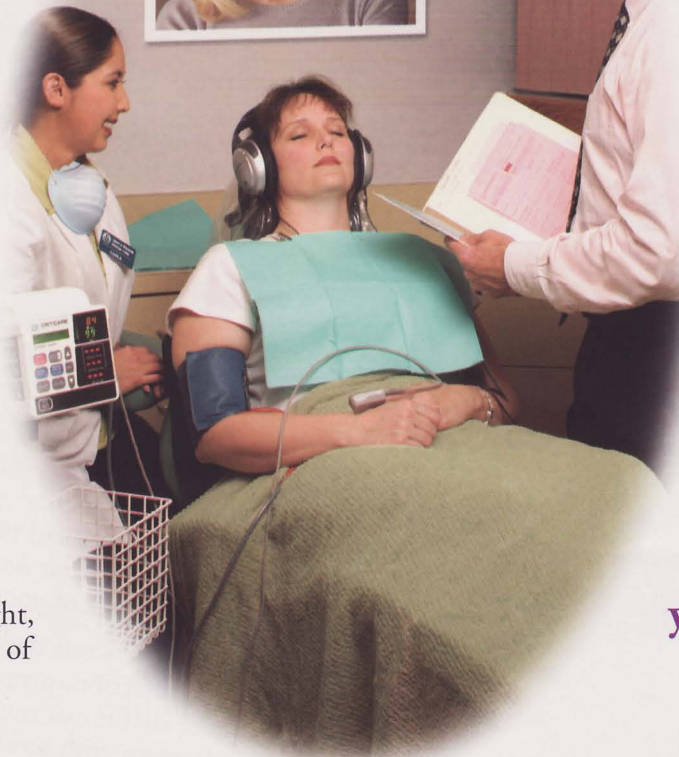
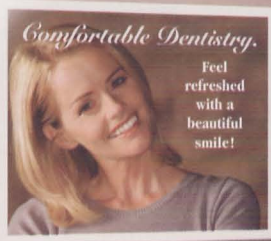
If you've been putting off YEARS of dental work, our "Conscious Sedation" Dentistry will change your life! When it comes to eliminating pain and anxiety, no other technique comes close!

Imagine being able to accomplish all your dental care in as little as one or two relaxing appointments. With no more anxiety! And you will have little or no memory of the treatment!

It doesn't matter whether it's been 5, 10 or 20 years since your last dental exam. We can help you! We completely understand your apprehensions about going to the dentist!

**Welcome to a Whole  
New World of Comfort  
for Dental Patients**

No more anxiety! That's right, you no longer have to be afraid of



anything when it comes to your dental care!! Now you can enjoy a younger, more vibrant smile, sparkling fresh breath, comfortable chewing and total confidence in your appearance!! ❖

**Our unique  
"Conscious Sedation"  
system makes  
dentistry comfort-  
able, quick and  
affordable! Only  
1% of the dentists  
in the entire  
country are  
qualified to  
administer this  
PROVEN, VERY  
SAFE program. Let  
our expertise help  
you enjoy a new smile!!**



# Feel Refreshed with a Beautiful New Smile!

Whether you are “mildly afraid,” “terrified”—or simply don’t seem to have time in your busy schedule to get all your dental work done, “**Conscious Sedation**” is exactly what you’ve been waiting for all these years!

Now you can forget about any

negative dental experience you’ve ever had. Relax. And feel *refreshed*, with your beautiful new smile! It’s truly that easy!

Even our “most apprehensive” and “very busy” patients are ecstatic with the “RESULTS” they get here!! Many of our patients leave from

their first visit “Gee, I don’t know, I’m going to the dentist after all!”

We can help you!! Call us today if you’re ready for a complete cosmetic dental makeover. “**Conscious Sedation Dentistry**.”

## “Overcoming Anxiety”

by Laura Brown



I went to my old dentist on a regular basis, but he wasn’t diagnosing the work that needed to be done and there was a lot more problems than I thought. So when I started having complications, I made an appointment with my new dentist who was highly recommended. It turned out that I actually had a great deal of work to be done! I needed a root canal, cavities filled, etc.

I was “**anxious and nervous**” about the numerous appointments I thought I needed, to get all the work done! When my dentist suggested conscious sedation, I was worried about “going under!” However, you are not completely under—more “dreamlike.” They were very good at preparing me for sedation dentistry and explaining how it works. I was monitored during the entire process.

I was quite surprised at the amount of dental work my dentist did in one appointment! The staff was very kind and made sure that my ride was there to pick me up on time. They even called me the next day to make sure I was okay.

Everyone was very gentle and it was such a relaxing way to get dental work done. I would definitely do conscious sedation again and recommend it to anyone who is fearful or needs a lot of work done! ❖

## news bulletin

### “Hidden” Gum Infections Can Lead to a Stroke or Heart Disease

Find Out How Comfortable and Quick Our Cleaning Procedure Can Be!

*New studies link “gum disease” to stroke, heart disease, diabetes, low birth-weight babies and more!! The truth is, if you haven’t been to a dentist in over five years, chances are you have gum disease RIGHT NOW. “Conscious Sedation Dentistry” can help us reverse years of dental neglect in just a few hours!!*

So what does “gum disease” have to do with your health? For starters, gum disease is an *infection* of the tissues that support the teeth. As with any infection, bacteria can travel through the bloodstream and affect other areas of the body. Gum disease is usually caused by dental neglect.

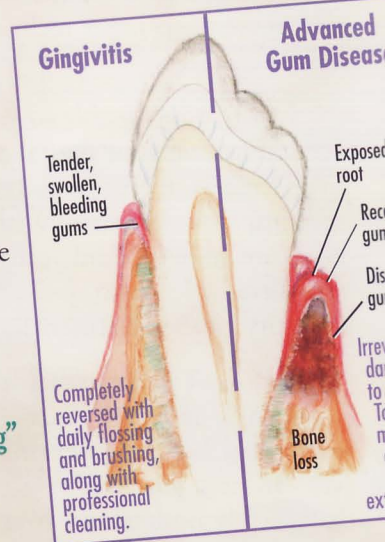
### You Could Have a “Life-Threatening” Gum Infection and Not Know It!

The early stage of gum disease, called *gingivitis*, affects only the gums. Without treatment, the condition progresses into advanced *periodontitis*, which eventually destroys gum tissue, ligaments and bones that hold your teeth in place! Your *healthy* teeth can actually start falling out of your *unhealthy* gums!

But that’s not the only loss that can occur! As the infection spreads, there is a greater chance that it can reach your heart and other vital organs with serious, *sometimes fatal*

consequences. The link between plaque and heart disease is a plaque build-up.

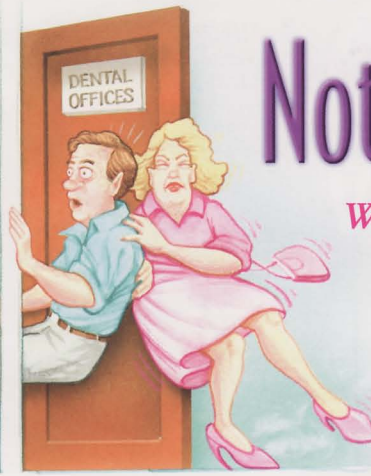
Some for as 75% of the time, you’re not sure you’re not in pain or



frequent gum disease

Periodontitis is about half of the fear or youth

# Dental Anxiety?



# Not Any More!

We take away the "negatives" and create a "positive" experience just for you!!

We are very sensitive to your needs. That's why our dental team will go out of our way to make

your experience as pleasant and comfortable as possible. Here are a few unique comfort features offered in our practice:

- A soft, warm, fuzzy blanket
- Noise-canceling headphones
- A skilled, understanding and nurturing staff
- A beautiful smile after just one visit! ❖

We do what no one else will do for you !!



## You've Come to the Right Place for "Smile Enhancement!"

Thanks to "Conscious Sedation," you can walk in with unsightly silver fillings, chipped, stained, crooked or gapped teeth—and comfortably walk out with your dream smile. A radiant smile can be yours in just one or two visits!

### LAMINATE VENEERS →

are custom-designed, tooth-colored "shells" that beautifully camouflage stained, poorly shaped or slightly crooked teeth.



← **BONDING** involves natural-looking, tooth-colored materials to cover discoloration, repair chips or fill in the gaps.



### CONTOURING is

a quick, economical way to reshape a problem tooth.

**TOOTH WHITENING**, or bleaching, could be one of the fastest and most affordable ways to brighten your smile.

Now you can do it all without any fear or anxiety! "Conscious Sedation Dentistry" allows you to whiten and brighten your smile carefree in just one visit! ❖

Schedule your dental evaluation today!

thinking, really mind dentist

to the same for today to find candidate for comfort with "sedation"

## Letin Heart Disease! Be With "Conscious Sedation."

studies have made a connection build-up in the gums and in the arteries!

of gum disease affects as many population. Do you know for one of them? You don't have to have symptoms to have gum disease. You could have this serious condition *right now* and not even know it!

### Why You Need Us!

The accumulation of *calculus*, the hardened plaque that forms around the teeth and under the gum line, leads to gum disease. Calculus deposits form "pockets" in the gums. These deep pockets open the door to spreading infection.

The **only** way to remove calculus is through regular in-office, professional cleaning. The truth is, without cleaning (one to three times per year), use is inevitable!

aps you're feeling uneasy or anxious during an oral exam and teeth cleaning, please contact us. Don't let dental anxiety rob you of your enjoyment, your smile and a healthy life! ❖

Make an appointment today. You won't be disappointed!!