

BRUSH UP



We Do It Right: We Are Your Partner In Doing The Right Things At The Right Time, And Taking The Right Steps To Win Lasting Oral Health And Well-Being For You And Your Loved Ones For A Lifetime.

As we have done since 1978, the mission of our dental team during this next year is to help patients, their families, and people in our community to plan and implement sensible, economical goals for healthier teeth and winning smiles.

What's more, our mission includes helping and coaching patients to take the simple steps which lead to good dental health. As a start, we provide correct, scientific information on what can be done to reverse dental problems which detract from the appearance of one's smile.

Education is a key part of effective, efficient dental care; coaching helps people maintain their motivation and is also a key part of our expert oral health team.

We hope that you will take the opportunity to let us help you set your oral health goals and reach them by the same time next year.

Calls us today and start the new year out right!

Now You Can Wear The Right Smile: We Bring You And Your Loved Ones The Latest Smile Make-Overs That Rejuvenate Graying Teeth And Create Whiter, Brighter, Naturally Sparkling, Winning Smiles That Look Good And Make You Feel Good.

Brighter teeth not only improve your smile, they boost your personal appearance, uplift your self esteem, and increase your face value. They may put romance back in your life - quickly, conveniently, economically, professionally, and safely.

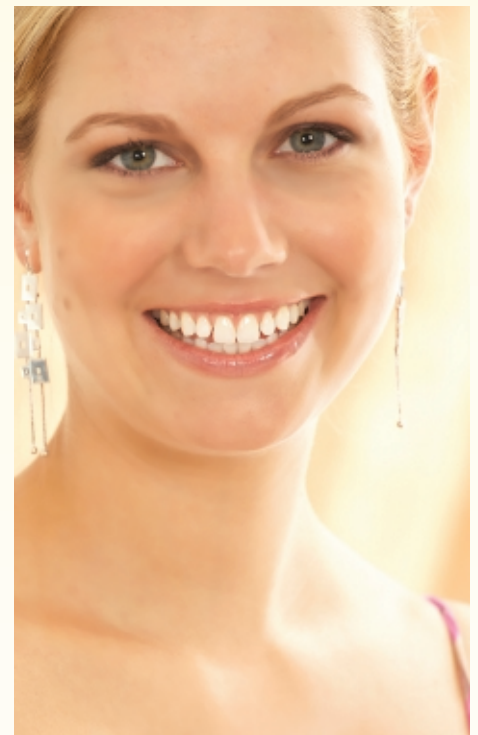
Today we offer the fullest spectrum of teeth whitening methods which either can be done conveniently and economically in your home, or, alternatively, conveniently and quickly in our office. Either way, these teeth whitening remedies reverse the discoloration of natural teeth and produce pleasing, lasting results.

What's more, whether done at home or in our office, the remedies are safe, proven, longer lasting professional treatments that are not only more effective than do-it-yourself, drugstore treatments but also more economical in the long run.

Why Has Teeth Whitening Become So Popular Today?

Americans invest a lot of time and energy to improve the way they look. We change hairstyles, buy new clothes, undergo make-overs, even undergo surgery with the hopes of rejuvenation and renaissance.

Scientific studies report that about seven million working Americans say they believe that looking older is a real disadvantage on the job. They say that aging influences job security. Surveys report that 85% of employed persons in their mid-forties and mid-fifties believe personal appearance is an important factor that employers consider when promoting their employees.



When asked how important a role appearance plays in their ability to get ahead in their professions, about eight in ten men and women agreed that appearance is either "extremely" important (19 percent), or "very" important (25 percent), or "somewhat" important (34 percent).

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Here's A Reminder: Oral Checkups Are Now Required For Children Entering Kindergarten In California. It's Not Only A Very Good Idea, It's The Law, Since 2007

The California Dental Association has proudly sponsored landmark legislation that now requires oral health assessments for children entering public school for the first time (either kindergarten or first grade).

One goal of this legislation is to establish a "baseline" of the oral health of individual children and their school communities. Another goal of this program is to identify children who need further examination and dental treatment.

Plus, this effort will identify barriers children and families face to receiving needed dental care. This program is a first step in establishing and improving the oral health of children in California.

Beginning January 1, 2007, each school must notify parents or guardians about this new requirement and must provide information on the importance of oral health to overall health and school readiness.

Further, a child's oral health must be assessed by a licensed dental professional by May 31st of the first school year. Oral health assessments that had occurred within the 12 months prior to school entry also meet the law's requirements.

If you have family members or friends with children who are ready to enter California schools now, and if you have questions or want more information about this new law, please contact our office.

If your child is entering school for the first time and you want to schedule an appointment, please call our office.

Our doctors and staff are solidly supporting this effort. That's because it is a good idea to establish as early as possible the vital importance of oral health not only to the mouth and teeth, but also to the health of a person's entire well-being. We believe that this formal effort will focus attention on a part of the child's education that has been under-emphasized, if not neglected, by the California school system.

Spring Is In The Air!!!

How Sweet Is The American Sweet Tooth?

The average consumption of sweeteners such as sugar, fruit syrups, and corn syrup in the USA is now about 150 pound per person per year. The average 12-ounce can of soda contains about 10 teaspoons of sugar, almost a teaspoon of sugar per ounce.

Given the fact that many people avoid sweets, one could guess that people who have a "sweet tooth" may therefore consume hundreds of pounds of sweets annually. One may avoid high consumption of natural sweeteners by using artificial



sweeteners. Some of the popular artificial sweeteners may be six times more sweet than sugar.

Sugar feeds oral bacteria which cause dental disease, mainly tooth decay. Next to the common cold, dental disease is the most widespread infectious disease in the world.

We Offer A Full Range Of Services Which Bring Your Oral Health Goals Into Reach.

Preventive Dental Care, Regular Cleanings, Periodontal Scaling, Examinations, X-rays, And Dental Sealants Save Your Gums And Teeth.

Preventive dentistry is the key to keeping your teeth for a lifetime. Preventing problems early, you save money, time, pain, and discomfort in the long run. Our Registered Dental Hygienists are dedicated to providing you with the most comprehensive cleaning available. What's more, they are happy to answer any questions. They're available five days a week, with convenient morning and evening hours.

Restorative Dentistry: Fillings, Root Canal Therapy, Crowns, Bridges, Partials, And Dentures

Eliminating decay, repairing cracked teeth, treating abscesses, and replacing missing teeth are essential to a balanced, properly-functioning bite and proper chewing. Restoring natural tooth structure prevents the excessive stresses on the other teeth that can cause more problems.

Cosmetic Dentistry: Bonding, Bleaching, Laminate Veneers, Ceramic Crowns (Natural-looking) And Tooth-colored Fillings.

New techniques and materials help eliminate discoloration, fill in spaces between teeth, repair chipped teeth, and improve the shape of a tooth.

You can be truly happy and confident about the appearance of your smile. No more embarrassing stares from others is what patients say means the most to them.

Emergency Care: Twenty-four Hours A Day. Our Doctors Are Available When Our Office Is Closed.

If you are a patient of record at our office, you don't need to be in pain or discomfort for long. The sooner we take care of the pain, the sooner you get back on schedule.

We Work Hard To Satisfy Our Patients. Call Us Today! Don't Miss Out On The Many Benefits Of Good Oral Health For You And For Your Loved Ones!

You are treated in a friendly, cordial manner by an empathetic, knowledgeable staff member. We use state-of-art equipment and techniques. We have convenient hours to fit your schedule. Satisfied patients are our most important asset.



Starting out the new year, people take inventory of their life situations and make resolutions to make some changes and forge ahead in new directions.

It's that time of year when we set new goals and dust off some of our dreams and hopes. It's a time of year when many people resolve to do better, be better, look better, feel better, and get more enjoyment out of life.

Yet, after it is all said and done, it's not the big leaps or high and mighty resolutions by which we reach life goals, but the little daily steps we take which do lead to reaching our personal objectives and family goals. Resolutions and good intentions are one thing; making them work requires more than wishful thinking.

Good oral health means better-looking smiles and better bites—better fitting teeth that work together in good harmony. Plus, good oral health means freedom from diseases, especially gum disease, cavities, and oral cancers.

Good oral health means a well-lubricated mouth with ample saliva that keeps the lips and mouth tissues moist and free from excessive dryness regardless of the weather conditions.

What's more, good oral health results from effective preventive steps each person needs to take to avoid serious diseases such as oral cancers.

Finally, good oral health comes from making a realistic assessment of your dental health status, setting realistic goals and formulating a simple, economical, and achievable plan of action. We can help you with all of these.

Start The New Year Right: How Pleasing Is Your Smile?

Do you like the color of your teeth? Are your teeth free of unattractive spaces, cracks, or chips? Are your front teeth straight and even? Are your two middle upper-front teeth slightly longer than adjacent teeth?

Are your teeth stained or discolored? Do your tooth fillings match the color of your other teeth? Do your back teeth have unsightly fillings? Do you withhold smiling because it makes you embarrassed or uncomfortable?

Studies say that 50% of adult Americans are not pleased with the appearance of their smiles. When Americans who are concerned about their health and their appearance are asked to put a price tag on the look, the feel, and the conditions of their mouths they report in surveys that healthy teeth and gums and the pleasing appearance of their smile is "worth millions."

The good news is that achieving a pleasant, winning smile is also economical. Unattractive teeth which are badly discolored, cracked, chipped, and stained can be effectively treated and given new life.

Start The New Year Right: How Healthy Are Your Gums?

Are your gums swollen or puffy? Do your gums bleed when you floss or brush? Do the tissues of your mouth become tender despite the type of food you eat? Do your teeth and gums seem sensitive or sore? Do you have bad breath no matter what you eat? Are the tips of your gums or the other tissues of your mouth a color other than pink?

Have your gums pulled back from your teeth, making your teeth appear larger than they were? Have the spaces between your teeth become bigger? Do any of your teeth feel loose?

Has the way you bite down when you close your mouth changed? Are you "favoring" either side of your mouth when you chew your food? Do your teeth feel like they don't fit together like they used to when you close your mouth?

Start The New Year Right: How's Your Breath? Bad Breath Can Damage Your Social Life, Your Career, Even Your Sex Life. Yet, Not Even Your Best Friends Will Tell You About Your Bad Breath.

Halitosis is the official name for bad breath, and it has been a problem for a long time. Ancient Greeks called it "fetid oris," short for rotten mouth. Bad breath is not a topic with which everyone is



comfortable. Yet, judging from the national sales of breath freshening products, many Americans are fighting bad breath. Surprisingly, Americans spend each year more than \$1 billion on products to cover up or eliminate bad breath.

Studies report that between 25% and 65% of Americans suffer from bad breath. Although bad breath is a trivial problem for many, for some people offensive mouth odors mean serious medical problems.

Fortunately, about 85% of Americans who have bad breath have foul-smelling breath simply because of the foods they eat. Foods that cause bad breath, such as garlic, yield strong-smelling substances which pass into the blood stream and eventually come out of the lungs. The result is bad breath. A simple change in diet can reduce or eliminate this first, most common, type of bad breath.

The second source of bad breath results from food particles which get stuck between the teeth or dead tissue cells that normally come off the tissue lining of the oral cavity. The normal bacteria in the oral cavity feed on the food particles and the cells and produce a sulfur-containing gas which smells bad. In fact, the gas smells like rotten eggs.

Today, there is good news for people with this type of bad breath. Our doctors can prescribe a new prescription mouthwash to counteract the foul-smelling "volatile sulfur" chemicals which cause this type of bad breath. Ask our doctors about this new remedy to a very old, normal, yet embarrassing problem.

Keep in mind that for 15% of people, bad breath is a warning sign of serious medical problems. If you are concerned about lingering bad breath, it's time to get the facts and take action. Contact our office and visit with our dental team to determine the cause of persistent bad breath.

Check Out Our Website! Go To: <http://drscassatandliberto.com>

Other e-mail addresses you will need: Wendy, our treatment coordinator, at:

tx-coordinator@sbcglobal.net and our insurance coordinator, at: ins-coordinator@sbcglobal.net

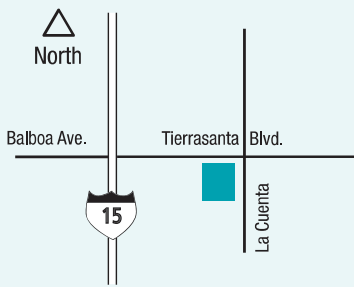


D. Douglas Cassat, DDS, APC
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Available for Emergencies

Office Hours

Monday 8:00 am - 5:00 pm
Tuesday 8:00 am - 5:00 pm
Wednesday 8:00 am - 6:00 pm
Thursday 8:30 am - 5:30 pm
Friday 7:30 am - 3:00 pm



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Is Your Mouth Always Dry Or Is It Moist And Supple?

Dry mouth is a condition that is known as xerostomia. The condition results from reduced saliva flow. Dry mouth is a common, highly prevalent condition affecting millions of Americans. Adequate, free-flowing saliva is vital for normal tasting, swallowing, speech, sleeping, and digestion.

More than keeping the mouth well-lubricated, saliva also helps protect against tooth decay. Healthy saliva also protects a person from bacterial, fungal, and viral infections.

Many common medications cause dry mouth. If fact, medications are believed to cause more than 90% of dry mouth problems. These medications reduce the flow of saliva in the mouth.

The list of medications that cause dry mouth includes anti-histamines, anti-depressants, anti-psychotics, anti-hypertensive (blood pressure) medication, anti-inflammatories (aspirin), diuretics (water pills), sedatives, and narcotics (morphine, etc). There are about 400 prescription and non-prescription medications that can cause dry mouth.

Immune system disorders may cause dry mouth. Other conditions that may cause dry mouth include diabetes, lupus, kidney disease, stress, anxiety, depression, and nutritional deficiencies. Head and neck trauma from wounds or surgery can damage the nerves that regulate saliva flow in the mouth.

Cancer treatments can also cause dry mouth. Chemotherapy and radiation treatments in the head and neck region can permanently damage salivary glands and reduce, or halt, saliva flow in the mouth.

Fortunately, there are a variety of methods of managing dry mouth. Contact our office to

learn more about dry mouth and what can be done to alleviate this annoying problem.

Starting The New Year Right Brings Real Relief From Oral Pain And Misery And Unnecessary, Avoidable Family Expenses Now And In The Future.

Innocent neglect of dental health can bring pain, discomfort, disappointment, and the threat of common disease. What is worse, a little neglect can expose us to the threat of life-threatening disease, such as oral cancer and heart disease, just to name two.

Simple neglect of dental problems results in a poor-fitting bite. A poor-fitting bite results in teeth that just don't work right when a person chews. Poor fitting teeth are not only painful, they detract from the enjoyment of eating.

Plus, poor fitting teeth may result in difficulty when speaking. Simple neglect, given enough time, also means a smile that gets the wrong kind of stares—a smile that's unattractive and embarrassing.

The good news is that these predicaments can be entirely avoided by simple measures. Plus today, with all the advancements of modern dentistry, even the worst dental problems can be corrected or improved significantly.

Finally, simple neglect can result in grave consequences when tell-tale signs of oral cancer are not recognized or are ignored.

All of the foregoing are good reasons to build a sensible, achievable personal dental and oral health program.

And that's why it's important to establish a sensible oral health program for oneself and one's family as early in the new year as possible. That way you can take the little steps which are necessary to ensure good dental health for the rest of the year...and the decade!