



Dr. Kent Jackson's
SMILE · PERFECTION
 • NEWSLETTER •

Winter 2010

Don't Wait!

Tooth fitness... the anatomy of healthy teeth and gums

Not only is gum disease treatable with early detection, it is preventable ... but the choice is yours! A first step in prevention is to understand the anatomy of a healthy mouth.

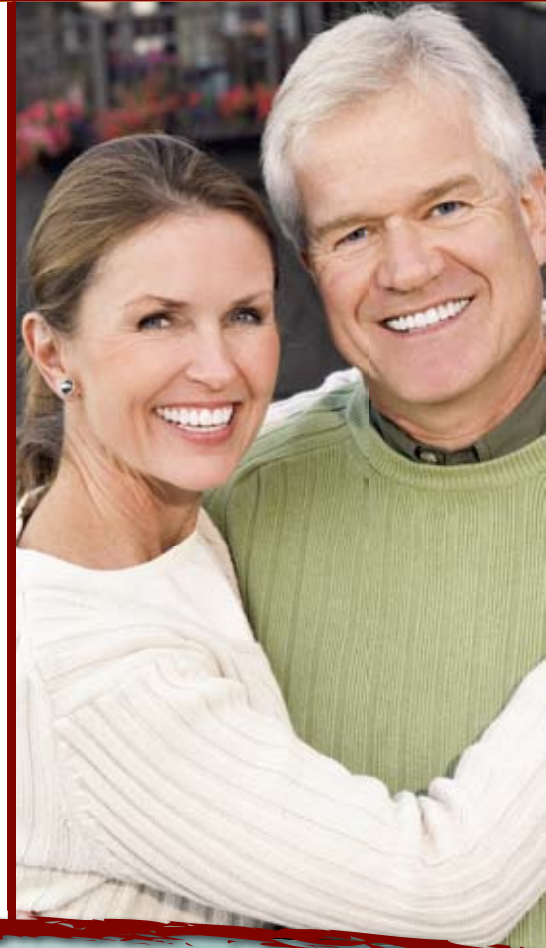
Each tooth has roots and a crown shielded by protective enamel. Blood vessels and nerves called pulp distribute nutrients to the tooth through a root canal. The tooth is held snugly in its socket by roots anchored in gums and surrounded by periodontal ligament which secures the root to the bone. This ligament also helps to protect the jawbone from the forces of biting and chewing. Without it your teeth would fall out!

The gums wrap around and protect the bone that surrounds the tooth preventing food and germs from reaching the ligament, roots and the especially vulnerable underlying bone.

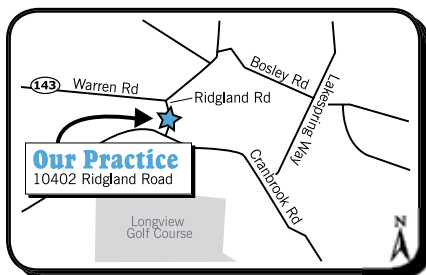
A small drop of saliva can be home to 100 million germs. In a diseased mouth, that number would be closer to billions! These germs, combined with saliva and debris, form a sticky, nearly invisible layer called plaque. Without proper care, the bacteria will go below the edge of the gums and invade the deeper supporting tissues. If left untreated, this gum disease can result in tooth loss.



With early detection in the dental office, professional care and treatment, and proper home care, you can save thousands of dollars in costly repairs and avoid losing your teeth!



*We're in your
 neighborhood!*



Call Today!
(410) 667-4222

Dr. Kent Jackson
 10402 Ridgland Road
 Cockeysville, MD 21030-2796

Office Hours
 Monday 9:00 am – 6:00 pm
 Tuesday 9:00 am – 6:00 pm
 Wednesday 9:00 am – 6:00 pm
 Thursday 9:00 am – 6:00 pm
 Friday closed

Email mdtoothdoc@verizon.net
Web site www.kentjacksondds.com

Our Services Include:

- Cosmetic & family dentistry
- Tooth whitening
- Cosmetic veneers
- Tooth-colored fillings
- Dental implants
- Gum treatment
- Children of all ages welcome
- Relaxing & friendly environment
- Most insurance plans accepted
- Visa, MasterCard, Discover Network, cash, and checks welcome
- Financing available

**FREE whitening with any
 Invisalign® case**

Have A Chili Pepper Day!

Endorphins rule

According to experts, *capsaicin*, the active ingredient that gives hot peppers their kick, could someday hold the key to a local dental anaesthetic that works without the sensation of numbness. That's something everyone is looking forward to – even though you can trust the painkillers we use to be completely effective!

Chili peppers are interesting for another feel-good reason. They release endorphins, nature's pain killers and mood boosters. Endorphins can benefit our immune system, create euphoria, remove superoxides that cause disease and ageing, and lower blood pressure.

We're not suggesting that you eat a chili pepper before every dental visit, but we do like to see you happy, relaxed... and producing endorphins.

How else can you get a natural endorphin high? Try exercise and laughter to keep that smile on your face!

Your Blossoming Smile

Reveal your most confident self



Have you been enduring the embarrassment of missing teeth, a too-gummy smile, or receding gums? With the help of modern periodontal dentistry techniques, we can eliminate many of these barriers to self-esteem. You'll look so natural that your friends won't notice what's changed ... just how much better you look!

Most people know that cosmetic dentistry means taking care of teeth, but creating an esthetically pleasing smile also involves your gums. Pink healthy gums and a subtle change like **gum recontouring** can dramatically improve the appearance of your smile as well as the proportions of your face.

Esthetic crown lengthening is used by dentists to reveal the beautiful tooth structure hidden beneath too much gum tissue so that teeth no longer look too short or of different lengths.

The opposite problem, recession of the gums away from the teeth, whether caused by gum disease or by too-strenuous brushing, creates sensitivity, exposes the roots to cavity-causing bacteria, and can add years to your age. Dentists can use **soft tissue repair and regeneration** procedures depending on your needs.

If your smile is suffering because of missing teeth, implants may be the answer. People are discovering that **dental implants** look very natural and feel secure, allowing patients to speak clearly and eat easily. And because they help prevent bone loss, implants can help maintain a more youthful appearance.

Bring the bloom back – re-invent your smile!

PUBLIC ENEMY NO. 1?

Gum disease, the number-one reason for unnecessary tooth loss in adults, is a shifty silent enemy that can infiltrate so slowly that you don't even notice it at first. It is an inflammatory infection caused by bacterial plaque, a sticky colorless film that constantly forms on the teeth and gums. If you don't brush and floss daily, it can harden into an unattractive yellowish substance called tartar or calculus *which can only be removed by a dental professional.*

Gum disease has been linked to life-threatening illnesses like heart disease and stroke, diabetes, and cancers, as well as to complications of pregnancy. If you have any of the following 5 symptoms dentistry can help...

Gums that bleed, even slightly, when you brush or floss your teeth.

Persistent bad breath, or a constant bad taste in your mouth.

Swollen or tender gums, or gums that appear redder than usual.

Gums that appear to have pulled away or are receding from your teeth.

Teeth that are loose, or seem to be changing position.

It's worth taking notice. Gum disease can be reversed in its earliest stages, or controlled with an early diagnosis and a consistent routine of professional and home care. So please make sure you have regular checkups and pay special attention to the health of your gums, even if you're symptom – and cavity – free. We welcome new patients!

Save yourself from a silent intruder



And The Winner Is ... You! Thanks, Babe!

Sports icon Babe Ruth was a humanitarian and pioneer in early cancer research. Suffering from a rare form of oral cancer, Ruth participated in a risky and experimental drug trial without promise of success. Thanks to volunteers like Ruth and the work of dedicated scientists, you can benefit from decades of accumulated knowledge about oral cancer...

42,000

new diagnoses of oral cancers and throat cancers annually

75%

head and neck cancers begin in the mouth

3

most common risk factors: tobacco, alcohol, & especially both together

25%

of oral cancers appear in non-smokers who have no other risk factors

60%

tongue cancer increase in adults younger than 40 years

80%

of diagnosed patients will survive with early diagnosis

5

number of minutes to receive a comprehensive oral cancer examination that could save your life

Which One Do You Use?

About avoidance

If you're one of the millions of North Americans who suffer from dental anxiety, you probably already understand intellectually that many of your fears are groundless ... but you avoid dental visits anyway.

Do any of these excuses for delaying treatment or canceling appointments sound like you?

- "Nobody can see my missing tooth if I don't laugh or smile."
- "It's ugly but it doesn't hurt."
- "I don't have time."

■ "I can chew fine with only one side of my mouth."

Take the first step and pick up the phone. Your dental team can help consult with you to develop your best treatment strategy, provide you with distractions, use technology to minimize discomfort, and offer sedation.

You may never need to delay necessary treatment until you have a serious problem and your appearance is affected, again!

Nobody Knows...

...your smile better than you!

And if you're like most, it's probably that you've wished you could improve your smile in one way or another. We want you to know that we have a solution for every smile.

Simply identify the techniques you would like to talk about...

- whitening
- veneers
- periodontal (gum) health
- crown & bridge
- orthodontics
- or anything else...

...and give us a call! In no time, your smile can be more beautiful than it already is!

COMPLIMENTARY COSMETIC CONSULTATION

Tell us what you'd like to see when you smile into the mirror.

Includes: Smile analysis, consultation, & treatment plan!

Offer ends: March 31, 2010

WHITENING SPECIAL!

**\$100 OFF whitening after
initial consultation.**

**Complimentary whitening
with Invisalign®**

Offer ends: March 31, 2010

**Call Today!
(410) 667-4222**



Dr. Kent Jackson
10402 Ridgland Road
Cockeysville, MD 21030-2796

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Neighbor, Make A Difference!

You can do it!

About half the North American population avoids regular dental care, and 30-40 million people never go to the dentist because they don't understand how today's dentistry is different from years past.

Did you know that dentistry can help you smile more? It may...

...improve your smile power ... encourage you to socialize with confidence ... make you look younger ... help you speak more clearly ... help you to eat with ease...

Dentistry has something to offer all generations. Did you know that...

- whitening can give you a bright, attractive smile?
- non-surgical cosmetic treatments including whitening, re-contouring, bonding, and veneers are among the most popular choices of your peers?
- healthy gums and fresh breath are attainable with regular dental checkups and proper home care?
- comfortable dental appliances for tooth replacement are a reality?

We can tell you how...

- oral health is directly linked to your overall health;
- the three-minute flossing habit may help you live longer;
- regular dental checkups may help you and your family achieve a lifetime of healthy smiles.

Please give us a call at (410) 667-4222 for a **FREE** consultation to discuss what we can do for you!

Thank you!

Dr. Kent Jackson

P.S. If you'd like to visit our practice, please schedule a **FREE** consultation. We'll be happy to answer any questions you have. **No charge. No obligation.** Simply call us to set up your free consultation.



Mixed Sources
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