



Dr. Kent Jackson's

SMILE • PERFECTION

• NEWSLETTER •

Produced to improve your dental health and awareness

Fall 2010

fromthedentist

Referral Rewards

Everyone benefits!

They're here
... our brand
new Welcome



Aboard referral cards with a wonderful reward for you and your friend! When we receive this card at your friend's first appointment, **you will receive a \$25 Target® gift card.** We hope you will appreciate the gift card even half as much as we appreciate you. Bringing your family to our practice keeps us busy and progressive. Sending patients to us helps keep our practice growing. And just because they know you, any patients you refer will get an added bonus! **We're offering a Get Acquainted Special:** A free consultation and \$100 off any whitening treatment!

When your referral presents the enclosed card to us, we'll definitely ask them your name because we want to know who to thank for one of the best compliments we could ever receive!

Yours in good dental health,

Dr. Kent Jackson & Team

turnthepage

Save money ... and your sanity!

5 harmful habits. Are *you* guilty?

Work out the green way!

Good Gums And Health

Oral health helps with overall health

As if good teeth are not a sufficient reason to keep your gums and mouth in peak condition, your overall good health is ample motivation.

Gum disease - gingivitis - commonly caused by inadequate brushing and flossing, and lack of regular professional cleaning, is present in about 90% of the population; that in turn leads to more serious periodontal disease, which causes or exacerbates other bodily health issues, including holistic well-being.

Conditions caused directly by gingivitis and periodontal disease include: bad breath, gum abscesses, tooth loss, digestive disorders, and oral pain. Plus it results in greater health care costs to you. Prevention is better than the cure!

Because the micro-organisms and bacteria in your mouth travel into your bloodstream, your mouth becomes the gateway to your overall health. For example, there is a labor-inducing fluid in oral bacteria that is proven to cause premature and low-weight births. In diabetics, who are more susceptible to various other diseases, studies show that regular professional dental cleaning helps control their blood sugar levels.

Most of the oral bacteria that enter the bloodstream are harmless, but in a weakened heart or compromised immune system, opportunistic bacteria increase the risk of stroke or heart attack. Periodontal disease can also worsen respiratory problems and complicate osteoporosis.

Be sure to brush at least twice a day and floss daily, but there is no substitute for regular professional cleaning to prevent gum disease. Call today!



Welcoming New And Existing Patients!

The Game's Afoot Go green & have fun!

Green gyms are in, and it's a growing movement. Traditional gyms use a lot of electricity, and increasingly providers are looking at how they can become more energy-efficient. In the meantime, consider working out on your gym's self-powered equipment instead of the energy-hogging ones.

Another way to reduce your eco footprint is by being more active outside in every season...

- | | |
|---|--|
| <input type="checkbox"/> Garden | <input type="checkbox"/> Play tennis |
| <input type="checkbox"/> Use a push mower | <input type="checkbox"/> Swim |
| <input type="checkbox"/> Canoe or sail | <input type="checkbox"/> Snowshoe or ski |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Run |
| <input type="checkbox"/> Bike | <input type="checkbox"/> Hike |

And what about this? By participating in conservation activities like trail building, you can stay fit, connect with the environment, and help your community.



Whitening & Veneers



Fast Track – Fast Results ▶

There are some claims you can believe in

When an employer or prospective client has to make a choice and all else is equal, your appearance and grooming could make or break your chances. So it's only reasonable that you want to look your best. It's good to know that while many products promise more than they can deliver, you can count on cosmetic dentistry to give you long-lasting results you'll be proud of.

We'll be happy to talk to you about affordable non-surgical treatments like whitening, recontouring, bonding, and veneers that can literally transform

your smile, often within only one or two visits.

- **Whiten your smile** by as many as eight shades with safe reliable dentist-supervised teeth whitening.

- **Brighten your smile** with enamel-colored fillings to replace older metal and stained white fillings.

- **Re-shape teeth, close spaces between teeth, repair chips and fractures, and strengthen teeth** where enamel has been lost with bonding or beautiful translucent hand-crafted porcelain veneers.

Cosmetic dentistry means more

than camouflaging smile flaws. Sure, permanent **dental implants** that replace lost teeth will keep you looking good, but they also prevent tilting and shifting teeth that will both alter your bite and your ability to speak, eat, and chew. **Gum recontouring** can restore balance and symmetry to a too-gummy smile or uneven gumline that detracts from otherwise healthy beautiful teeth.

In the competitive world of business where opinions are formed in only seconds, we're proud that we can help you feel self-confident – and confident in us.

Pregnancy Perio Risk

Oral health could affect you & your baby

For some time, advanced gum disease, called *periodontitis*, has been linked to complications of pregnancy including premature birth, low birth-weight, toxemia, and gestational diabetes. Research has strengthened this association by showing that gestational diabetes appears in women with gum disease – even if they don't smoke or drink. Gestational diabetes usually disappears once the baby is born, but it places you at a greater risk of developing Type 2 diabetes later on.

So how to prevent gum disease? The best prevention is regular dental care and thorough daily brushing and flossing to remove the buildup of plaque, the natural biofilm that is always present in your mouth.

Pregnancy is a time of hormonal fluctuations that can alter the bacterial and acidic balance in your mouth and leave you a little more susceptible to gum disease. That's why, during your pregnancy, we may suggest more frequent follow-up than you're used to. Yet everyone at every age needs to maintain their oral health because gum disease has also been linked to cardiovascular diseases, osteoarthritis, kidney disease, cancers, respiratory diseases, and diabetes in the general population.

No matter what your stage of life, don't wait until you see symptoms of inflammation including redness, puffiness, or bleeding gums. Even if you think you are problem-free, don't skip your recall visits.

We screen for gum disease at every visit ...because we like to see you smiling.



Just Lose Five

Drop these now...

Using tools on teeth

Ouch. Knives, forks, keys – our inventiveness is legend. You risk damaging teeth and gums! Carry dental floss instead.

Using teeth as tools

Tearing food packets, prying off container lids and bottle caps, and chewing pens and pencils can lead to cuts, damaged jaw joints, or chipped and broken teeth.

Using tobacco products

Smoking cigarettes and cigars, or chewing smokeless tobacco, can lead to oral cancer as well as gum disease, tooth loss, and unattractive staining.

Indulging your sweet tooth

Too many sugary soft drinks, acidic power drinks, candies, and other sweet treats are well-known culprits.

Avoiding routines

Don't skip brushing and flossing your teeth or your regular dental visits. Avoid costly dental bills instead by preventing tooth decay and gum disease with excellent home care. You'll also be keeping your breath fresh and your smile white and appealing.

Easy On You

Easy on your wallet

Here are some budget-friendly ways to de-stress:

Picnic in the park. Relax, dress casually, and don't worry about which fork to use. Take a simple pre-prepared meal with you.

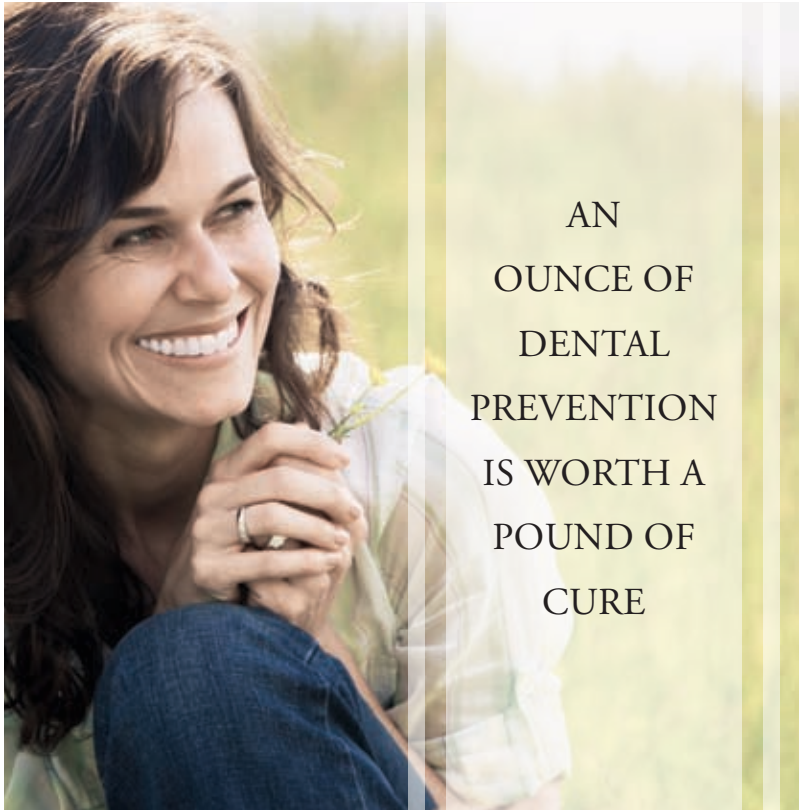
Dine at home. Have a special family meal. Let everybody pitch in. It's fun to share the cooking (and cleaning!), and even little ones can help.

Step back. Back in the day, a leisurely car ride to the countryside or a long meandering walk through the neighborhood were simple and affordable ways to stay tuned to nature, community, and family.

Create a home spa. Alone, or with friends and family at your "spa," create a custom facial, manicure, and pedicure. Raiding your fridge and cupboards for natural spa ingredients just adds to the fun.

YOUR TO-DO LIST

Ensure dental care is on it!



AN
OUNCE OF
DENTAL
PREVENTION
IS WORTH A
POUND OF
CURE

It makes sense to change the batteries in your smoke detectors every time you switch from daylight savings to standard time. Twice a year, like clockwork. And it makes sense to use a similar system to remind you that it's time for regular dental maintenance. By writing a reminder in your appointment book or on your calendar, or synchronizing it with changing clocks, you can be sure your dental health stays right on track!

Once synchronized, it's always convenient to book your next appointment right there at the dentist's office; but who can be certain to remember their schedule in six months? So, using a reminder tool is the best trick! Book well in advance to ensure you get the appointment slot you prefer.

Like all health care, an ounce of dental prevention is worth a pound of cure... Preventive dentistry and routine maintenance help stave off the development of problems like gingivitis, the alignment of restorative work, and the growth of caries, and reduce the chance of needing more costly emergency treatment later. And the more regularly you visit your dentist's office, the more comfortable you'll be with dental treatment in general, and your dental practitioners in particular!

Pro-active thinking makes for smooth planning, ensuring that regular dentist visits are part of your good health routine. It's as important as brushing and flossing twice a day!

office information

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



Office Hours

Monday	9:00 am	–	6:00 pm
Tuesday	9:00 am	–	5:00 pm
Wednesday	9:00 am	–	5:00 pm
Thursday	9:00 am	–	6:00 pm
Friday			closed

Contact Information

Office	(410) 667-4222
Fax	(410) 667-4494
Email	mdtoothdoc@verizon.net
Web site	www.kentjacksondds.com

*Welcoming New And
Existing Patients!*

Financing Available

CASH



Don't Fall Behind!

Use your benefits

We know that by now, you understand that any advice we give to you is out of genuine concern for your well-being. Whether we recommend a treatment plan, suggest a lifestyle change, or encourage you to use up your annual insurance benefits, our sole motive is to help you achieve optimal oral health.

As we get further into the year, time starts to run out for you to make the most of your insurance before it expires on December 31st. We will start to remind you more often as the days pass, but only because we don't want you to lose valuable benefits which won't carry over to next year.

Please take a moment to check your remaining insurance benefits ... then book an appointment to make the most of them!

Forget About Braces...

With Invisalign®

We're very excited to introduce you to Invisalign®, a revolutionary orthodontic technique that has improved the smiles of thousands of patients. Invisalign uses a series of clear, removable aligners to gradually straighten teeth. The aligners are comfortable, and because they're made with medical-grade plastic, they're virtually invisible. No more metal mouth means you'll smile more during treatment, and you'll spend less time in our office having adjustments! Because the aligners are removable, daily brushing and flossing are not affected in any way, and you can eat anything you fancy!

