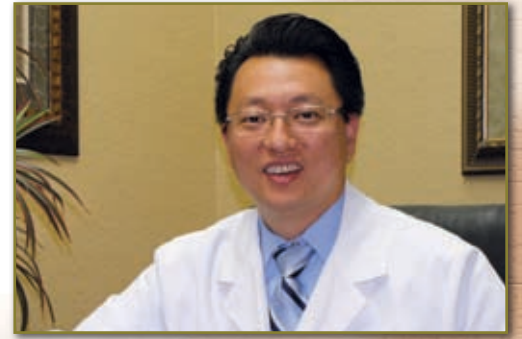


Dr. Park's SMILE · UPDATE

• NEWSLETTER •



Produced to improve your dental health and awareness

Fall 2010

fromthedentist

Getting It Done!

Fall's the time

There's a saying that if you want something done, ask a busy person... but ask them in the fall! Everyone seems to get more efficient once we renew our routines come autumn. All the things that were put aside during summer become priorities.

As you create your to-do list, please remember to add "book dental appointments." A checkup after a summer of sports drinks and icy treats and interrupted home care is a must, particularly for children. And when sports season gears up, we always recommend custom-fitted mouthguards. They are much more effective than off-the-shelf products. Thinking about Thanksgiving and Christmas? Now's the time to book your teeth whitening appointment. Please be sure to check off your dental to-do list! It's the best way to ensure your oral health and your beautiful smile!

Regards,

Dr. Ritchie Park

turnthepage

Let your smile speak for itself!

Don't whine over your wine!

Bad breath? Busted again!

Unusual Suspects

Which of these is your biggest risk?

I came across a statistic recently that reminded me how small things can make a big difference. Nail biting, something that about 30% of adults and 45% of teens do, can cause serious damage to teeth and cost up to \$4,000 in dental bills over your lifetime. Stopping the habit is easier said than done and won't repair the harm. This is only one example of why it's so important to let us help you with prevention and maintenance.

Whether a nail-biter or not, unwary patients sometimes delay checkups, not realizing that with every day that passes, oral health could be compromised...

- Letting your home care routines slip or using the wrong tools can lead to wounds, cavities, and gum disease which can appear silently and lead to tooth loss and other complications.
- Medications can contribute to dry mouth and increase your risk of cavities. For example, many people are routinely taking analgesics, anti-hypertensives, and antidepressants.
- Ignoring your pain or discomfort whether caused by cavities, bite problems, or even damaged fillings or restorations can lead to more complicated and expensive dental work.

Please call us at (909) 396-4435 and find out about non-invasive very-affordable solutions. We will be happy to develop a personal customized treatment and prevention plan to improve your appearance and oral health.



A healthy smile will last a lifetime!



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.

Porcelain Veneers

The technique of choice for front teeth

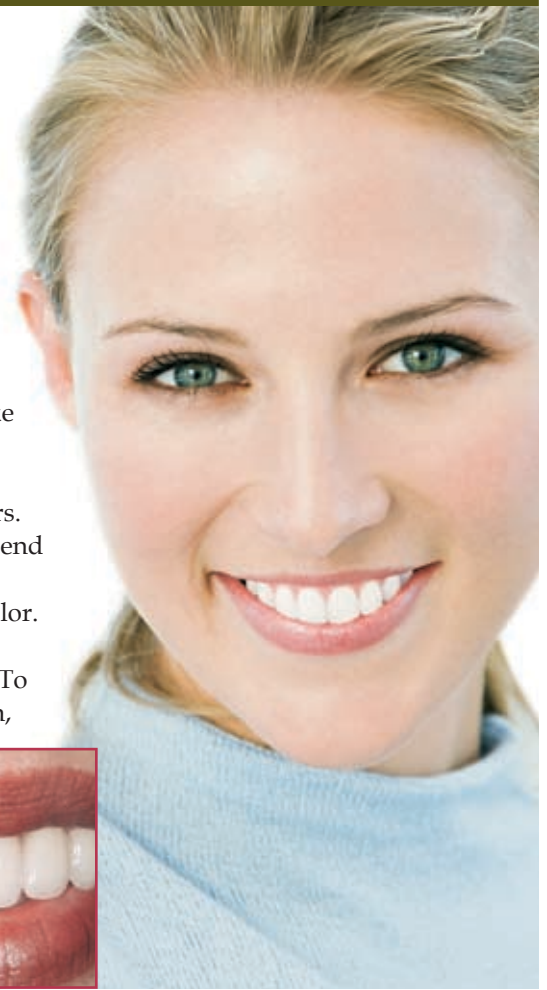
New techniques in cosmetic dentistry are making it so convenient and attractive to spruce up your smile. For centuries, porcelain has been used by artists, and in the last few years, porcelain veneers – ultra-thin, translucent shells – have become the technique of choice for treating discolored, chipped, or stained front teeth. Veneers bond tenaciously to your teeth, and can be successfully prepared and applied in just two or three appointments.

Your first appointment is devoted to diagnosis and treatment planning. Take an active role in designing your new smile! You need to know what porcelain veneers can and cannot do for your specific condition.

At your second appointment we prepare your teeth for the porcelain veneers. We lightly buff their surface, and then we take an impression of the teeth and send it to a laboratory for the fabrication of the veneers.

When they are ready, we place them temporarily to examine their fit and color. You can check out the esthetic results. By changing the color of the cement, we can get the exact match you want. Once cemented, the color cannot be altered. To apply the veneer, the cement is sandwiched between the veneer and your tooth, and a beam of light initiates the catalyst to harden the cement.

If you think veneers would help you to smile more, please call us for a consultation. You'll love your new great grin!



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DISCOVER NETWORK

YOUR REFERRALS...

Are important!

These times of extraordinary change inspire creativity, challenge, progress, and positive interactions with important people in our lives. They require a commitment to imagining the possibilities, rolling up our sleeves, and making a difference in the workplace, in our community, and with our families.

In our practice family, you make the difference, and we'll keep rolling up our sleeves to earn your ongoing loyalty and trust. Every time you refer us to the important people in your life, you help our practice grow and progress – making all the difference!

Your trust and confidence are so important to us that we're introducing our new *Referral Reward Program*. Please use the enclosed referral cards with our thanks!

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!

