

Dear Friends:

*Happy New Year! Another page on the calendar is turned. We are very excited about starting a new year and a new decade. The start of anything new is a good opportunity to refocus and set new goals. Our most important goal, that we will continue with in the new year, is to make sure you are given the best possible dental care available. In doing that we work hard to make sure you understand any diagnosis and the solutions available. Their have been some incredible advancements in the dental field, especially in the areas of Cosmetic Dentistry, Implant Dentistry, Gum therapy, and teeth whitening. If you have any concerns or simply curious about any of these topics, feel free to ask one of us anything.*

*Another important goal for us this year is to improve our method of communication with you. We are going to be moving toward an electronic approach. We believe using email and text message will be faster, more reliable, more effective, and cleaner. In order to encourage you to participate in this new approach we are raffling off an IPOD (See Inside). Come by the office and fill out the form with your email address and the winner will be notified via email.*

*May 2010 Bring you all you wish!!*

NVD

Dr. J.E. Martinez  
2574 Hamner Ave  
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**NORCO VALLEY DENTAL**

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## **NVD NEWSLETTER**

**Winter 2010**

**[www.NORCOVALLEYDENTAL.com](http://www.NORCOVALLEYDENTAL.com)**

**951-817-1166**

# Doctor's Word

## Ask Dr. Martinez

How much bleeding is normal when I brush?

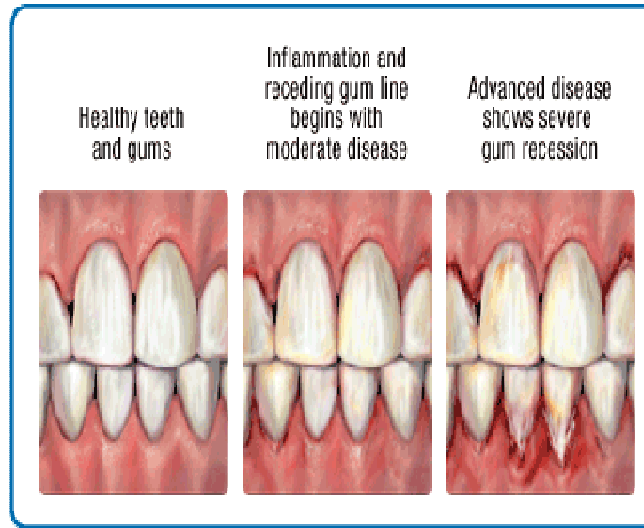
B.R. Corona

Dear BR,

Gum bleeding while brushing is always a matter of concern with respect to gum disease. Unless of course you have cut or harmed your gums by some other action. Usually bleeding is caused by the accumulation of plaque, which harbors an assortment of bacterial pathogens, and calculus or tartar. Tartar is the hard substance that also attaches itself to the surface of the tooth.

When the collection of plaque and bacteria extends under the gum level it causes irritation, discomfort, and disease. Indications of gum disease are redness, swelling and bleeding. See Image on next page.

To answer your question, my response is that no amount of gum bleeding is "normal". If you recognize an increase or noticeable amount of bleeding from your gums you should address the matter. By far the best way to avoid gum disease, is to stay current with your regular 6 month visits, where your teeth are cleaned and relieved of things like plaque and tartar.



## IPOD RAFFLE

From February 1, 2010 through April 30, 2010 we will be accepting entries into the IPOD raffle. Winner will receive a brand new 16MB IPOD Nano. Entries are available for head of household's only and one entry per family. You will need to provide your email and cell phone to participate in the raffle. Winners will be notified by email the week of May 4, 2010. Good Luck!!



## TURKEY WINNERS

Congratulations to the Labeta Family and Gimondo family. They were the lucky winners of our Thanksgiving Turkey Raffle.



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