

Dear Friends:

*Norco Valley Dental celebrated it's 2 year anniversary on April 7, 2009. Time sure flies when you are having fun as they say. Our staff and family has grown in the last 2 years and continue to grow. You may have noticed that our awesome dental assistant Rachel is expecting her first child. We are all very excited and happy for her. You also may have noticed that Dr. Martinez Jr. is growing up. If you are really lucky you be in the office when he escapes from his room and comes crawling into the waiting room. No worries though he is a trained professional.*

*The spring and summer will bring in a couple of our familiar events. Norco Valley Dental was a sponsor for the Horseweek and Rodeo events. You may have noticed our banner in the arena. In September we will be participating in the Norco Valley Fair again. We'll see you at the fair if not sooner.*

Dr. J.E. Martinez  
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**NORCO VALLEY DENTAL**

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## **NVD NEWSLETTER**

### **Spring/Summer 2009**

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

## **951-817-1166**

# Doctor's Word

## Ask Dr. Martinez

Dr. is it safe for me to go get my teeth whitening done at those kiosks at the mall?

L.E. in Mira Loma

Dear L.E.-

I have been receiving this question more and more lately. I advise everyone to allow only a licensed dentist or licensed dental assistant, under the supervision of a licensed dentist to do ANY kind of work in their mouth.

Even though the mall whitening kiosks are not currently breaking any laws, many states have taken action to shut down these operations and the American Dental Association as well as the California Dental Association are looking very closely at them. The Kiosks are usually franchise owned, so in many cases they are not administered by a dental professional. Usually there is a worker who is dressed up in medical garments to give the impression they are a trained dental professional. Since the workers are not licensed dentists they are not allowed to place their hands in the mouth of their customer so you may notice them explaining how to use and apply the product but not actually applying the product.

Also, it is very important to know the product being applied to your teeth as well as who is applying the product. The improper product or application can cause irreversible dam-

age to your teeth and incredible discomfort to your gums. This is because whitening product contain a level of hydrogen peroxide. The concentration of hydrogen peroxide is very important. A licensed dentist can determine the level of sensitivity of an individuals gums and their reaction to the hydrogen peroxide. Then the dentist makes the determination on the strength of the product to be used as well as if the patients need to have their gums protected during the whitening process.

The bottom line is that Professional teeth Whitening should always be done under the supervision of a DDS.

J.E. MARTINEZ DDS

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