

## DR. HAGSTROM'S A SHOP FOR SMILES

Check Out  
Dr. Hagstrom's  
Stimulus  
Package

Richard Hagstrom, D.D.S.  
8923 La Mesa Boulevard  
La Mesa, CA 91941

PRSRT STD  
U.S. Postage  
PAID  
York, PA  
Permit #357

A Shop for Smiles  
Richard Hagstrom, D.D.S.  
8923 La Mesa Boulevard  
La Mesa, CA 91941  
619-465-5252  
www.ashopforsmiles.com



\$200 OFF THIS FALL!

# A SHOP FOR SMILES

Visit A Shop For Smiles on Facebook

## Dr. Hagstrom's Stimulus Package

Now that full-fledged summer is finally upon us, we may all soon be looking for a break in summer's heat, but it's likely to last for a while longer. The same is true for the economy—though the occasional message shines through as positive, the outlook for the near future continues to be more of the same.

Dr. Hagstrom and his team have taken note of the weather and the economy by offering another economic stimulus package to our patients for the remainder of the summer, and like the warm weather, continuing into the fall season.

The economy and dental care are related—both need the occasional stimulus. You may remember first hearing about this idea last summer via Dr. Hagstrom and his staff. It was such a success that this fall we are hoping the idea will catch on. Here's how it works:

Last summer we sailed into uncharted waters, but now that we have a better idea of the shoals and reefs out there, we will once again pass on to you and all our patients a special economic package. The idea is to maintain your dental health by steering clear of those hidden problems that may surprise you when you least expect them. So, we are offering a \$200 incentive to be used for any and all dental care!

This special offer is in effect now through the end of October 2010!

Dr. Hagstrom and his team are happy to do their

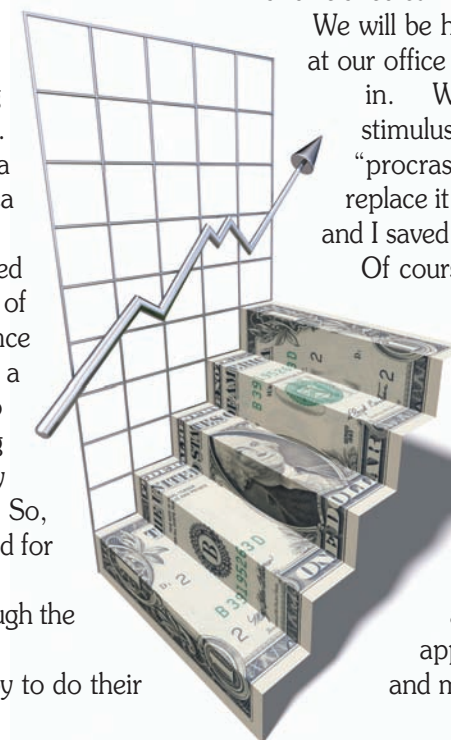
part to stimulate the economy while at the same time stimulating the health of your teeth and gums to be their healthiest. As the fall season approaches, it's time not only to prepare for school and work in every way, but to include bringing your dental health up to the highest standards.

Everyone knows the old saying, "better safe than sorry," and there is no better example than dental care. This is the time to take advantage of this special economic stimulus to catch up with everything you might have put off during the slow and relaxed summer months.

We will be happy to make room in our busy fall schedule at our office to accommodate everyone who wants to join in. We want you to be a part of this economic stimulus by encouraging you to delete the word "procrastination" from your summer vocabulary and replace it with "done," as in "I'm so glad I got it done—and I saved \$200!"

Of course, we're talking about those little things that add up—that loose filling, that twinge you feel on that back tooth when crunching down on some popcorn. It's time to bring your teeth and gums up to date for fall, and our way of encouraging you is by giving you \$200 off.

So, act now. This stimulus package will be over before you know it—you know how fast time flies once autumn activities have begun. Call us today to make an appointment. Together, let's help the economy and make your smile brighter at the same time.



## Gum Care And Toothbrush TLC

Many of us who are "middle-age-plus" grew up during a time when it was believed the stiffer the bristle the better the toothbrush! So, lots of us scrubbed our teeth for years and years with something just short of a wire brush. The result of that unintentional abuse may be premature gum recession—a condition where the gum tissue actually pulls-back from the tooth surface to avoid the continual irritation caused by overzealous brushing.

Today, we all know that you shouldn't use anything but a soft toothbrush—which you replace every four to six weeks. This ensures optimum cleaning efficiency and minimal tissue irritation. We all do know that by now, right?

As a result of hard-bristle irritation, and natural gumline recession that comes with age, the root surfaces in older adults become exposed and are vulnerable to decay. Root surface decay makes older adults as cavity-prone as younger age groups.

You can prevent, or at least minimize your susceptibility to root surface cavities by brushing thoroughly ... with a soft-bristle brush, remember ... and a fluoride toothpaste and flossing daily to clean between your teeth.

Also, if the root surfaces of your teeth are severely exposed, you might want to consider increasing your protection against decay by having them bonded with a tooth-colored composite resin. Feel free to ask us for details during your next visit. ❖

## Office Information

A Shop for Smiles  
Richard Hagstrom, DDS  
8923 La Mesa Blvd.  
La Mesa, CA 91941

## Office Hours

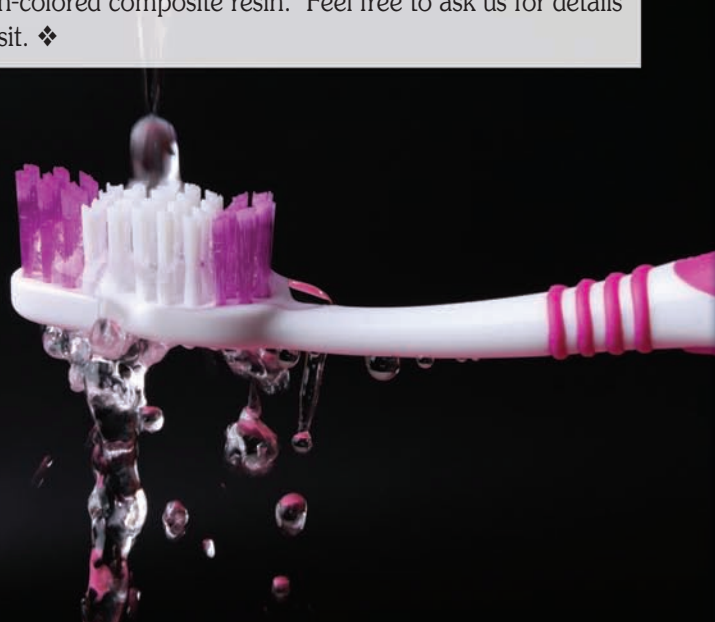
Monday 9:00 am – 5:00 pm  
Tuesday 7:00 am – 2:00 pm  
Wednesday 8:00 am – 5:00 pm  
Thursday 8:00 am – 5:00 pm

## Contact Information

Office 619-465-5252  
Fax 619-462-8222  
email: michelle@ashopforsmiles.com  
www.ashopforsmiles.com

## Team

Michelle Financial Coordinator  
Diana Registered Dental Hygienist  
Julie Registered Dental Assistant  
Claudia Registered Dental Assistant  
Lindsey Dental Assistant  
Patient Liaison  
Mary Financial Liaison



## Less “Nerve-Jangling” Dental Visits



### Teens & Teeth Tips For A Winning Smile

Teenagers are particularly susceptible to cavities, even when their parents have seen to it that they received regular fluoride treatments, and perhaps even sealants, when they were youngsters. Not only do teens seem to thrive on sugary and starchy foods, and occasionally skip a tooth brushing or two, many also have corrective orthodontic appliances that can trap food particles. Because it's difficult to thoroughly clean these teeth, there's a greater risk of getting decay.

Teens can prevent many cavities and dental problems by practicing these three tips:

1. Eat as balanced a diet as possible, and, whenever possible, rinse your mouth with clean water after eating.
2. Brush and floss at least twice a day.
3. Visit our office regularly for a thorough tooth cleaning and dental examination.

Developing good dental-care habits in the teen years could mean the difference between keeping or losing teeth later in life. ❖



**R**egular dental visits are essential for maintaining good dental health. Yet an estimated 35 million adults experience enough anxiety at the thought of an upcoming dental visit that they worry-themselves-sick about it. If you experience some degree of anxiety, here are some suggestions to help you relax before and during your visits.

1. Recognize your anxiety as a common reaction.
2. Share your feelings with us. If we know you are fearful, we can work at a pace that will put your mind at ease.
3. Schedule your dental visits during times that are best for your emotional system; either when you have nothing else scheduled to rush or physically tax you ... or, when you know you're going to be “on the run” so you won't have time to sit around and get tense.
4. Try to identify the specific experience or experiences that give rise to your fears and concerns. Often, these memories have only worsened with age, and are no longer realistic given the modern, pain-free techniques now used in dentistry.
5. Get a good night's sleep the day before your appointment.
6. Ask us to explain each step of the examination. The more you know, the more confident and relaxed you'll feel. ❖

### Fluoride Facts

- It strengthens developing tooth enamel even before teeth have broken through the gum.
- It makes the enamel of existing teeth more resistant to decay.
- It can restore and harden enamel that has been damaged by the beginning stages of decay.
- It works with saliva to reduce the amount of harmful acid produced by the bacteria in plaque. ❖

## If You Suffer Angina

Every dental practitioner expects, and is able, to treat patients with angina. But, we also need your help. Be sure to ask one of our associates to have your medical history file updated, especially if:

- You recently began experiencing this cardiovascular condition and your medical doctor has placed you on a treatment program.
- If your medical doctor changes your medication or dosage frequency.
- If you experience any change in the frequency or severity of your attacks.

Your health and well-being while visiting our office is always our primary concern. Help us make it as pleasant an experience as possible for you by keeping us up-to-date on your current physical condition. ❖



## Your Regularly Scheduled (Dental) Program

Years (and years) ago, when television was a flickering black and white screen in a huge cabinet, there was a product called Ipana Toothpaste. The spokes-animal for the product was Bucky Beaver who, in addition to singing, “...brushah-brushah-brush-aah...,” advised viewers to, “... brush twice a day with Ipana and see their dentist twice a year ...”

The point illustrated in that little bit of TV trivia is that this notion was adopted by dentists and patients alike as the guideline for the frequency of dental examinations. Soon thereafter, dental insurance companies adopted this as the benchmark for how often patients need to schedule dental exams.

Unfortunately, some patients need to schedule visits more frequently in order to control their dental health. These include patients whose mouth chemistry leads to excessive plaque accumulation and calculus (tarter) formation, as well as those with periodontal involvement. Gum disease goes through active stages, followed by dormant stages. There is not a steady worsening of the disease, but rather an on-going active/inactive cycle.

As health care professionals, our commitment is to provide you and your family with the best dental care possible. So, contrary to the fictional advice of some long-gone, buck-toothed rodent, when your dental health warrants it, we will continue to recommend a schedule of cleanings and check-ups that insure that your dental health needs are met. ❖

**I**t's a sound that can be like creaking stairs or a rusty hinge, but no matter how you describe it, tooth grinding is hard on the nerves, and even harder on the teeth and dental tissues of the one doing the grinding.

It's estimated that 1 in 20 adults and 3 in 20 children grind their teeth. Bruxism, gnashing the teeth during sleep, is an involuntary reflex of the

neuromuscular system. Bruxing can exert thousands of pounds of pressure per square inch on tooth surfaces.

That's much more than a person exerts

when eating, and much more

than the underlying connective tissues and bone structure are designed

to withstand. It was once believed that a person

who ground-their-teeth was displacing anger, aggression or stress. However, more recent studies indicate that although stress may be a factor, the main

causes of bruxism exist right in the patient's mouth.

Most people grind their teeth in an unconscious effort to correct irregularities on the chewing surfaces of their teeth.

This condition is called malocclusion. They grind their teeth in an attempt to eliminate a spot that is too high, or create a comfortable way for the upper and lower teeth to join

together, or occlude. Not only does bruxing wear-down teeth,

it also damages the elastic tissues in the gums which hold the teeth in place. Eventually, bruxing can cause teeth to become

so loose they actually wobble, inviting serious gum disease

(gingivitis and periodontitis).

Bruxism can be treated in a number of ways. We can provide immediate relief by creating a shock-absorbing nightguard, similar to an athletic mouthpiece. This minimizes the physical trauma to the teeth and tissues. Adjustments to the chewing surfaces of the teeth are enough to let them fit together properly. Sometimes orthodontic procedures can produce the necessary shifts and adjustments, as well as the use of fixed dental restorations in some cases.

No patient needs to endure tooth grinding, or the aching jaw that often accompanies a night of severe bruxing. If you, or one of your family, grinds their teeth, please mention it during your next visit. We can help restore the sweet silence of a good night's sleep. ❖

### Bruxism The “Not-So- Silent” Enemy

