



Don't Lose Out On What Is Yours

I was in the store yesterday picking up a carton of milk and noticed the expiration date of Dec. 1st.

Wow! Where has 2010 gone?

We are now at the last month of the year, and for those with insurance benefits that expire on Dec 31st, it is time to act.

If you are like most people, you put things off indefinitely. If that's the case, now is the best time to seek dental care. If you wait much longer, there may not be room in the schedule to accomplish what needs to be done.

With new benefits available in January, if you need multiple procedures, some can be completed in December, and the rest can be completed in January 2011.

Give us a call to schedule.
858-454-3221.

Quote of the Month

"You have brain in your head. You have feet in your shoes. You can steer yourself in any direction you choose."

Dr. Seuss

Placebo May Perk Up Body's Healing Power

The placebo, which is an inactive treatment commonly called a sugar pill, is a tool usually used in the testing of new drugs. If they work, test subjects receiving the real drug should show a big improvement over those taking the fake.

The term "placebo effect" refers to real or imagined improvement people experience taking a placebo or fake drug.

While the effect is most

pronounced in cases of pain relief or depression, where some 35 percent of those taking the fake pill feel better, there is evidence that it can do other things, such as lower cholesterol levels, and decrease asthma attacks by about 10 percent.

Sometimes people believe so strongly in the medicine's healing power that their expectations trigger the release of body chemicals that help them heal.

Doctors at Johns Hopkins Medicine in Baltimore say it would be wrong to think that the placebo effect is just imagined. Observable healing is common among placebo takers.

The doctors say it could be possible that psychological factors do initiate true healing in ways they cannot yet fully explain.



What to Consider When Buying Furniture

Once holiday buying is over, furniture stores will be offering some nice bargains in January. To find the good deals, however, it takes patience and knowledge.

Here are some tips:

1. Ask whether a case piece is made of hard wood or soft. Soft wood is less strong and tends to dent more easily.

Hardwood is used to describe woods such as mahogany, walnut, maple, oak, cherry, birch, teak and pecan.

Soft wood is used to describe woods such as pine, redwood and cedar. It's less expensive and often used in ready-to-finish furniture.

2. Check to see if table and chair legs have bolt and screw construction, rather than nails.

3. Decide just what you need and how long you will need it. You may want your bedroom furniture to last a lifetime but furniture for a teenager's room may only need to last five to 10

years.

4. Know how, and how often, a certain piece will be used. If it's a recliner that's used every day, it has to have better construction than a side chair that is seldom used.

5. Consider how much space you have. Measure the spot where you will put the sofa, chair or dresser so you don't buy one that is too big or too small.

6. Decide how much you will spend. Spend more on a table you will use for many years and less for a baby crib you'll only use for a year or two.



New Treatment Helps Athletes & Patients Heal Faster

A new type of treatment is helping basketball and football players recover faster from injuries. Pro golfers, baseball and tennis players use it as well.

Known as platelet-rich plasma, or PRP, the treatment is one of the growing number of therapies that increase the body's ability to heal itself. It has been used in athletes to aid healing of abdominal strain, knee strain, and ligament injuries.



The procedure calls for a physician to draw one to two ounces of blood from the player's vein and spin it in a centrifuge to separate out the platelets, the part of the blood that secretes growth factor to promote clotting and healing.

The doctor injects the platelet-rich plasma back into the patient at the site of the injury, where it encourages the repair of injured tissue. Most patients who could be on the injured list for some time experience relief within several weeks.

The injections are legal in professional sports because they don't include a substance foreign to the body or a

banned substance.

PRP has caught on for treatment of orthopedic injuries outside of professional sports as well, and is sometimes used in conjunction with surgery.

The American Academy of Orthopaedic Surgeons found that PRP was effective at treating chronic tennis elbow, severe Achilles tendonitis and osteoarthritis of the knee.

Dr. David Karli, a doctor of physical medicine and rehabilitation at Steadman Clinic in Vail, Colo., has used PRP on

1,500 patients. He says it is an effective treatment for tissues that traditionally don't do a good job of healing themselves, like tendons, ligaments and cartilage.



"Gloria, am I supposed to be mailing it in or just going through the motions today?"

Quick and Easy Cleaning Tips That Really Work

Cleaning ceiling fans is an aggravating job. You can get the blades clean, but the dust falls below onto the kitchen table or the living room floor. Plus you probably have fans in more than just one or two rooms.

Cleaning ceiling fans

You can solve these problems by taking a few minutes to make your own cleaning tool. All you need is a new paint roller, an extension pole for the paint roller frame, a couple of dryer sheets, and two rubber bands.

Put the sheets around the roller, overlapping them, and wrap with a rubber band at each end.

Slide the roller onto the frame and attach the frame to the extension pole. Now you're ready to clean.

Carefully roll your tool over the top sides of the blades. Keep rolling over the blades from the center outward. The roller sheet will collect the dust without allowing it to fall.

Getting rid of cobwebs

When you're finished with the fans, change the dryer sheets. Then you can use your tool to get rid of cobwebs on the ceiling and in hard-to-reach places like around ceiling mounted lights and where the ceiling meets the wall.

Cleaning wooden blinds

Here's a tip for cleaning 2-inch wooden blinds or shutters at the windows. Advisor Shelly Miller Leer, writing in the Indianapolis Star recommends using wet Magic Eraser cloths from Mr. Clean.

The cloths need to be rinsed often, but they will pick up all the dirt, dust and nicotine that may have accumulated on the slats over several months.



Five Christmas Stories To Make You Laugh

1. If you see a fat man who's jolly and cute, sat on his lap, smiling nicely.

Wearing a beard and a red flannel suit,

And if he is chuckling and laughing away,

While flying around in a miniature sleigh

With eight tiny reindeer to pull him along ...your eggnog's too strong.

2. The mall Santa Claus was surprised when a young lady walked up and



Although he had never taken a request from an adult, he asked, "And what do you want Santa to bring you for Christmas?"

"Something for my mother, please," the young lady said.

"Something for your mother? That's very thoughtful of you." The Santa smiled. "What do you want me to bring her?"

Without blinking, she replied, "A son-in-law!"

3. According to the Alaska Department of Fish and Game, while both male and female reindeer grow antlers in the summertime, male reindeer drop their antlers at the beginning of winter, usually late November to mid-December. Female reindeer retain their antlers

until after they give birth in the spring. Therefore, according to every historical rendition depicting Santa's reindeer, every single one of them, from Rudolph to Blitzen, had to be a female.

We should've known. Only women would be able to drag a fat man in a red velvet suit all around the world in one night and not get lost.

4. Maria went to the post office to buy stamps for her holiday cards. "What denomination?" the clerk asked.

"Good heavens! Have we come to this now?" she said. "Well, give me 30 Methodist and 30 Baptist ones."

5. Christmas is weird. What other time of the year do we sit in front of a dead tree in our living room and eat candy and snacks out of our socks?

Think There's No Such Thing As a Relaxing Visit to the Dentist?

Got pain? Have no fear, sedation is here.

Did you know **75% of all Americans experience feelings of anxiety** and dread going to the dentist?

Did you also know that as many as **30 million Americans are deathly afraid of the dentist?**

I realize that as an intelligent, knowledgeable person, you already understand the importance of healthy teeth and gums—how they enhance your good looks, give you a more youthful appearance, keep you pain-free and promote overall good health.

I also know that doesn't amount to a hill of beans when queasiness and even terror seize your body at the thought of visiting the dentist.

Fortunately, those days are long

gone. Despite what your dentists may have told you in the past, there is a pleasant, safe, easy way for you to stop suffering from the horrible hidden costs of improper dental care like:

- Romances snuffed out because of **chipped, jumbled, broken or missing teeth** that create an unpleasant smile to look at
- Tender, sensitive, uncomfortable teeth
- **Lost ability to enjoy your favorite foods**
- **Dreading every social outing** or event because people may notice and be "turned off" by your smile
- Worsened nutrition and health
- **Outright pain** every time you bite down
- Your grandchildren commenting on or even making fun of your teeth
- **Lessened self-confidence**
- **Losing the promotion** that

- should have been yours,
- Ever-increasing, **unsightly gaps** among your teeth that **worsen as you grow older**



Dr. Briscoe

No longer do you need to be embarrassed by your teeth.

No longer do you need to hide your grin, use those phony smile tricks or live in pain.

Finally, you can reclaim your health and your good looks with the miracle of sedation dentistry.

To learn more about sedation dentistry and how you can get the teeth you want and deserve, **call 858-454-3221 today.**

Charles Briscoe, DDS
La Jolla Dental Care
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TO:

Did You Hear About The Ultimate Holiday Gift



If you're anything like me, finding the perfect gift for Nancy gets harder and harder each year. How about something truly unique?

This Holiday Season we have smile enhancements ranging from whitening to more complex treatments.

These can be accomplished in time for the holidays, OR given as a beautifully wrapped custom framed photo of a new smile to put under the tree or in a stocking. (Treatment to be completed early 2011.)

If you would like to surprise your significant other, check this out. I'm surprising Nancy with a new smile!

Call for details at 858-454-3221.

On The Personal Side...

November was an exciting month. Matthew finished his college applications. He applied to half a dozen schools. He is focusing on architecture and would love to get into Cal Poly. He is competing in monthly swim meets with his club team.

Charlie got recertified for Invisalign. Primarily to move those overlapping front teeth back into proper alignment – makes keeping them clean easier.

Gabby, our toy poodle, had her annual teeth cleaning – no cavities! Last year she needed a root canal. Thanksgiving was spent in the Bay area visiting family and friends.

Nancy, Matthew and Charlie wish all of you a Happy and Safe Holiday Season. *Charlie*

Team Member Highlights

Lorie has been in the dental field for over thirty years. She loves working with patients and seeing them achieve their dental goals of a beautiful and healthy smile. Lorie has three children and is very close to them. Her sons, Kyle and Ryan, are in their early twenties and her daughter Melissa is 19. They live in Ocean Beach and enjoy being a part of that small community. Her family is rounded out by her many fish and two dogs, a 9 year old chocolate lab, Rocsea, and a 3 month old goldendoodle, Lucsea.

