

NEWS YOU CAN USE

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Calculating How Much Paint You Will Need

To calculate the right quantity, follow this advice from Martha Stewart:

* Determine the wall area by multiplying the height of a room by the width. Don't subtract any square feet for doors and windows unless they take up half of the room.

* Divide the total number of square feet in all the walls by 450. That's the number of square feet one gallon of paint will cover.

* Add about 10 percent to your order for future touch-ups.

* If you know you will be using two coats, double the amount of paint you will buy.

Quote of the Month

"Attitude is more important than facts, the past or education, more important than money, circumstances, failure, success and what other people say or do. We cannot change the past or the inevitable, only our attitude."

Chuck Swindoll

Invisalign Me

Several of our adult patients have come to us lately asking us "all of my friends are getting their teeth straightened with Invisalign... would it work for me?"

This is reminiscent of the kids wanting to get braces because all their friends are getting wired up.

But we applaud you. As you probably read in our last newsletter, crooked teeth are harder to keep clean in three ways: (1) the natural self-cleansing activity of the tongue, cheeks, and lips is less effective; (2) it is more involved and complicated for you to brush and floss

out all the nooks and crannies around those overlapped and poorly aligned teeth; (3) our hygienists have a harder time accessing the tartar on the roots of these crooked teeth – perhaps leading to a less comfortable cleaning visit.

With a series of removable aligners, over the course of 7 to 15 months, on average, Dr. Briscoe can realign those upper and lower front teeth to make the three ways of cleaning your teeth mentioned above much more effective. This leads to a healthier mouth and thus a healthier you. Additionally, properly aligned teeth are

more functional for a longer period of time, and certainly more esthetically pleasing.

Amazing, Health, Function, AND Beauty from a series of removable aligners. Invisalign isn't for everyone and yes, it is used with adults more than children.

Call today for a no-charge consultation to evaluate your options.. **858-454-3221**



Is Your Breath Kissing Fresh For Your Valentine?

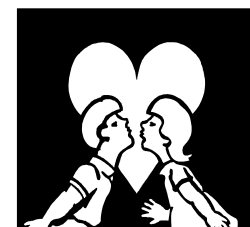
Valentine's Day is coming – are you ready for your Valentine? Is your breath as fresh as it should be and your smile as inviting as it could be?

Fresh, upclose breath is primarily attained through good dental care (personal and professional). When you breathe into your hands, if your breath is not pleasant to you,

everyone else is going to feel the same. They just might not tell you.

If you feel people are avoiding being close to you because of your breath, and the mouthwashes aren't as effective for as long as they used to be, let us check you out. The vast majority of the time sour or unpleasant breath is due to gum disease and/or tooth decay.

Often, a professional dental cleaning or a series of gum treatments are just what is needed to allow your breath to be fresher, your food to taste better, and you to be more confident with your Valentine.



Try This Pop Culture Trivia Quiz for "Old Kids"

This is a test for "old kids" and those who love trivia.

1. After the Lone Ranger saved the day and rode off into the sunset, the grateful citizens would ask, "Who was that masked man?" Invariably, someone would answer, "I don't know, but he left this behind." What did he leave behind? _____.
2. When the Beatles first came to the United States, in early 1964, we all watched them on The _____ Show.
3. "The story you are about to see is true. The names have been changed to _____."
4. "In the jungle, the

mighty jungle, _____."

5. Nestle's makes the very best . . . _____.
6. What takes a licking and keeps on ticking? _____.
7. Red Skeleton's hobo character was named _____ and Red always ended his television show by saying, "Good night, and _____."
8. Some Americans who protested the Vietnam War did so by burning their _____.
9. The cute little car with the engine in the back and the trunk in the front was called the VW. What other names did it go by? _____ &

_____.

10. In 1971, singer Don MacLean sang a song about, "the day the music died." This was a tribute to _____.

11. We can remember the first satellite placed into orbit. The Russians did it. It was called _____.

12. One of the big fads of the late 1950s and 1960s was a large plastic ring that we twirled around our waist. It was called the _____.

Answers to the 'Old Kid' test

1. The Lone Ranger left a silver bullet.

2. The Ed Sullivan Show
3. To protect the innocent
4. The lion sleeps tonight
5. Chocolate
6. The Timex watch
7. Freddy, The Freeloader and Good night and God bless.
8. Draft cards (not flags, as some have guessed)
9. Beetle or Bug
10. Buddy Holly
11. Sputnik
12. Hoola-hoop



Microsoft Develops Motion Gaming System

Microsoft's new Kinect sensor eliminates the need for a handset. It mimics your movements with an infrared camera that tracks 48 points on your body.

Made for the Xbox 360 gaming console, it accurately depicts what you are doing in three-dimensional space, which makes it impressive.

Unlike the Nintendo Wii or Sony PlayStation Move, Kinect has no

handset. You just move your hands as though you were holding a tennis racket, steering wheel or whatever, and your avatar imitates your movements.

The unit's facial recognition software lets up to eight people jump in and out of a two-player game. And the system can follow voice commands.

Analysts for Time say you can pause the movie you are streaming from Netflix

just by saying, "Xbox, pause." Or you can rewind or fast-forward by waving your hand to the right or left.

The Kinect add-on for the Xbox is priced at \$149.99 or it can be bundled with a new Xbox starting at \$300. The Wii costs \$200. A PlayStation 3 that comes loaded with Sony's new Move handset costs \$400.

The family friendly Kinect includes no shoot-to-kill games at this time, but a Star Wars game is in the works.

At the same time, Xbox Live, an online multiplayer gaming service that costs \$50 a year, draws more than 25 million users and is predicted to keep growing. Players using Windows 7 phones can compete with each other.



Chronic Asthma: First New Non-Drug Treatment

About 22 million Americans suffer from asthma, an inflammation of the airways in the lungs that causes coughing, wheezing and shortness of breath.

Doctors at the Cleveland Clinic say chronic asthma often causes thickening and twitching of the smooth muscle lining the airways. Irritants can cause the airways to almost close down.

A new procedure called bronchial thermoplasty uses radiofrequency



waves to shrink the muscle, a new approach to treating asthma symptoms. It's a very promising technology for those who have been taking all available medications and whose symptoms are still not completely controlled.

In the procedure, a bronchoscope with a thermoplasty device inside is inserted into the patient's mouth or nose as far as possible down each airway.

Electrodes on the tip are then heated with radiofrequency energy, shrinking the muscle and creating a larger opening in the airway. The effect appears to be permanent, though patients have only been followed for four years.

National Jewish Health in Denver, which specializes in respiratory diseases, is one of about 30 medical centers in the United States currently offering bronchial thermoplasty.

Unfortunately, because the operation is so new, most insurers don't cover it yet. The total cost ranges from \$12,000 to \$18,000. Patients must be at least 18 years old.

Because there are no nerves inside the airways, the treatment is not painful. Patients can go home a few hours after the procedure.

The throat can be a little sore from putting the tube down, and there is a lot of mucous to cough up, which is why the procedure is divided into three treatments.

Those treated with the device had a 32 percent reduction in asthma attacks, an 84 percent reduction in emergency room visits, and a 66 percent reduction in lost work days or school days due to asthma.

Change Your Smile And Change Your Reality

What is your smile reality?

- ✓ Do you smile effortlessly?
- ✓ Do you smile often?
- ✓ Do you smile comfortably?
- ✓ Do you feel your smile is an asset to you or a liability?

For many people, as they grow older their teeth become darker, duller, more worn and less attractive. Very often this occurs through no fault of their own and is simply the result of normal wear and tear. Fortunately, they don't have to STAY that way.

Your smile reality CAN be changed.

You are not stuck where you are. There is help. And it doesn't have to take months or years to fix.

Improving your smile doesn't have to mean getting a full make-over,

although we do a lot of that. It can be as simple as whitening your teeth. It can be bonding. It can be reshaping your teeth. It can be using porcelain veneer techniques.

No matter what you do, something is available to change your smile and that "something" just might be **the easiest youth-restoring action you've ever taken!**

And the good news is it isn't nearly as difficult as the tactics you may have resorted to in the past. I'm talking about diets that made you miserable and produced only short-term effects, boring exercise programs that even a robot would struggle to stick to, and any number of other self-depriving, masochistic tortures you can think of that promise increased youth and vitality.

The difference here is looking younger doesn't have to take months. It doesn't require sacrifice. And, best of all, you

don't even have to work at it! That's our job.

All you have to do is decide whether you want to **reclaim the REAL you.**

Whether you're ready for the happiness and excitement that looking younger and feeling great will bring you. Yes, YOU!

No matter how long it's been since you've visited a dentist and or how much work you think needs to be done, there are always solutions.

The question is, are you ready to find them? **For more information, call 858-454-3221.**



Dr. Briscoe

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TO:

DR. BRISCOE WINS TOPDOC AWARD

One of the 2011 TopDoc award winners, Dr. Briscoe was featured on the television commercial segment on FOX during the Dr. Oz show on Wednesday, 1/19/11.

Dr. Briscoe was interviewed late last year when he received this prestigious award from TopDocAmerica.com. Part of that interview aired during the commercial segment. As we go to press we are having it placed on our website www.LaJollaDental.com.

Speaking of Dr. Oz, he believes, as we do, that FLOSSING your teeth EVERY DAY can add a year to your life. Unhealthy gums allow bacteria to spread to the bloodstream leading to inflammation and heart disease.

Dr. Oz also recommends a SONIC TOOTHBRUSH, which all of our patients can receive FREE by referring one of their adult family, friends, neighbors or coworkers to us as a new patient.

On The Personal Side...

Overall, January was a pleasant month. Weather-wise it is Charlie's favorite. Few other places can you have sunny 60-70 degree days in January. Yes, we had some rain, but we need it.

Nancy's mom left in early January after a great holiday stay. We reacquainted her with Southern California. Gabby, our toy poodle, hadn't seen her in 3 years.

Matthew was back to school to finish up the last few weeks of the first half of his senior year. He seems to be enjoying it, feeling less school pressure, and is more focused on his swimming.

Charlie and Matthew hit the slopes at the end of January, skiing Park City and Deer Valley as the Sundance Film Festival was just concluding.

Gabby loves the toothbrush and paste. She'd lick it all day long if we let her (good for cleaning her tongue), but hasn't fully embraced letting Charlie brush her regularly.

FREE Give Aways For All Patients

We are giving away FREE Sonicare toothbrushes, Free in-office teeth whitening, Free waterpicks, and Free gift cards to a local restaurant. Did you get yours?

Claim your free gift simply by referring us an adult friend, family member, neighbor or coworker who becomes a patient in our practice. You can claim all four gifts by referring four adults to us.

Then, not only will you have clean white teeth, but also a dinner out. And, you help us to grow the practice and provide our warm, caring service to more of your friends and family.

Last year, 2010, we welcomed more new patient referrals than in any previous year. We thank you and will continue to strive to earn your referrals.