



fromthedentists

Brush ... Floss ... Rinse

Back to basics

Sometimes the word *dazzling* is no exaggeration. The advances in dental technology and non-surgical cosmetic dentistry are just that. Even so, the true foundation of any attractive smile is healthy teeth and gums, and occasionally we all need a reminder to go back to the daily basics. *Brush ... Floss ... Rinse.*

Brushing plaque and food from your teeth, tongue, and gums should be done at least twice a day. **Flossing** *correctly* done once a day removes the plaque and tartar that cause gum disease. **Rinsing** products can kill germs and bacteria, and freshen breath.

Regular visits to our office are another essential component of oral health maintenance. We can identify little problems before they become big ones, and help you with your home care routines.

...And then we can talk about cosmetics!

Yours in good health,

*The doctors and staff of
Smile Dental Group*

turnthepage

Periodontal science: a life saver

Look younger! Feel great!

Eat for a healthier mouth!

Personalized Plan Of Care

We practice what we preach. Proof positive of our commitment to optimal preventive oral health care are our wonderful hygienists, licensed primary oral health care professionals. Their goal is to help you to achieve and maintain optimal oral health through diagnostic assessment, prevention, and education.

Here's how *your* hygienist develops your personalized dental hygiene plan of care based on *your* needs.

Assessment

- reviewing your medical and dental history;
- examining your teeth for decay, visually and with radiographs;
- examining your gum tissue;
- assessing your biting, chewing, and swallowing patterns;
- evaluating your dental readiness for procedures including cosmetic smile enhancements;
- reassessing your overall treatment.

Prevention

- screening for oral cancer with clinical measurements, radiographs, and other assessment methods;
- applying fluoride and pit and fissure sealants;
- cleaning and scaling teeth to remove plaque, tartar, and surface stains.

Education

- instruction about brushing and flossing;
- counseling about diet and its relationship to oral health;
- explaining dental treatments, orthodontics, periodontal therapy, and cosmetic procedures using a range of visual aids.

Your hygienist is always happy to answer questions about your personalized plan of care which is imperative to your oral health. After all, proper home care including brushing, flossing, and healthy eating are a crucial part of preventive dentistry!

hygiene ... home care ... health





Now Read This!

New periodontal science could save your life

Some things we can't say often enough. Your oral health can affect and be affected by your overall health. How? Let's start at the beginning.

Biofilm: Plaque, the soft thin film you feel on your teeth is a *biofilm*. That's important. Scientists once thought plaque was a collection of separate, identifiable types of bacteria. Instead, it's an ecosystem. Plaque contains varied, interdependent bacterial environments and communication systems. Multiple resistances to antibiotics and antimicrobials, and your body's immune system add to the treatment challenges. *This is why you need to brush plaque away.*

Inflammation: When soft plaque builds up it hardens into tartar or calculus which causes gum inflammation. Calculus also breaks the natural seal that your gums provide against the migration of oral bacteria into your bloodstream, much like an infected splinter under the skin. *Regular flossing can prevent calculus from building up between your teeth and below the gumline.*

The Mouth/Body Connection: It could be that an infection like gum disease releases toxins into your bloodstream. Or it could keep your immune system chronically engaged. Or it could send the wrong signals to the wrong cells. *Gum disease has been definitely linked to systemic and inflammatory diseases including cardiovascular diseases, osteoarthritis, diabetes, oral cancer, lung disease, and Alzheimer's disease.*

There's another thing we can't say often enough. We know the best defense against gum disease... *Brush at least twice a day, floss once a day, and keep your regular dental appointments.*

Scientists are looking at many strategies to control oral biofilm.

These include:

- Control of nutrients
- Control of the pH balance
- Control of oxygenating agents
- Control of genetic ability to self-defend
- Interference with communication systems

Things you can do:

- Brush twice daily (at least)
- Floss once daily
- Visit us regularly
- Maintain adequate nutrition
- Avoid stress, tobacco, and teeth grinding or clenching

FACTOID

Researchers at Tufts' Bioengineering Center have solved the centuries-old riddle: how do spiders and silkworms use a watery solution to create nature's strongest fiber? The finding is expected to lead to high-strength, high-performance biomaterials for use in tissue engineering and organ repair. Great news for dentistry – a strand of spider web is stronger than steel and more elastic than rubber!

Arm Yourself! Brush ... Floss ... And Dine!

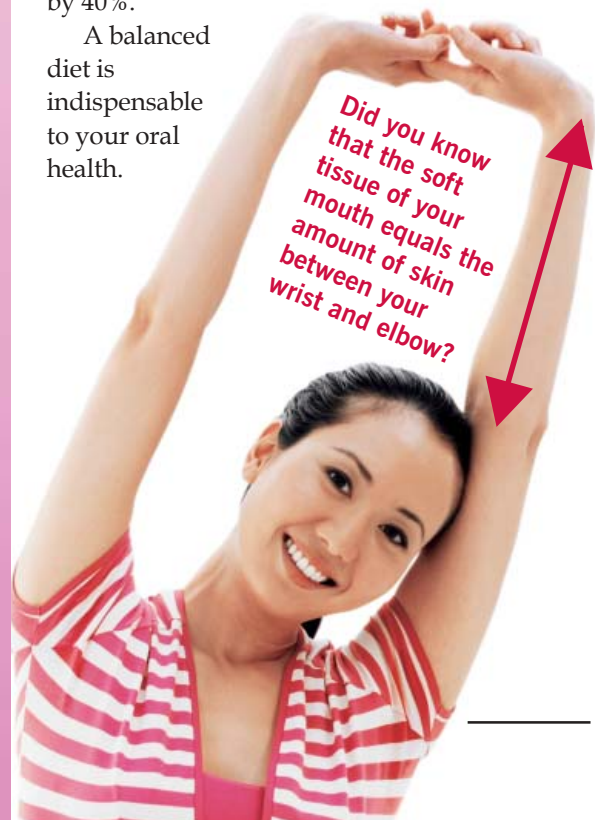
Did you know that the soft tissue of your mouth equals the amount of skin between your wrist and elbow? Maintenance is no small thing. You already know about bacteria and the importance of regular care. Don't underestimate the importance of nutrition.

Adequate nutrition is essential to maintain your body's immune response and to keep intact the protective barrier provided by gum tissue. These cells regenerate every 3-7 days, so diet deficiencies can show up quickly through inflammation and bleeding.

Collagen, the main protein of connective tissue, is the main component of the periodontal ligament. It is also responsible for skin elasticity. Research suggests that even short-term fasting can reduce collagen production by 40%.

A balanced diet is indispensable to your oral health.

Did you know that the soft tissue of your mouth equals the amount of skin between your wrist and elbow?



Perio Primer

Defend yourself against gum diseases

The term *periodontal disease* is something of a misnomer. It actually encompasses *several* diseases of the periodontium.

What makes up the periodontium?

- **Gum (gingiva):** a protective barrier that keeps out harmful bacteria. Healthy gums are pink, firm, and securely attached.
- **Sulcus:** the crevice between the gum and the tooth.
- **Cementum:** the surface of the root.
- **Connective tissue and ligaments:** attach gums to teeth and bone.
- **Bone:** support for teeth and connective tissues.

How do periodontal diseases start?

Oral bacteria build up, especially around the **sulcus** to form a soft biofilm called plaque that can harden into cement-like tartar or calculus. Calculus damages the **gingiva** and causes inflammation which can progress.

What are the two most common periodontal diseases?

GINGIVITIS is inflammation that affect the gums. The chronic form affects about 90% of the population and is characterized by tender, red, swollen gums that bleed easily and can cause bad breath. Early treatment is effective, and without it, gingivitis can worsen.

PERIODONTITIS shares the same symptoms as gingivitis but damages the **bone** and **connective tissue**, leading to tooth loss. It can expose the **cementum**. Chronic periodontitis is most common. Other forms tend to be age-, hormone-, or disease-related. Some may progress unusually quickly.

What about treatment?

Prevention through proper oral hygiene habits at home and regular dental visits is best. In addition, we have many effective interventions to treat periodontal diseases should they develop.

RSVP

Ask us about oral cancer

Smoking and drinking alcohol are the leading causes of oral cancers. Now there's a new kind of cocktail to die for. Tobacco smoke combined with your own saliva has been called a recipe for cancer of the lip, mouth, tongue, gums, larynx, and pharynx.

Healthy saliva contains antioxidants which afford some protection against cancer. Once exposed to cigarette smoke, saliva loses the antioxidant advantage. Not only that, it transforms itself from a harmless benefactor into a toxic predator that actually aids in the destruction of oral tissue.

Early symptoms are painless. Early detection works. You can fight oral cancer by quitting smoking, reducing alcohol consumption, conducting regular self-examinations, and keeping your regular dental appointments. We are trained to detect the signs and symptoms of oral cancer, and we'll be happy to answer your questions. No invitation required.

Go Cosmetic!

You can look younger and feel great!

One of the great benefits of good periodontal health is the way it lets you take advantage of cosmetic dentistry! Your teeth can be rejuvenated and gaps, chips, crowding, and the shape of your teeth can be corrected ... without surgery or braces.

Like pink, healthy gums, cosmetic dental procedures like **teeth whitening** can help you to look younger. **Veneers** and **bonding** can restore a youthful appearance by filling out fine liplines and by concealing tooth discoloration and gaps. **Tooth-colored fillings** of composite or porcelain look like natural teeth enamel, and **crowns, bridges, and dental implants** can restore even a seriously damaged smile! A subtle change like **gum recontouring** can dramatically improve the balance of your smile ... your face ... and your outlook.

Enjoy your oral health. *Go cosmetic!*

Before
& After



Get Ready To Zoom!™

As seen on ABC's *Extreme Makeover*

We are proud to announce that we now offer the radical in-office whitening system called Zoom!™ It's safe, effective, and fast ...very fast! In just over one hour, your teeth will be dramatically whiter. Zoom! whitening is ideal for anyone looking for immediate results, and its convenience

makes it the perfect choice for the busy individual.

The Zoom! procedure is simple. It begins with a preparation to isolate your lips and gums. We then apply the special Zoom! gel which is activated by a specially designed light. Teeth typically become at least six to ten shades whiter, and

sometimes more.

A five-minute fluoride treatment completes the procedure. You will be amazed with the results! In fact, in most cases, teeth continue to get

even whiter the first few days after the procedure.

The Zoom! whitening procedure includes a take-home touch-up kit and trays that can be used whenever discoloration is noticed. Most often a touch-up once a year will maintain a whiter smile that sparkles for years. Please call for an appointment to make sure your special smile gets the care it needs.



Zoom!

Spring Special Offer

\$100 off

our ZOOM!™ Whitening

Regularly \$475 ❖ Offer expires June 30th, 2005

office information

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East Freeway

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Houston, TX 77015-5801
(713) 451-3333

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www.smiledentalgroup.com

Yes! We Will!

Answers to core questions

Here's how we answer the top three questions that the people you refer to our practice like to ask us...

Will you take the time to provide personal attention to me? Yes! We make every effort to create a warm, supporting atmosphere and to build trusting relationships.

Will you provide instruction and explain preventive and home care techniques? Yes! We are deeply committed to preventive care. The best patient is an informed patient.

Will you provide fee and payment plan information before treatment? Yes, and we'll also help you prioritize treatment that is most essential.

Please refer your family and friends to Smile Dental Group with confidence that we will provide the gentlest dentistry in a caring, friendly and comfortable environment.

Financing Solutions

Interest-free payment plans

Families with limited or non-existent dental insurance are often faced with difficult choices, which can exclude much-needed dental procedures. This is why we offer several affordable payment programs to meet your needs. These plans, including CareCredit®, Dental Fee Plan™ and Unicorn Financial™, provide flexible financing so that you can pay for treatment over time without any initial payment required. There are no upfront costs, annual fees or prepayment penalties, and the application process is quick and easy. In fact, we now offer *interest-free financing for up to 18 months* through Unicorn Financial. For patients who would appreciate more time to pay, the Extended Payment plan offers a low interest rate and low monthly payments. Ask us for a financing application... and begin treatment today!

