

fromthedentist



Welcome! Our new newsletter

Welcome to the very first issue of *Smile File*, a newsletter designed

to keep you informed of new ideas and concepts in the field of dentistry. Over the next few issues we will bring you information on areas such as cosmetics, whitening, implants, and many other topics where dentistry has made terrific advances over the last few years. We also hope to bring you information that is particular to our office, of which you are the most important part.

This newsletter relies on your input to be successful, so please mention any topics that you would like to see included in a future issue. If you happen to receive two issues, please share one with a friend who you feel might benefit from the services and care that we provide.

Yours in good dental health,

Dr. Poiman & Staff

turnthepage

Making a statement ... with veneers!

7 smile solutions ... 7 reasons to smile!

Natural radiance? Rely on us!

Waterlase™

We're proud to offer Biolase technology

Dental researchers and scientists are constantly inventing new ways to make our dental practice more efficient and pain-free. Our practice has just acquired an amazing new invention called the *Waterlase™*.

What does it do? Waterlase technology is used to perform a variety of dental procedures, including cavity preparation, caries (or decay) removal, tooth etching, and a wide range of soft tissue (gum) procedures.

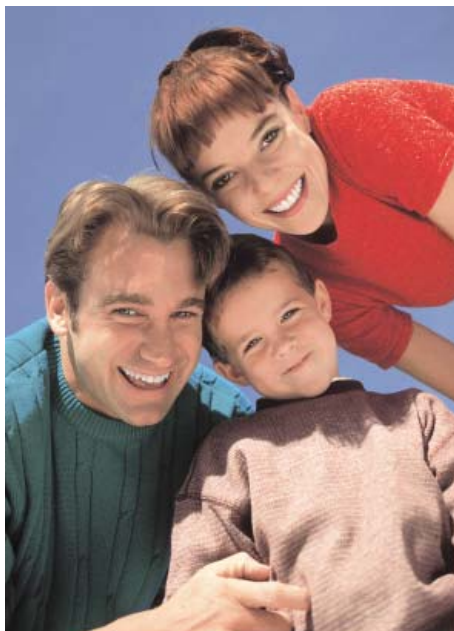
How does it work? The Waterlase system uses laser-energized water. It significantly improves your comfort in the dentist's chair, and causes no heat or vibration in your mouth, no drilling noises, or over-heating of your teeth. Remarkably, it also treats soft tissue gently and efficiently. The highly

precise spray of air and laser-energized water particles, when directed at the tooth, rapidly remove enamel, dentin, and decay.

With the Waterlase, most dental procedures can be performed with no pain, virtually eliminating the need for anesthesia in most cases. The laser is very precise, so we can leave behind as much healthy tooth structure as possible. The Waterlase also performs numerous soft tissue (gum) procedures with little or no bleeding. Now you can have many procedures that previously

required referral to a specialist performed at our office during your regularly scheduled appointment.

We're proud to be able to offer this new technology to all our patients. Please ask us about it at your next appointment!



Thank you for all your referrals. We appreciate them!



Seven Reasons To Smile

Communicate ... express yourself ... enjoy!

Why do *you* smile? Is it because you're greeting someone ... trying to reassure ... sharing joy ... covering embarrassment, sadness, or anger ... putting a good face on things, so to speak?

We'll guess you answered *yes* to all of these! And you're probably surprised at just how often you do smile!

Today we not only communicate with our smiles, we express ourselves with them. Like our clothes, hair, job, and home, smiles convey who we are.

We seek recognition from others, and smiles are one of the ways we find it. A smile is so important that it's the only facial feature humans can identify across the distance of a football field. Smiles make us feel good in another way... They release endorphins to give us a natural high.

That's a lot of good reasons why we want *you* smiling. And it's our pleasure to have just the smile solutions that will give you the feel-good recognition that a warm smile can provide.

1 Whitening Lightens the color of teeth that have darkened due to age, smoking, coffee, tea, medication, or endodontic treatment.	2 Crowns Cover broken, cracked, poorly shaped, severely discolored teeth to restore natural appearance and color.	3 Veneers Cover front of tooth to mask discoloration and improve tooth shape through esthetically pleasing contours.	4 Bridges Replace one or more natural teeth by supporting a false tooth attached to one or two crowns.	5 Braces Correct crooked or crowded teeth, overbites, underbites, incorrect jaw position.	6 Composite/Inlays/Onlays Restore and strengthen decayed areas while looking extremely similar to original tooth color.	7 Bonding Masks discolored teeth, and can camouflage other flaws while straightening slightly crooked teeth.
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Save Energy... Smile

Does it take fewer muscles to smile than to frown? Well, it depends on who you ask. There are 53 facial muscles, and deciding which are involved in frowning or smiling is a bit subjective. By some counts, it takes a mere 11 to smile and an enormous 12 to frown.

Don't feel like smiling? Studies show that even faking a smile can make you feel better ... and it only takes an energy-saving two muscles!

Tips for Lips! **Frame that smile!**

Poets have waxed lyrical about lips. So have anthropologists and zoologists. But *really*, who sees more lips than your dental team? Here are some of our favorite lip tips.

Moisten. Drink plenty of fluids and condition lips with balm.

Stop. Do not lick or chew your lips. The skin is very thin and is easily damaged.

Exfoliate. To smooth away roughness, take a clean, dry, soft or ultra-soft

toothbrush, then gently brush your lips for several seconds to keep the skin smooth.

Switch. Matte lipstick shades have less moisturizer than shiny, so alternate them periodically.

Prevent. Age lines around your mouth - and skin cancer - can be prevented by quitting smoking and wearing sunscreen. If you have some premature lines, cosmetic dentistry may even plump wrinkles out!

Sarcopenia

You can prevent it

Osteoporosis and the bone loss that precedes it directly affect the health of your jawbone and teeth. The inactivity that contributes to osteoporosis can also lead to *sarcopenia*, a loss of skeletal muscle mass that can result in muscle atrophy.

Both genders are affected, but women are at greater risk than men for both diseases because they start out with less muscle and bone mass. Sarcopenia sufferers have fewer reserves to fight illness when the body withdraws muscle protein to aid in healing and fighting infection.

One in three people over age sixty fails to eat the required amount of protein, a dietary risk linked to poor dentition.



Your overall health affects your oral health. That's why we encourage weight-bearing exercise and a healthy diet throughout your life.

How Radiant?

Rely on us

No matter how dazzlingly white you want your smile to be, you can rely on us for completely natural results. The flat, matte, chiclety-looking restorations and whitening effects of the past really *are* a thing of the past.

If you look closely, you can see that there is a slight color gradation in natural tooth enamel. Enamel appears dense from the gumline to the middle, and thinner and more translucent at the tips or biting edge. The enamel at the front of your mouth differs from the back.

Using clinical microscopes that show color, texture, and micro surface anatomy, scientists have developed whitening systems and restorative materials that can virtually replicate the real thing.

Translucent restorations like veneers, crowns, bonding, and dentist-supervised predictable whitening procedures, ensure a totally natural look.

Glitz or glamor?

Make a statement with porcelain veneers

Glitz is glitter. Glamor is gold. Glitz is a rock diva. Glamor is an unattainable film icon. Wherever you fit on the glitz-glamor continuum, there is no better way to express your personal style than with a gigawatt smile. And whatever your trademark, exquisite porcelain veneers are all

about *you*. These *before & after* photos prove that a picture is worth a thousand words. Please call for *your* consultation!

Veneers: What's So Special

- Hand-sculpted just for you.
- Long-lasting.
- Whitening adds youthfulness.
- Dramatically recontour your smile.
- Translucence and natural color create depth and high realism.
- Applying veneers doesn't involve moving your teeth.
- Won't stain/wear like natural teeth.
- Resists disease-causing bacteria.



Improve
teeth size & gumline



Transform
discolored & crowded teeth



Correct
spaces between teeth



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!

Whitening Special

\$150 off

either take home/in-office

You can have a whiter, brighter smile this Spring!

Regularly \$400 (take home)/\$600 (in-office) ✦ Offer expires July 31st, 2005

office information

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Dr. David Poiman
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 New York, NY 10019-2802

Office Hours

Monday	10:00 am – 7:00 pm
Tuesday	8:00 am – 5:00 pm
Alt Wed	8:00 am – 12:00 pm
Alt Wed	1:00 pm – 7:00 pm
Thursday	9:00 am – 6:00 pm
Friday	8:00 am – 1:00 pm

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Office Staff

Michelle Office Manager
 Pat, Nicole Clinical Assistants
 Dolores, Alina Dental Hygienists

Citi Financing

CareCredit



Welcomed! Appreciated!

Patient referrals

Some of our patients assume that our dental practice is closed to new patients. The truth is that we always accept new patients, particularly if they come to us as referrals from you. If you know someone who you think would benefit from our state-of-the-art dental practice, we would very much appreciate you referring them to us.

When you refer new patients, they will receive the same courteous, skilled, professional, and friendly service that you receive.

For every two patient in a month you refer you will receive a complimentary Starbucks card. For every four patients in a month, you will receive complimentary movie tickets for two and refer 10 patients in a month and you will receive a complimentary take home whitening kit.

Thank you for keeping us in mind.

Floss! Floss! Floss!

Never forget!

Some reports suggest that daily flossing can actually add seven years to your life! If you're not flossing, you're missing about 35% of your tooth surfaces. Research has shown that flossing, along with brushing, is the only way to prevent the buildup of plaque and tartar that cause periodontal disease. To encourage a regular flossing regimen, it's important to find the flossing device that works best for you. Some people find that waxed floss is easier to use than unwaxed. You can try different floss thicknesses, or even dental tape – a wider floss that works wonders for people who've had bone loss and gum recession. Floss holders can also make a big difference, and threaders are designed for use with bridges. Ask us for a flossing refresher and product recommendations!

