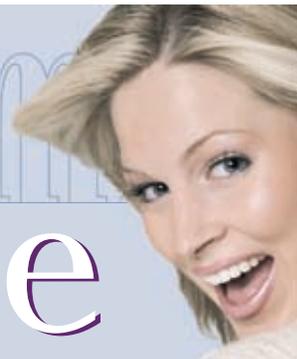


Building Your Smile

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Produced to improve your dental health and awareness

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from the dentists

What's At Risk?

The research just keeps coming in. Gum disease, a chronic oral bacterial infection, is now linked to kidney disease which is linked to diabetes... which is linked to gum disease. You see how it works! What else is linked? Cardiovascular diseases, oral cancers, premature births, osteoarthritis, osteoporosis, Alzheimer's, and inflammatory infections.

In the early stage called gingivitis, only gum tissue is affected. Symptoms include redness or puffiness, a bad odor, and bleeding during brushing. *Periodontitis* is more advanced, and now involves the underlying bone. Without treatment, periodontitis will eventually lead to tooth loss.

Your best defense is a healthy diet and regular brushing, flossing, and checkups. Uncertain about home care techniques? Let us demonstrate!

Yours in good dental health,

*Dr. Kenneth J. Rawlinson
& Dr. Robin M. Rawlinson*

Smile of the Month

Kimberly Choma is an actress and model currently residing in Canada. She has appeared in several movies and TV shows and is currently producing her own reality show for targeted for the fall of 2008. Kimberly came to us primarily because she did not like her gummy smile. She also did not like that her teeth appeared "too short and too wide" and that her prior crowns looked very opaque.

With a tremendously gummy smile and wide spaces from teeth that were missing from birth, Kim's case was extremely difficult on several levels.

A combination of LASER gum lift surgery and lip augmentation via fat transfer from the thigh area solved the gummy smile issue.

Metal-free crowns, bridges, and veneers were then combined to give a more natural shape, size, and color to her teeth.

Overall Kim has an excellent result from what was an extremely difficult space management case.



▲ before

after ►



An attractive smile makes a lasting impression!



Test Your HCQ!

Regular dental visits and a scrupulous home hygiene program can keep your breath fresh and your smile sweet! How's your HCQ – Home Care Quotient? Take our quiz and find out.

Bad breath can be:

- caused by plaque and food particles on and between the teeth;
- a warning sign of gum disease (*gingivitis or periodontitis*);
- caused by bacteria that wasn't brushed away from your tongue;
- all of the above.

The number-one cause of tooth loss in adults is:

- car accidents;
- advanced age;
- gum disease.

Plaque, the thin film of bacteria that you can feel on your teeth, can begin to form within:

- 48 hours of brushing;
- 24 hours of brushing;
- seconds of brushing.

No matter what your score, just remember to brush, floss, and rinse ... and never share your toothbrush. Oral bacteria can be passed to others which can potentially spread periodontal diseases!

Answers: all of the above; gum disease; seconds of brushing

Take Years Off!

Rejuvenate your smile

Make no mistake – crowns do rejuvenate smiles. Although the primary purpose of a dental crown is to protect and strengthen teeth, you'll love your improved great looks too!

Crowns are an attractive time-tested option for teeth that have been severely damaged or weakened by trauma, root canal treatment, or too much filling. They can also support bridges that fill gaps and be attached to dental implants to rebuild and enhance your smile.

Crowns have come such a long way from the all-metal originals, through porcelain fused to metal, and finally to all-ceramic or all-porcelain. Today, replacing outdated crowns is a surefire way to take years off your appearance.



New beautiful natural-looking front crowns are enhanced by veneers on the molars.

Type Of Crown: **All-Metal**

Benefits: Often made of gold (which is strong and long-lasting and will not wear down opposing teeth), they can also be made of less expensive metals or a mix of gold and alloy.

Type Of Crown: **Porcelain Fused to Metal**

Benefits: Porcelain creates a more natural look than all-metal crowns, and though the metal limits translucency, it adds strength, which is particularly useful at the back of the mouth.

Type Of Crown: **All-Ceramic or All-Porcelain**

Benefits: Translucent porcelain with opalescence looks the closest to natural teeth enamel, will not wear down opposing teeth, and there are no tell-tale dark metal margins at the gumline as sometimes occurs with porcelain fused to metal. These crowns are strong, long-lasting, and youthful looking.

Increase Your Shelf Life

Transcend trans fats!

You know, without fat in your diet, your skin could become dry and flaky, and you could experience hair loss. Your oral health could also suffer from lowered resistance to infection and diminished ability to heal. But too much fat also creates health problems. In particular, trans fats have been receiving a lot of bad press lately.

Trans fats contribute to heart disease and are linked to inflammation which can damage body tissues including your gums, increase the risk of other chronic diseases, and accelerate ageing. Also called hydrogenated (or partially hydrogenated) oils, trans fats were invented to increase product shelf life. So they really are everywhere!

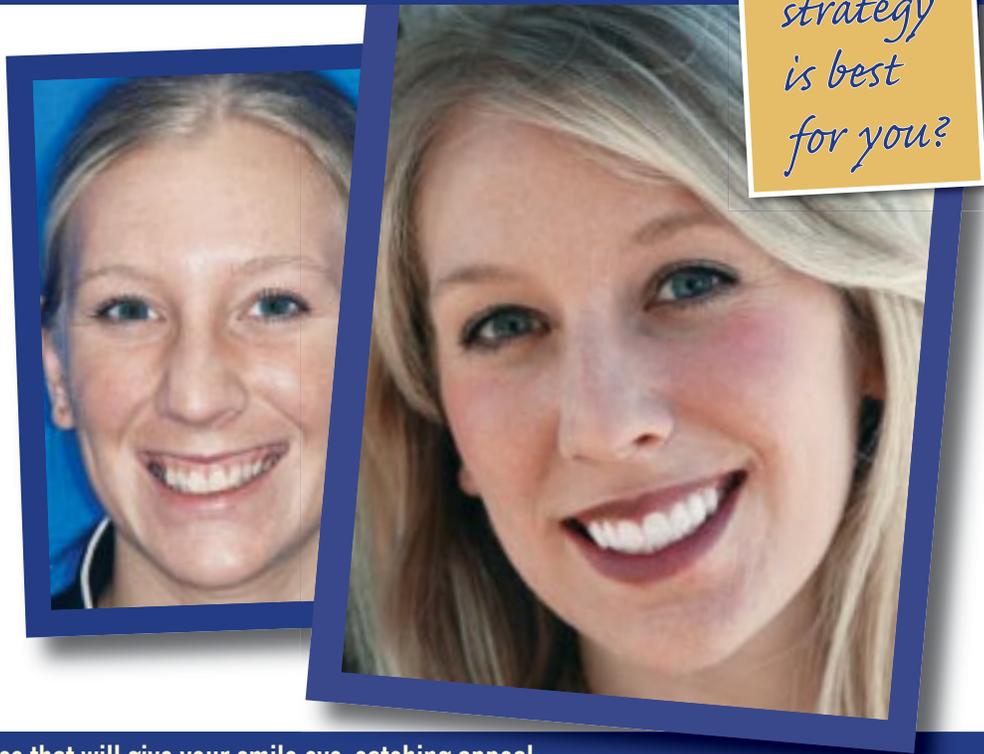
What to do? Read labels. Use alternatives to palm kernel and coconut oils. Exercise, eat a balanced diet, keep regular dental appointments, and keep smiling!

Hide 'n' Seek

Which strategy is best for you?

Sometimes it's what's hidden that makes all the difference ... even with something as intimately connected with your looks as cosmetic dentistry. It could be superior bonding materials beneath veneers that help them to stay whiter longer, an improved teeth whitening formula, or exquisite craftsmanship using leading-edge labs and technology. And sometimes, it's revealing what's hidden that can make your smile more alluring, especially when it's your beautiful teeth enamel hidden by a too-gummy smile.

Let us custom-design your smile makeover program with products and techniques that will suit your smile best. Please come see us for a consultation.



Here are some designer smile procedures that will give your smile eye-catching appeal:

Lighten stained, discolored, or dull teeth more comfortably, faster, and more predictably than ever before.

Change old, conspicuous fillings to strong, long-lasting tooth-colored restorations of porcelain or composite resin.

Renew severely damaged or broken teeth with porcelain or resin crowns, implants, or bridges.

Design your smile to permanently correct gaps, crooked, chipped, or discolored teeth with custom-made porcelain veneers that cover flaws.

Sculpt your smile to make short teeth look longer and restore symmetry by reshaping your gums.

Straighten your smile and close gaps by repositioning your teeth with orthodontics.



Assert Yourself!

Try whitening

They say that "macho" is making a comeback ... in a good way. Modern macho men are still sensitive and caring but they are also very capable men-of-action. These are men who "clean up good" - rather than men who are just good at cleaning up - and who are focused on their appearance. Think George Clooney. Think Matthew McConaughey. For men who don't want to spend a lot of time with potions and lotions, teeth whitening could hit just the right note for healthy, attractive, and rugged good looks.

Teeth whitening produces the best results when done under a dentist's supervision to remove stains and re-charge your smile batteries. And you get to decide whether to lighten by up to about eight shades, or only a few.

Assert yourself. *Smile!*



The Smile Makeover

Get a new smile and a new outlook

Cosmetic dentistry or the *smile makeover*, has gained increasing popularity in the last fifteen years. People do not notice the best smile makeovers because the new smile looks so naturally beautiful.

Studies have shown that the mouth is the second place people look when having a conversation, and that people perceived to be attractive tend to make friends more easily and are more likely to succeed in their careers.

So what can a smile makeover accomplish? Unsightly stains can be removed, teeth can be whitened, and gaps, chips, crowding and the shape of teeth can all be corrected.

Sometimes the subtlest changes can dramatically improve a smile.

When more than a simple correction is required, idealizing width/length tooth size ratios, as well as other tooth contours can help create a very natural appearance. A *gummy* smile can also be corrected.

A smile makeover can enhance other facial features. Lips can be made to appear more full and wrinkles around the mouth often "magically disappear."

Your dental and general health can also be improved by cosmetic dentistry! By ensuring your smile is balanced and healthy, your front and back teeth are protected from damage. Jaw related ailments including headaches and tiredness can be dramatically reduced. Simply *smiling* more can improve your health!

If you feel that a smile makeover may help *you* smile more, give us a call to arrange a consultation.

Beautify!

Is your smile a good candidate for a makeover? Give us a call to review your options... We're here to help!

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*...where great smiles
come first!*



Go Cosmetic!

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!

Committed To You

Now and always

Have you ever wondered why we are so committed to continuing education and to leading-edge technology, procedures, and materials? You are the reason.

Your enthusiasm and commitment to our team and our practice is contagious and encourages your friends and family to come and see us. In turn, our healthy, bustling practice is the engine that generates our ongoing ability to invest time and money in excellence.

Please accept our gratitude for your support and commitment to our practice family ... and yours. It's been our privilege and pleasure to provide the highest standard of preventive dental and oral health care to you, our patient, your families, and your generous referrals.