

Dr. Ann M. Campbell's WORD OF MOUTH

Summer 2005

Transform Yourself...

With a smile makeover!

Even when we're impressed and moved emotionally by extreme makeover transformations, major surgery is not always an option. But we'll bet some of your neighbors have had impressive makeovers *without* invasive surgery ... and taken years off their appearance.

If you...

- have lost your confidence about smiling in front of other people;
- wish your teeth were whiter;
- feel you show too much gum or too many teeth;
- dislike the shape of your teeth;
- constantly compare yourself to a younger you...

...we can show you...

- how non-surgical techniques like whitening, recontouring, bonding, and veneers can brighten your smile... improve your jaw alignment ... and restore symmetry to your face!
- comfortable dental appliances that can straighten teeth and correct bite problems ... whatever your age!
- how modern prosthetics can replace missing teeth to help you... look younger ... speak more clearly... and eat with ease!

Let us help you. Your neighbors will notice the difference. They just won't know why ... unless you tell them.

Please give us a call at (775) 853-1999 for a consultation to discuss what we can do for you!



Office Information

There's a newly discovered way for you to...

**Reduce Your Risk Of
Heart Disease &
Stroke & Boost Your
Immune System.**

*Read the Scientific
Studies article on Page 4
to find out how.*

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Office Hours
By appointment only

**For A Brighter,
Healthier Smile
Call Today!**
(775) 853-1999



Our Services Include:

- ❖ Laser dentistry
- ❖ Nitrous oxide sedation
- ❖ Mercury-free fillings
- ❖ Tooth whitening
- ❖ Bonding & veneers
- ❖ Crowns & bridges
- ❖ Gum treatment
- ❖ Latest in sterilization techniques
- ❖ Gentle dentistry
- ❖ Relaxing & friendly environment
- ❖ Visa, MasterCard, Discover, and Debit welcome



Striking A Balance

Healthy gums

Healthy gums help create balance and symmetry in the appearance of your smile. They draw our eyes to small areas of vibrant pink **color** of sufficient **intensity** to contrast against the whiteness of your teeth. They also provide contrast of **shape** and **scale** by creating a small, intricately shaped frame for each larger tooth shape. So why tip the balance with periodontal disease?

Red, swollen gums that bleed easily are caused by an imbalance in the bacterial levels in your mouth. When the good bacteria are overwhelmed by bad bacteria, inflammation, infection, gum and bone recession, and tooth loss can occur.

You have the power to restore your smile's equilibrium! Call for a consultation and bring back nature's symmetry to your smile.

Did you know?

- **75%** of adults over age 35 are affected by gum disease.
- **Up to 30%** of people may be genetically susceptible to gum disease.
- **Regular screening** by the dentist can detect periodontal disease in its earliest stage.
- **Tartar/calculus** are hard calcium deposits that infect your gums, spreading below the gumline, destroying your gums and the bone that support your teeth.
- **Only the dentist** or hygienist can remove tartar/calculus.
- **Brushing, flossing, and rinsing** at home can help you prevent gum disease. Only regular visits to the dentist can help you keep it completely at bay.

Smile Smarter

Music and exercise – a great combo

Turn on some tunes and take care of your teeth. Too much of a stretch? Not if you're physically fit. Music enhances reasoning, and exercise benefits your overall and dental health. What happens if you combine music and exercise?

Apparently, you get smarter. Volunteers who listened to Vivaldi's *Four Seasons* while on a treadmill performed twice as well on a test of verbal ability than when they exercised without music. The next step will be to test people using music they choose themselves.

Getting smarter is nice, but the volunteers said they felt better emotionally and mentally after working out – with or without the music.

Here's how exercise can benefit you.

- Increases bone density for stronger bones and teeth.
- Increases cardiovascular efficiency.
- Increases flexibility.
- Increases endorphins which make you feel like smiling.

You Do + The Math!

3 minutes/day = 7 years

A lifetime of oral health and great-looking smiles is a substantial return for investing three minutes a day. Only flossing can reach between your teeth where your toothbrush can't. Experiment with different types of floss until you find one that works best.

It's This Easy!

- + Take about eighteen inches of floss and wrap securely around your middle fingers.
- + Hold about a half-inch length between index fingers and thumbs.
- + Gently ease the floss between teeth. Press tightly against each side of each tooth, forming a C shape.
- + Ease floss up and down several times. Be sure to go below the gumline.
- + Research shows this could add almost seven years to your life!

Real Men Really Care

Teeth whitening is a big priority

A magazine survey revealed that 83% of their male readers intended to get their teeth whitened before their wedding. That's twice as many as those getting into better physical shape. This mirrors the experience of many dentists who are seeing more men for teeth whitening procedures.

Dentist supervised teeth whitening is a safe, reliable, non-surgical way to make your smile dazzling. A dentist can provide a system that's right for your smile.

Grooms' Prep Plans

83% plan teeth whitening

46% plan getting into better physical shape

33% plan a self-tan

20% plan manicures

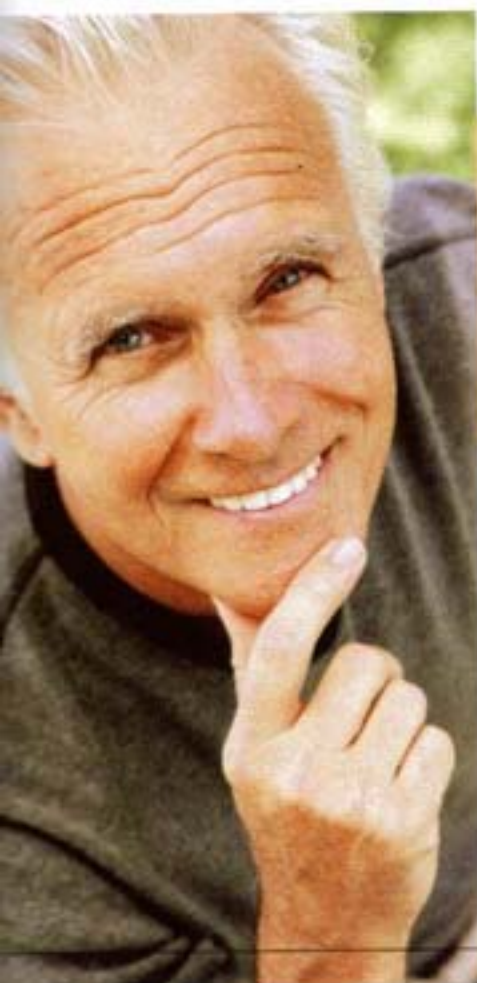
Why should men care about their smile?
Three words: courting, career, and competition.

People notice a smile first.

The opposite sex considers a smile to be number-one on the attraction scale.

A white smile can make you look younger and healthier.

A white smile makes an impression – before you even say a word!



Crown & Bridge

Will make all the difference

Improving your smile enhances more than appearance. True, repairing structural problems like missing teeth with crowns and bridges can only make you look better ... even your best. But when function is restored, so will your ability to chew, speak, and socialize freely.

Here are some crown and bridge facts.

- A **crown** is a cap that covers a damaged tooth. It helps restore its normal shape and size – and strengthens it.
- When a replacement tooth is required to fill a gap, it can be affixed permanently with a **bridge** attached to the teeth on either side of the space.
- If a space is left untended, the surrounding teeth will drift, alter your bite, encourage cavities, and

negatively affect your appearance – beyond the original gap.

- High-tech materials along with custom fitting result in a strong, natural-looking restoration.
- It takes only one or two visits to the dentist to restore your smile and prevent further problems.
- No one will know you have a crown and/or bridge unless you tell them.

Could you benefit from crown and bridge treatment? You may be an excellent candidate. Please consult with a dentist. A crown and bridge can make all the difference.

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Ensure Your Insurance

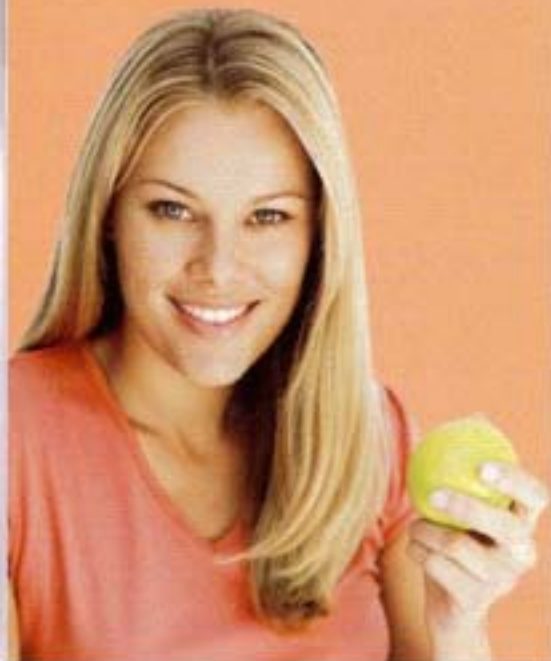
No time like the present

Most insurance companies base compensation on a calendar year, therefore summer marks the half-way point in your opportunity to use 2005 benefits. We encourage you to come in as soon as possible to ensure sufficient time to sort out treatment and insurance considerations.

We want your teeth to last your entire lifetime. That's why we like to see most of our patients at least once every three to six months. Not sure about coverage? When you file your insurance booklet here with your records, we can review your treatment and cost options in advance. If you don't have a booklet from your employer or insurer, simply ask for one, then bring it in to us. We look forward to seeing your smile.



Call Today!
(775) 853-1999



Studies Reveal...

Gum disease is dangerous to your health

We used to worry about gum disease because it caused bad breath and the loss of teeth. We now know that there are other significant, quality-of-life, and life-prolonging reasons to treat it EARLY and VIGOROUSLY.

We know that if you have untreated gum disease, your chances of developing heart disease increase by about 300%!

And ... if you have undiagnosed or untreated gum disease, you are much more likely to suffer a **stroke** ... develop **serious respiratory problems**... complicate **diabetes** ... and if you are pregnant, risk a **pre-term birth** (along with its complications).

The GOOD NEWS?

Gum disease can be successfully treated.

We offer a number of non-surgical treatment options that may work for you... especially if we catch it early.

"But I'm sure I don't have it," you might be thinking to yourself. M-a-y-b-e...

How can you find out IF you have it ... and find out ALL of the treatment options available?

Schedule an APPOINTMENT!

We will evaluate your periodontal health, explain all treatment options, and answer all questions.

Sincerely,

Dr. Ann M. Campbell

New Patients Welcome!

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