



Dentally Speaking

with Dr. Brent M. Songstad

Produced to improve your dental health and awareness

Spring 2007

fromthedentist

Welcome!

Our new newsletter

Welcome to the very first issue of *Dentally Speaking*, 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, oral cancer screening, 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. Brent M. Songstad

turnthepage

Don't gamble with your oral health!

What do we find hiding inside your mouth?

Is your smile slowly eroding?

The Cosmetic Boom

Introducing your best, brightest smile!

Many patients who have had cosmetic dental treatment gain the confidence to pursue careers, and even relationships, that never seemed possible before. As an active member of the *American Academy of Cosmetic Dentistry (AACD)*, I am entitled to many privileges that help me to stay on the leading edge and provide you with excellence in cosmetic dentistry.

Here are some cosmetic procedures that are available to improve your smile, your appearance, and your self-esteem.

Whitening - We can design and supervise a home whitening program for you, or provide quick, in-office whitening to lighten stained, discolored, or dull teeth.

Tooth-colored restorations - Natural-colored porcelain or composite resin restorations are now available to replace old, unsightly fillings.

Crowns - Porcelain or resin crowns can restore severely damaged or broken teeth. Bridges and implants are



options for missing teeth.

Veneers - We can correct gaps, crooked, chipped, or discolored teeth with custom-made porcelain veneers that adhere to the surface of the original tooth.

Gum sculpting - We can correct receding gumlines, make short teeth look longer, and make your smile more symmetrical by reshaping your gums.

Orthodontics - We can reposition, straighten, or close gaps between teeth, or reposition one or two teeth.

There's no need to be satisfied with anything less than your best and brightest smile! Please come and see us for a smile consultation.



Accredited Member

AMERICAN ACADEMY
OF COSMETIC DENTISTRY®

A healthy smile will last a lifetime!



Access This Now!

A factory already exists that can mass-produce cells of a donor so that they can be transplanted to repair bone and gum tissue as well as erase wrinkles and other effects of ageing. Even so, it will be some time before this technology will be readily available to everyone. You can access – right now – modern cosmetic dental techniques that can prevent and plump out the wrinkles and lines that can prematurely age you. With crown and bridge restorations that replace teeth and preserve bone ... you will look great!

A crown protects and strengthens a tooth by covering it and improves its appearance by restoring its form and dimension. A bridge secures the crown to adjoining teeth. Crown and bridge treatment is recommended for teeth that...

- are broken or cracked, or are structurally weakened by large fillings;
- have been weakened by root canal therapy;
- are misshapen and discolored.

In addition to looking naturally beautiful, there is another terrific benefit to a crown and bridge restoration. Thanks to their strength and durability, you may avoid more complex and expensive treatments later!



Let Your String Sing!

What's the first thing you search for when you get a piece of spinach caught in your teeth? Dental floss – naturally! It may surprise you to learn that food removal isn't the only reason you need to floss. It's to remove the bacterial plaque that builds up on your teeth. Even if you were fasting, you'd still need to brush and floss!

In fact, if you're not flossing, you're missing about 35% of tooth surfaces that brushing alone can't reach. And if you have a dental restoration like a crown and bridge, flossing will let you pay special attention to the gumline.

There are many flossing products designed for individual needs and preferences.

Ask us – we'll be happy to give you advice!

The Price Of Excess

Erosion of dental enamel is caused by a chemical process involving acids and not by the bacteria that cause cavities nor by clenching or grinding your teeth. Sometimes it is caused by foods; sometimes by acid reflux (from your stomach) which is commonly caused by excess consumption of acidic foods and beverages.

Saliva can naturally restore a temporary acid imbalance ... but it can't challenge constant assault.



The Academy of General Dentistry has identified acids in these common foods...

- Soft drinks – phosphoric acid
- Fruit and fruit products – citric and malic acids
- Fermented products (yogurt) – lactic acid
- Grapes and wines – tartaric acid

And recommends that after eating or drinking, you...

- Brush using a fluoride toothpaste
- Rinse with water for 30 seconds
- Chew sugar-free gum to stimulate saliva flow

NO PAIN DOESN'T MEAN NO PROBLEM!

If you are tempted to skip appointments because you don't feel pain and can't see anything wrong, think again. What you can't see or feel can cause the most trouble! These dental problems can be treated, and often reversed, if spotted early.

Here's What We See That You Can't

- A dental examination can detect deterioration in fillings, crowns, and restorations.
- We may spot root cavities (decay on the roots of your teeth) which are exposed by receding gums.
- Close inspection can reveal periodontal pockets caused by gum disease, and we may even identify the early warning signs of oral cancer.
- We may find new decay under the gumline or hidden under existing fillings – two places you just can't see!
- Your teeth may have hairline fractures or signs of enamel erosion.
- We can diagnose an impacted wisdom tooth that is ready to make its presence known ... although you may not feel it yet.
- The onset of gum disease, called *gingivitis* in its early phase, often goes undetected by patients. We can check for any tell-tale signs so that you can take action to prevent its progression toward periodontitis.

Gambling With Your Oral Health?

Gum disease is the leading cause of tooth loss

In addition to breaking down the connective tissues that support your teeth, the bacteria responsible for gum disease can actually destroy the underlying jawbone. For many people it comes as quite a shock to learn that insufficient bone can limit their restorative options. Over time, bone loss also alters bite which can affect ability to chew and speak ... and cause a "collapsed" facial appearance. You've probably seen someone who looks like that.

All of this can be prevented by taking care of your oral health with a consistent home care routine and regular office visits. Why is coming to see us regularly so important? Plaque is the bacteria-loaded biofilm that you can feel when you run your tongue across your unbrushed teeth. If not removed, it will calcify into tartar that you cannot get rid of at home. We, on the other

hand, can remove it. We can even reverse gum disease if caught in time!

Periodontal disease affects up to 90% of the population. It doesn't just affect your appearance - it can affect your overall health as it has been

linked to diabetes, premature birth, cardiovascular and kidney diseases, Alzheimer's, and oral cancer. Don't gamble on your luck. Make sure you take as many preventive measures as possible, and keep your appointments!



The #1 Whitening System

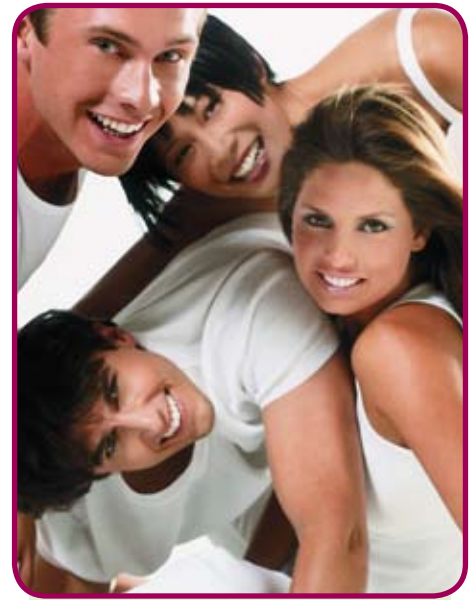
Just in time for that upcoming special event!

We are very pleased and proud to offer our patients the newest generation of the world's leading whitening system! Zoom2® is the fastest, most comfortable, and most effective in-office whitening system ever. It is 33% faster than its predecessor, with 67% less sensitivity. In just 45 minutes, your teeth will be dramatically whiter. This whitening procedure is ideal for anyone looking for

immediate results, and its convenience makes it the perfect choice for the busy individual.

The Zoom2 procedure is simple. It begins with a preparation to isolate your lips and gums. We then apply the special Zoom2 gel with *amorphous calcium phosphate* (ACP) technology which is activated by the Precision Light Guide System. Teeth typically become at least six to ten shades whiter, and sometimes even 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 Zoom2 whitening procedure includes a take-home touch-up kit 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 dream smile becomes reality.



Zoom2 Facts

- Safe and effective
- Completed in just 45 minutes
- Perfect choice for the busy individual
- Simple
- Whitens an average of 8 shades
- Lasts for years
- Includes a take-home touch-up kit



office information

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Office Hours

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Relationships Inspire

We thank you!

Every season has a way of inspiring thoughtful moments, and our thoughts often turn to important relationships. Since much of our life is spent as professionals, that's a lot of relationships!

When you return time after time, we understand that you are expressing your trust in our professionalism. When you refer your friends and family, we understand that you are placing your relationships in our care. These relationships are important to us, and we look forward to meeting the people you send our way. *In fact, the next time you are in the office, be sure to pick up our referral cards. When you send two new patients our way, we will be happy to give you complimentary take home teeth whitening (over \$300 value). We sincerely appreciate your referrals, and we thank you for them!*

Digital X-Rays

What are they?

The 100th anniversary of the use of dental radiographs, or x-rays, has already come and gone! And in this century, digital technology is quickly changing the way we use x-rays.

While digital x-rays still require a patient to "pose" for a picture, the process and result are dramatically different. Instead of film, a highly sensitive electronic receptor is inserted into your mouth. An electronic image is captured instantaneously and stored on a computer's database. These digital x-rays give us a clear, high-resolution view of teeth, bone, root, and tissue, all while using up to 90% less radiation than traditional x-rays.

This new technology is just one more tool we can use to provide you with the best and most efficient dental care possible.