



Word of Mouth

Dental Newsletter

Produced for the Patients of Deer Valley Dental Care

Spring 2005

from the dentists

Protecting Privacy

Always our agenda

As of January 1st, 2004, as required by federal law, we are pleased to announce that our office is fully compliant with the new *Personal Information Protection and Electronic Documents Act (PIPEDA)*.

You will likely notice only one change. The law now requires that each patient or their parent or legal guardian must sign a **Patient Consent Form** that outlines how our office is using and disclosing your information.

We have always taken pride in our vigilance in protecting your privacy – whether it concerns obtaining your consent, disclosure of your personal information, or transmitting information electronically by phone, fax, or the Internet.

We want to assure you that we have fine-tuned these already-excellent privacy policies in compliance with PIPEDA.

turn the page

Making a statement ... with veneers!

7 smile solutions ... 7 reasons to smile!

Natural radiance? Rely on us!

Drive Our Car For The Weekend!

At the end of January, Deer Valley bought a *Smart Car*, and in a show of **appreciation and thanks to our valued patients**, we are very excited to hold drawings to determine a winner who will receive the keys to **drive the Deer Valley Dental Car for a weekend**. The name of the first winner will be drawn at the end of April (just after our newsletter publication) and posted in our office and on the Deer Valley web site.

As you know, we have served the Calgary community for over twenty years, and we appreciate each and every patient that has contributed to our growth. You have a choice of

*Starting March 1st,
if you refer a patient to
our clinic your name will
be put in a draw to drive our
Smart car for a weekend*

dentists, and you chose us! Because we have built our practice mainly from referrals, we decided it would be great



Watch for our Deer Valley Dental Car in your neighborhood!

to reward those of you that refer your friends and family to our clinic.

How do you qualify? Simply refer a patient to our clinic. We are by no means asking you to become sales agents! But if you do know someone that could benefit from our services, just ask them to mention your name when they call in to make an appointment. When they arrive, we will put your name *and* their name into our Smart Car Draw. Some restrictions do apply, and details are available at DeerValleyDentalCare.com or visit us at the clinic.

Be sure to keep your eye on this newsletter for other giveaways, prizes, and promotions in the future!

*You can have a stunning and memorable smile!
See Page 4 for what you need to know before whitening your teeth!*



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



Have You Thought About Whitening Your Teeth?

When was the last time you saw your smile in all its glory? A few years, perhaps? Don't worry because you're not alone. The number-one esthetic concern among dental patients is discolored teeth. The good news is that help is available.

Why do our teeth become discolored? Ageing, diet, and general health habits discolor your teeth. Red wine, coffee, or tea will leave dark stains over time, as will smoking or chewing tobacco. Both of these habits can also damage your tongue and gum tissues. Certain medications, notably tetracycline, when used over a long period of time, can turn your enamel a dull bluish-gray.

How can we help? First, we'll analyze the state of your smile to judge what is best for you. We strongly recommend that your whitening program is done either in our office, or at home under our supervision. If you're

in a hurry for brighter teeth, we can provide in-office whitening. For most cases, however, we'll suggest a dentist-supervised at-home whitening.

During your first appointment we'll take an impression of your teeth to produce a thin whitening tray that's custom-made to fit over your teeth. You'll also receive the whitening materials and instructions on how to wear the appliance. Usually a 3-6 week treatment is recommended.

Call for a **FREE** copy of our handbook "**Understanding Teeth Whitening.**" What you need to know before whitening your teeth. **271-6300**



Stat:

80% of people believe that an attractive smile makes a person more appealing!

Courtesy of Ivoclar North America Inc.



office information

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Office Hours

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Dr. Tobin Doty
Dr. Malcolm Blasetti
Dr. Lori Gee
Dr. Ken Panylyk
Dr. Loreen Wong
Dr. Neville Headley

Communication is important to us - don't be afraid to ask questions!



Information included is not dental or medical advice. For your specific information be sure to consult our office. If you do not wish to receive this newsletter, please contact us directly.

9 Easily Corrected Smile Flaws!

Flaws in your smile, even minor ones, can have a negative impact on your quality of life ... from self-image to relationships (social and romantic) to career opportunities.

That reality is backed by a study showing that...

■ 87% of adults acknowledge that they'll remember someone with an attractive smile;

■ 74% of adults believe an unattractive smile can hurt career opportunities;

■ 92% of adults agree that an attractive smile is an important social asset.

But smile flaws need not negatively impact your life. Today, using cosmetic dental techniques, all of the following unattractive *smile flaws* can be easily corrected.

■ Dull or discolored teeth;

- Poorly aligned or protruding teeth;
- Exposed partial denture hooks;
- Worn down teeth;
- Teeth that are too long or too short;
- Cracked, chipped, crowded, or crooked teeth;
- Gapped or missing teeth;
- Visible fillings or crowns;
- Too much gum showing.

Regardless of how minor or major ...you can now have a smile so stunning and memorable that it will turn heads, give you more confidence, and make you look and feel younger.

Please give us a call today to set up a **FREE Smile Evaluation & Consultation**. We will meet with you personally, answer your questions, and discuss various options for improving *your* smile. **Call today at (403) 271-6300** and for more information visit **DeerValleyDentalCare.com**.



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