



*The joy of a beautiful smile...
let us create one for you!*

SHORELINE
DENTAL CARE LLC

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fromthedentist

We Welcome New Patients

Our practice wants you to refer us to your family, friends and colleagues.

Did you know that the highest compliment you can give us is referring our practice to people you care about? Yes, your trust means the world to us, and fuels our commitment to raise the bar even higher on providing you and yours with excellent dental care. From implementing the latest technology, procedures, and techniques, to being flexible in scheduling appointments and offering supportive payment options. Trust in those who have earned your trust and earn their trust in return. We live by this motto. Thank you for spreading the word.

Yours in good dental health,

Dr. Joseph Tartagni

turnthepage

Let your smile speak for itself!

Don't whine over your wine!

Bad breath? Busted again!

Your Smile Calendar

Plan your wedding day smile with us!

Whether you're the one walking down the aisle, a supporting player in the wedding party, or just dancing 'til the sun comes up ... when you're at a wedding, you'll be doing a lot of smiling! And no matter when your wedding event is scheduled, we can help bring your smile to its camera-captivating best. Just let us know your schedule, and book now to make sure there's time to complete your mini or maxi wedding smile makeover!

Your best smile makeover foundation is an oral hygiene appointment. A clean sparkling smile has a glamor all its own, and you'll get the best cosmetic results if you start with clean enamel and healthy gums.

Here is a **Smile Calendar** so you can plan cosmetic procedures that can rejuvenate your smile – in plenty of time for the wedding!

One day to a few weeks

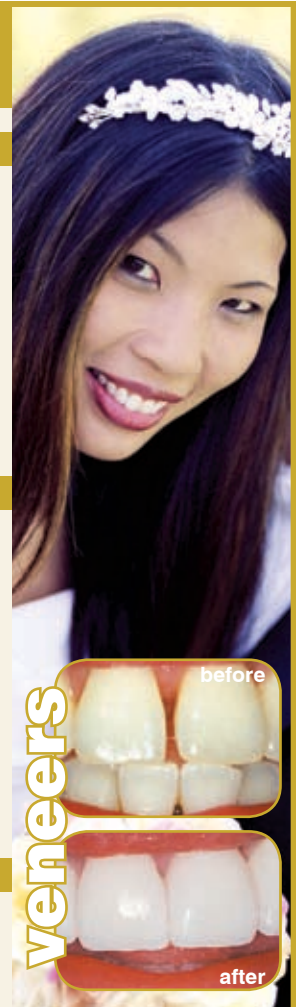
- Shine up your smile with teeth cleaning and polishing. **1 day – 2 weeks**
- Brighten your smile with teeth whitening that can remove stains due to ageing, smoking, coffee, tea, medication, or root canal treatment. **1 day – 2 weeks**
- Restore dark decayed areas to original tooth color with white fillings or Composite Resin & Porcelain Inlays/Onlays. **1 day – 4 weeks**

One week to several

- Mask slightly discolored or flawed teeth with enamel-covered bonding. **1-4 weeks**
- Camouflage discoloration and re-proportion your teeth with natural looking cosmetic veneers. **2-4 weeks**
- Cover broken, cracked, poorly shaped, severely discolored teeth with crowns to restore natural appearance and color. **2-4 weeks**
- Replace one or more natural teeth by using a bridge between one or two crowns. **2-4 weeks**

Long engagement

- Correct crooked or crowded teeth, overbites, underbites, incorrect jaw position with braces. **12-24 months**



Thank you for all your referrals. We appreciate them!



White Wine

Say it isn't so!

If you're a connoisseur of the grape, so to speak, you should know that in addition to all the good things wine has to offer, it doesn't have to be red to cause stains on your tooth enamel. Alas, white wine can also create rough spots and grooves that enable staining chemicals in tea, coffee, and other beverages and foods to penetrate deeper into your tooth enamel.

Even so, red wine, long known to stain teeth, should still be seen as more hazardous to whiteness because it contains *chromagen*, a richly colored substance.

Still, you don't need to stop enjoying wine in moderation. The best way to prevent staining caused by wine, and coffee or tea for that matter, is to rinse often, brush regularly, and ask us about dentist-supervised teeth whitening products.

About Bad Breath

Don't be misinformed

How we process and cope with information has acquired its own academic discipline: *information environmentalism*. Because there is such an excess of information consuming the airwaves, we need to be conscious of – and challenge – what we're absorbing. Well, there's a lot of misinformation about bad breath out there, and that matters to millions of people who experience chronic halitosis.

No matter what the ads say, eating mints or other scented candy, chewing gums, or beverages can only temporarily mask bad breath ... not fix it.

Bad breath that lingers can be caused by:

- bacterial plaque and food particles on and between your teeth;
- untreated gum disease;
- bacteria you haven't brushed away from your tongue.

Here's good information for you. Regular dental visits and scrupulous home care can keep your breath fresh and your smile sweet!

Your Wordless Smile

Others will listen ... and look ... at you!



The image you project *is* worth a thousand words. It takes mere moments to make a first impression, and according to a UCLA study, only 7% comes from our spoken words. Body language accounts for more than half of that initial impact! Since your smile is always the first thing people notice, maybe it's time to spark up the power and turn up the volume.

Whitening is by far the most popular way to make over a smile from boring to beaming. Your grin can dim just from enjoying your tea, coffee, wine, or juice that gradually stains and abrades your teeth enamel.

We can...

- Whiten these accumulated surface stains;
- Remove stains trapped in micro-cracks in tooth surfaces;
- Remove discoloration caused by ageing, illness, medication, or heredity.

That's not all! We can help you decide on your best whitening option...

Bonding and veneers are completely natural-looking and can correct the appearance and function of cracked, chipped, or unevenly spaced teeth without surgery or braces.

White fillings can strengthen your teeth – and they'll look like you've never had a cavity.

Crowns can repair severely damaged teeth, and when combined with bridges and permanent dental implants, can replace gaps.

So, please – go ahead. Give yourself the gift of a great-looking makeover like the one in this after photo. Without saying a word, your smile will shout, "I'm the best I can be!"

Your Crowning Achievement

Making strong choices can be beautiful

Many believe that yoga offers the inner harmony and body awareness required to achieve a healthier and more-fulfilling approach to life. Getting in touch with yourself helps to define and refine your esthetic perception, deal with the moment, and look to the future with greater clarity. This can help you to find the confidence to make long-term choices that will enhance your oral health and create your strongest most-beautiful smile.

Like your choice to have a strong body and mind through yoga, choose strength, longevity, and esthetics with beautiful porcelain and ceramic crowns that look so natural no one will guess you have them. Besides being durable, they are highly resistant to bacteria, chipping, staining, and cracking.

Crowns are versatile as well...

1 Protect your damaged tooth by capping it with a crown.

2 Close a gap due to decay, genetics, or an accident with a crown plus a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.

3 Create a new tooth with a crown attached to a "root" implanted permanently into your jawbone. These *implants* can also be used to secure a denture, and several crowns can be attached to an implant bridge.

We'd be proud to help you reach your personal best and to keep your distinctive esthetic. Please feel free to ask for a consultation!



Before



After

Crowns

WE'VE DONE THE MATH About popcorn

Believe us when we say that we understand the attraction of buttery-smelling popcorn. North Americans consume 54 quarts per person each year and about 70% is cooked and eaten at home. Sad to say, we don't recommend it.

Here are 5 reasons why:

1. Popcorn is the #1 cause of tooth fracture.
2. Kernels get lodged in between teeth and between the cusps of teeth.
3. Hulls can get jammed under the gum and irritate the tissue, which can eventually lead to infection.
4. Sharp bits can scrape and irritate your tongue.
5. Rough edges can damage cosmetic restorations.

It's hard to give up a satisfying snack ... but why not consider fresh raw fruits and vegetables or low-salt pretzels? And if you can't always brush and floss, please rinse with water afterwards!



BOTTOM LINE? DENTALLY SPEAKING, POPCORN JUST DOESN'T ADD UP.



Vitamins For Your Teeth...

And gums

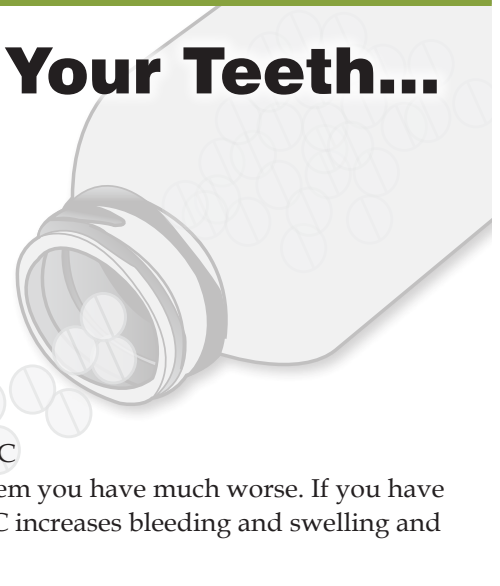
Certain vitamins can help your teeth build up resistance to fight off dental disease and improve your oral health.

■ Vitamin C is important for healthy gums. Without it your gums become more vulnerable to infection, bleeding, and gum disease. A vitamin C deficiency makes whatever gum problem you have much worse. If you have periodontal disease, a lack of vitamin C increases bleeding and swelling and accelerates destructive effects.

■ Vitamin A is also a gum helper. Without it, gum infections don't heal as fast and calculus tends to form more quickly under the gums. Lack of vitamin A is also associated with abnormal bone and tooth formation.

■ B complex vitamins are also a big player in fighting gum disease. B vitamin deficiencies can make gingivitis more severe and cause sores in the gums, tongue and other soft tissues in the mouth.

Your body needs vitamins to put up a good fight against all kinds of diseases. Your mouth is no exception. Make sure a good diet or vitamin supplements are part of your oral hygiene regimen.



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CareCredit



Checks



Don't Do-It-Yourself

Leave it to us

Everyone knows the value placed on a brilliantly white smile. It's something we all strive for. The problem arises when deciding how to get it. Although whitening kits are available over-the-counter for use at home, this really is one of those things that is best performed under our professional supervision.

The dangers of at-home whitening start right at the very beginning. That is, not everyone should undergo whitening treatments - and we can tell you if you're one of them. You could see no results, cause damage to your teeth and gums, or even risk your overall health.

We can tell you if you are a candidate for whitening and can help you choose the right procedure for your needs. So, please think twice before opting for unsupervised whitening. It could cost you more in the long run.

Overcome Fearfulness

Look & feel great

As many as 145 million North Americans avoid dental visits... but that's changing. According to the American Dental Association, there's been a relative decline in dental fear compared to an increase in people's general anxiety levels.

We are trained to help put people at ease with a welcoming atmosphere, relaxed environment, and comfortable non-surgical procedures. And it doesn't matter what your age or how long it's been since your last dental visit... you can still experience a white, attractive smile; non-surgical cosmetic and restorative treatments; healthy gums and fresh breath; and comfortable dental appliances.

We know we can make dentistry less anxious for you. Please call us today for a consultation.