



Smile Season

with Shoreline Dental Care, LLC



Produced to improve your dental health and awareness

Winter 2010

from the dentists

HOLIDAY GREETINGS!

And all the best!

The holiday season is here, and with it a chance for all of us to give all of you a heartfelt thanks for your loyalty and friendship during the past year.



As the New Year draws closer, many of us are inspired by our anticipation of everything a new beginning can offer. This is the time of year when each of us considers how we can make the coming year the best that it can be.

We intend to make this New Year our personal and professional best by continuing to provide you with leading-edge dental care in an atmosphere that is as warm, relaxed, and as welcoming as we can make it.

Our entire practice team hopes your holidays are happy, healthy, and filled with family and friends.

Have a wonderful holiday,

*Dr. Joseph Tartagni, Dr. Scott Cohen
and the Shoreline Dental Care Team*

turnthepage

How can you make a difference?

What else we've learned from monkeys...

Blast that belly fat!



★ There is no time more fitting to say ★

Thank You

and to wish you a

Happy Holiday Season

and a new year of

Health, Happiness, & Prosperity

*From all of us at
Shoreline Dental Care*

Thank you for all your referrals. We appreciate them!

The Game's Afoot Go green & have fun!

Green gyms are in, and it's a growing movement. Traditional gyms use a lot of electricity, and increasingly providers are looking at how they can become more energy-efficient. In the meantime, consider working out on your gym's self-powered equipment instead of the energy-hogging ones.

Another way to reduce your eco footprint is by being more active outside in every season...

- | | |
|---|--|
| <input type="checkbox"/> Garden | <input type="checkbox"/> Play tennis |
| <input type="checkbox"/> Use a push mower | <input type="checkbox"/> Swim |
| <input type="checkbox"/> Canoe or sail | <input type="checkbox"/> Snowshoe or ski |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Run |
| <input type="checkbox"/> Bike | <input type="checkbox"/> Hike |

And what about this? By participating in conservation activities like trail building, you can stay fit, connect with the environment, and help your community.



Whitening & Veneers



Fast Track – Fast Results ▶

There are some claims you can believe in

When an employer or prospective client has to make a choice and all else is equal, your appearance and grooming could make or break your chances. So it's only reasonable that you want to look your best. It's good to know that while many products promise more than they can deliver, you can count on cosmetic dentistry to give you long-lasting results you'll be proud of.

We'll be happy to talk to you about affordable non-surgical treatments like whitening, recontouring, bonding, and veneers that can literally transform

your smile, often within only one or two visits.

- **Whiten your smile** by as many as eight shades with safe reliable dentist-supervised teeth whitening.

- **Brighten your smile** with enamel-colored fillings to replace older metal and stained white fillings.

- **Re-shape teeth, close spaces between teeth, repair chips and fractures, and strengthen teeth** where enamel has been lost with bonding or beautiful translucent hand-crafted porcelain veneers.

Cosmetic dentistry means more

than camouflaging smile flaws. Sure, permanent **dental implants** that replace lost teeth will keep you looking good, but they also prevent tilting and shifting teeth that will both alter your bite and your ability to speak, eat, and chew. **Gum recontouring** can restore balance and symmetry to a too-gummy smile or uneven gumline that detracts from otherwise healthy beautiful teeth.

In the competitive world of business where opinions are formed in only seconds, we're proud that we can help you feel self-confident – and confident in us.

Pregnancy Perio Risk

Oral health could affect you & your baby

For some time, advanced gum disease, called *periodontitis*, has been linked to complications of pregnancy including premature birth, low birth-weight, toxemia, and gestational diabetes. Research has strengthened this association by showing that gestational diabetes appears in women with gum disease – even if they don't smoke or drink. Gestational diabetes usually disappears once the baby is born, but it places you at a greater risk of developing Type 2 diabetes later on.

So how to prevent gum disease? The best prevention is regular dental care and thorough daily brushing and flossing to remove the buildup of plaque, the natural biofilm that is always present in your mouth.

Pregnancy is a time of hormonal fluctuations that can alter the bacterial and acidic balance in your mouth and leave you a little more susceptible to gum disease. That's why, during your pregnancy, we may suggest more frequent follow-up than you're used to. Yet everyone at every age needs to maintain their oral health because gum disease has also been linked to cardiovascular diseases, osteoarthritis, kidney disease, cancers, respiratory diseases, and diabetes in the general population.

No matter what your stage of life, don't wait until you see symptoms of inflammation including redness, puffiness, or bleeding gums. Even if you think you are problem-free, don't skip your recall visits.

We screen for gum disease at every visit ...because we like to see you smiling.



Easy On You

Easy on your wallet

Here are some budget-friendly ways to de-stress:

Picnic in the park. Relax, dress casually, and don't worry about which fork to use. Take a simple pre-prepared meal with you.

Dine at home. Have a special family meal. Let everybody pitch in. It's fun to share the cooking (and cleaning!), and even little ones can help.

Step back. Back in the day, a leisurely car ride to the countryside or a long meandering walk through the neighborhood were simple and affordable ways to stay tuned to nature, community, and family.

Create a home spa. Alone, or with friends and family at your "spa," create a custom facial, manicure, and pedicure. Raiding your fridge and cupboards for natural spa ingredients just adds to the fun.

Just Lose Five

Drop these now...

Using tools on teeth

Ouch. Knives, forks, keys – our inventiveness is legend. You risk damaging teeth and gums! Carry dental floss instead.

Using teeth as tools

Tearing food packets, prying off container lids and bottle caps, and chewing pens and pencils can lead to cuts, damaged jaw joints, or chipped and broken teeth.

Using tobacco products

Smoking cigarettes and cigars, or chewing smokeless tobacco, can lead to oral cancer as well as gum disease, tooth loss, and unattractive staining.

Indulging your sweet tooth

Too many sugary soft drinks, acidic power drinks, candies, and other sweet treats are well-known culprits.

Avoiding routines

Don't skip brushing and flossing your teeth or your regular dental visits. Avoid costly dental bills instead by preventing tooth decay and gum disease with excellent home care. You'll also be keeping your breath fresh and your smile white and appealing.

The Sherlock Of Dentistry

Why x-rays are so important

How often do we find ourselves saying: *If I only knew then what I know now?*

Well, when it comes to the state of your oral health, you can know now and never have to look back with frustration. The hero in this case is the x-ray or radiograph – one of the most effective tools for safeguarding your dental health by assisting us in detecting minor changes and conditions in your teeth and jaws early, before they become major problems.

Think of it as a dental magnifying glass. X-rays can show us bone loss due to gum disease, impacted teeth trapped below the gums, infections at the root ends of teeth, indication of missing or extra permanent teeth, and cysts or tumors in the jaw or sinuses. Early detection and treatment can help save you time, money, and future discomfort.

Are they safe? Yes. Dental x-rays emit a low-level radiation similar to the type of background radiation we get from the sun, the earth's crust, various types of food we eat, and the air we breathe. The average person gets more radiation sitting in front of the television than from routine dental radiographs. That aside, we are committed to ensuring that only necessary x-rays are taken.

It's important to remember when properly used, dental x-rays are one of your best allies in achieving and maintaining optimal dental health.

Think of an
x-ray as a dental
magnifying glass



BlingBling

Best wishes for a
"Bright" Holiday season

(Our Special Gift to You....)

Regularly \$849
Special \$399

Get "WOW" Whitening
Results, Today!

This treatment will give you the best result possible with a comfortable and easy process professionally done in our office. Our technique is considered to be the most reliable and effective bleaching system ever developed. Two visits of approximately one hour plus Home Bleaching is included!

(We will also include a free White-For-Life membership-regularly \$99.00. Total savings \$549.00!)

Patients of our practice who have had our cosmetic dental whitening have not only acquired a more pleasing smile, but have experienced enhanced self-esteem & self-confidence. **What a wonderful gift idea!** Start the New Year off right--with a bright new smile from your Dental Health Care Team! **(Offer valid for 60 days)**

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AGD

More than prestige

I know you understand that our team works very hard to deliver only the best dentistry to you and your family. We're proud of our technology, but continuing professional development and education for every member of our team is the real priority. For example, I am an active member of the Academy of General Dentistry (AGD). As such, I am entitled to many privileges that help me and my team to provide you with optimal oral health care.

As an AGD member I have access to quality lectures, hands-on labs, conferences, and publications. I have many opportunities to consult and exchange ideas with my professional peers. Only those who have demonstrated a commitment to excellence through continuing education can retain membership in the prestigious AGD.

*My first commitment is
always to your healthy future.*