

Dr. Rick Lane's Word Of Mouth

Produced for the Patients of Dr. Rick Lane

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fromthedentist

Make The Wise Choice *Book a hygiene appointment for optimal dental health*

Regularly climbing into our hygiene chair can mean gaining better health, better looks, and even staying out of the dental chair! Oral disease can be silent and symptom-free, and research has linked oral disease with other health problems, making regular hygiene appointments definitely your wisest choice.

Hygiene appointments are not just a simple cleaning. When you're here:

- We examine your gums to screen for areas at risk. If you have periodontal disease, your healing progress is monitored with detail.
- Prevention is a crucial part of your visit. Regular three month appointments allow us to catch problems in their early stages.
- Your appointment is also a wonderful opportunity to ask questions about restorative and cosmetic dentistry, and even broader topics such as how medications affect your oral health.

■ We provide patient education and demonstrations for correct brushing and flossing, explain proper cleaning and maintenance for dentures, crowns and bridges, and orthodontics.

Please ensure that you are scheduled for your regular hygiene appointment ... and that you commit to making the date. It will ensure your optimum oral health and a clean, great-looking smile.

Dental Age Erasers

Simple, effective, smile improvements!

The Fountain Of Youth! All through the centuries people have longed for an elusive elixir that will turn back the clock for them and reverse the inevitable process of ageing. But we often overlook one of the simplest and most effective ways to shed a few years – just improve your smile.

It's hard to overestimate how important our smiles are to the general impression we make. A smile that reveals discolored or cracked teeth, a receding gumline, or just a generally dull look has a subtle but profound effect on how old we look.

Most adults don't realize that as time passes, our smiles are not as bright as they used to be. Coffee, tea, smoking, red wines, and certain antibiotics are all contributors to dull, stained teeth. Time and periodontal disease can shrink the underlying bone and gum tissue that hold our teeth in place, and this can add years to your appearance.

We're your smile experts, and we can help to improve all of these conditions. Whitening treatments,

replacing existing silver restorations with white composite fillings, and porcelain veneers can all be part of your smile makeover. We can't promise the Fountain Of Youth, but a new and improved smile can be the next best thing. Come and see us soon for a smile analysis as a first step towards a bright and youthful appearance.



Youthful!

Veneers can change an age-revealing smile into a more youthful smile... in only two visits! Phone us today!



Thank you for all your referrals. We appreciate them!

DENTAL ANXIETY

Shifting The Focus

Stay positive

In a study where people were asked to solve math problems, there was no difference between men's and women's scores until the women were required to wear bathing suits. Suddenly their focus shifted to self-consciousness. Uneasiness and anxiety can hold anyone back. Don't let these feelings keep you from benefiting from preventive, restorative, or cosmetic dentistry.

What you can do

- Share your fears with us;
- Keep appointments – delaying

may complicate treatment;

- Avoid caffeine and sugar;
- Interrupt us if you need a break;
- Ask questions – knowledge is power!

What we can do

- Consult with you to develop your best treatment strategy;
- Provide you with distractions;
- Use technology to minimize discomfort;
- Offer sedation so that you can have more treatments in one visit;
- Provide non-surgical treatments.

Ask Us Anything!

Can't figure out how to keep the paste on your electric toothbrush without it splattering? Try waiting until the brush is in your mouth before turning it on. So you see... You *can* ask us anything about dental procedures or home care techniques!

5 Great Reasons For Good Home Care

- [1]** Saves on both dental and medical costs particularly if you are diabetic or suffer from cardiovascular disease.
- [2]** Expands cosmetic options that require a solid oral health foundation.
- [3]** Keeps your breath sweet by managing the bacteria and sulphur compounds that cause oral malodor.
- [4]** Saves your smile for years to come – every minute in the US, a patient loses a tooth due to cavities or gum disease.
- [5]** Boosts your social life – everyone notices your smile first!

CLOSING THE GAP

Men, women, & health

The gap between men and women's oral health concerns is less than you might think. Here are some similarities triggered by hormones...



- Adolescent hormonal fluctuations can contribute to gingivitis for both genders.
- Oral contraceptives can intensify existing oral problems in women, encourage gingivitis, or reduce saliva flow.
- "New-mom gums" happen when progesterone causes inflammation of the gums after the baby arrives.
- Andropause is a normal mid-life stage of male development that can increase risk for cardiovascular disease and osteoarthritis which have been linked with periodontal disease.
- Menopause may trigger dry mouth, jaw pain, or a burning sensation in women's mouths.
- Millions of men, as well as women, have osteoporosis which

has been linked to gum disease which has been linked to systemic diseases, jawbone loss, and tooth loss.



Change For The Good!

Look really great ... for real!

Don't you feel badly for people who wear themselves out trying to improve things about themselves that they just can't change? It's great to know that there are still some enhancements you can make where you will absolutely, positively see a for-real difference ... and everyone else will too. Restorative dentistry can help change your smile for the better.

enhancement

Brighten stained or discolored teeth, or replace missing or worn teeth

technique

Teeth whitening can be enough but if your teeth have become stained or discolored through age or from tetracycline or other medications, bonding or veneers are a beautiful solution.

enhancement

Rebuild chipped, cracked, or worn teeth

technique

We can strengthen damaged teeth with custom-designed crowns or restore the appearance of less damaged teeth with bonding materials or ultra-thin porcelain veneers. All of these methods are completely natural looking.

enhancement

Give proportion to an uneven or too-gummy smile

technique

We can even out your gumline and reveal your natural enamel by removing excess gum tissue.

enhancement

Replace missing teeth or correct a bad bite

technique

Crowns, bridgework, dental implants, or a combination of all three could offer your best improvement for functional or structural problems.

enhancement

Close gaps between teeth

technique

Some gaps can be filled by using porcelain crowns or camouflaged with veneers which have been called *instant orthodontics*. Sometimes braces and other appliances are required to move teeth over time.

before



after



before



after



Smile Signals

It's about complex interrelationships

At the *Institute for Human and Machine Cognition*, researchers are using helmet-mounted cameras and other technology to send signals to the brain ... through the tongue! People without sight have perceived people walking in front of them and have been able to locate doorways. If this doesn't demonstrate the complex interrelationships between our mouths and other systems in our bodies, then what can?

Gum disease has a tendency to sneak up on you. That's probably why so many people lose teeth because of it. If we don't keep our teeth and gums scrupulously clean and healthy, then plaque (bacterial film) will build up and harden into calculus. If allowed to accumulate, it can cause swelling, tenderness, and even bleeding ... and that's not all! Gum disease has been *linked* to **toxemia, premature births, cardiovascular diseases, diabetes, and osteoporosis.**

Only a dentist or hygienist can remove calculus. But the best cure is prevention through regular brushing and flossing, a diet adequate in vitamins like A, C, and B-complex that build healthy gums, and regular dental exams.



Is Your Paste Damaging Your Teeth?

Take a look at some research findings!



Now, more than ever before, people are demanding brilliant white smiles. There are many ways to achieve brilliance, including treatments at home and in the dental office. Many people have turned to special whitening toothpastes to achieve this goal, but unfortunately, the brilliance of your smile can come at a high cost: some toothpastes can actually erode tooth enamel and damage teeth!

The *Federal Drug Administration (FDA)* demands that manufacturers of dentifrice regularly submit their products to test for abrasiveness. Under laboratory test conditions, each toothpaste is closely tested to establish how abrasive it actually is. Each product is compared to a safe, non-abrasive reference paste supplied by the *American Dental Association*. Based on results of the test, levels of abrasion vary greatly, from highly abrasive straight baking soda to ultra-mild regular *Crest*.

true or false

Drinking fluoridated water from birth has been shown to reduce tooth decay by as much as 50%. By the time your children reach age six, we should be working together on a strategy to prevent tooth decay that includes regular checkups, appropriate fluoride use, dental sealants, and proper brushing and flossing techniques.



TRUE

While some whitening toothpastes (including *Sensodyne Extra Whitening*, *Arm and Hammer Advanced White Gel*, *Close Up with Baking Soda*) are highly abrasive, others (including *Rembrandt Plus* and *Plus White*) are more gentle on tooth enamel.

A recent *Consumer Report* tested the effectiveness of whitening toothpastes but did not consider abrasivity, only stain removal. For this reason, consumers should be very cautious of the results. So which toothpaste is best? Only your dentist can recommend the toothpaste which best suits your needs. Be sure to ask during your next dental appointment.

office information

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

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Spring Into Action!

Keep your recall

It could take the warm kiss of the sun, the first balmy breeze, or raindrops spilling over sidewalk, but eventually, even the most preoccupied among us has to smile at spring's arrival. And once awakened, there's no stopping the springtime self-improvement ritual. Whether you'll be making an appearance at a graduation, wedding, or garden party, the focus is forward ... to looking and feeling your best.

We can help your smile with a spring cleaning that will invigorate your mouth. We can also catch and control potential problems, and give you a refresher on home care. Prevention is the real secret to a problem-free smile! And with cosmetic dentistry, you can smile with an extra dash of verve and confidence.

So spring into action! Call us to arrange your appointment!

Your Referrals...

Get special care

Huge international corporations and advertising agencies would give just about anything to get something we have that they don't. We're privileged to have your loyalty and your referrals.

Maybe you'll be surprised to know that we get most of our new patients from our existing patients, like you. This is much more valued than any marketing campaign as it's clear that your testimonial speaks volumes beyond any advertising slogan. It's simple really... Because your referrals know you, they trust you. And that means they'll trust us.

We want you to know that we are committed to upholding your trust by providing your referrals with the special care you intend for them.

We welcome your referrals, and we're very proud of them. *Thank you.*