

PROGRESSIVE DENTAL GROUP

SMILE UPDATE



Spring 2005

Invisible Benefits

In praise of white fillings

White composite fillings are to silver fillings what CDs are to vinyl records. Traditional silver fillings do the job, but white, contemporary composites are also long-lasting and durable, *and they're much better looking!*

How can you benefit from the newest-generation of invisible composite filling materials?

■ **Smile with confidence!** Fillings match your own teeth, even at the back of your mouth;

■ **Smile with assurance!** Your tooth is repaired with the removal of less healthy tooth enamel;

■ **Smile with strength!** Composites bond to enamel to help prevent breaking and insulate from temperature changes. This strengthens teeth and reduces the risk of tooth cracks due to the expansion and contraction

properties of amalgam;

■ **Smile with security!** Composites have a more accurate fit which effectively seals out bacteria;

■ **Smile with radiance!** Fluoride-releasing composite materials reduce tooth and root decay.

Did you know that over time, silver amalgam fillings can deteriorate and should be replaced? When that time arrives (we check their viability at each and every one of your recare appointments), consider the beauty of white composite filling materials. No doubt about it, our patients report that with white composite fillings, they feel that their smiles are more confident, assured, and genuine.

Please call our office for a consultation about natural-looking, contemporary composite fillings.



Office Information

Tooth Whitening Special!

20%
OFF!

In-office or
Zoom![™]
whitening

Offer ends:
June 30th, 2005

Call Today!
(248) 349-7560

Progressive Dental Group Dr. David Salah

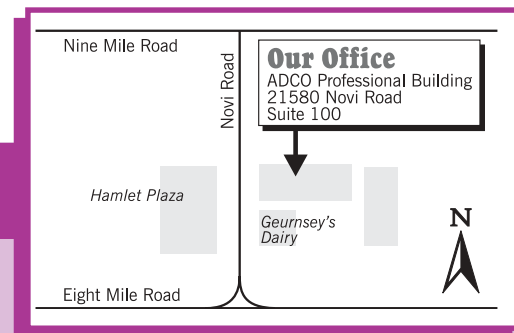
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Office Hours

Mon/Tue 8:00 am – 5:00 pm
Wednesday 10:00 am – 7:00 pm
Thursday 11:00 am – 7:00 pm
Friday *closed*
Saturday 8:00 am – 1:00 pm *

*open two Saturdays per month
(excluding July and August)



Our Services Include:

- ❖ Cosmetic dentistry
- ❖ Gum treatment
- ❖ Dentures
- ❖ Emergency dental care
- ❖ Modern, state-of-the-art facility
- ❖ Evening & Saturday appointments
- ❖ Intraoral camera
- ❖ Nitrous oxide sedation
- ❖ TVs, videos, & music in treatment rooms
- ❖ Payment plans available
- ❖ Most insurance plans accepted



Striking A Balance

Healthy gums

Healthy gums help create balance and symmetry in the appearance of your smile. They draw our eyes to small areas of vibrant pink **color** of sufficient **intensity** to contrast against the whiteness of your teeth. They also provide contrast of **shape** and **scale** by creating a small, intricately shaped frame for each larger tooth shape. So why tip the balance with periodontal disease?

Red, swollen gums that bleed easily are caused by an imbalance in the bacterial levels in your mouth. When the good bacteria are overwhelmed by bad bacteria, inflammation, infection, gum and bone recession, and tooth loss can occur.

You have the power to restore your smile's equilibrium! Call for a consultation and bring back nature's symmetry to your smile.

Did you know?

- **75%** of adults over age 35 are affected by gum disease.
- **Up to 30%** of people may be genetically susceptible to gum disease.
- **Regular screening** by the dentist can detect periodontal disease in its earliest stage.
- **Tartar/calculus** are hard calcium deposits that infect your gums, spreading below the gumline, destroying your gums and the bone that support your teeth.
- **Only the dentist** or hygienist can remove tartar/calculus.
- **Brushing, flossing, and rinsing** at home can help you prevent gum disease. Only regular visits to the dentist can help you keep it completely at bay.

Smile Smarter

Music and exercise – a great combo

Turn on some tunes and take care of your teeth. Too much of a stretch? Not if you're physically fit. Music enhances reasoning, and exercise benefits your overall and dental health. What happens if you combine music and exercise?

Apparently, you get smarter. Volunteers who listened to Vivaldi's *Four Seasons* while on a treadmill performed twice as well on a test of verbal ability than when they exercised without music. The next step will be to test people using music they choose themselves.

Getting smarter is nice, but the volunteers said they felt better emotionally and mentally after working out – with or without the music.

Here's how exercise can benefit you.

- Increases bone density for stronger bones and teeth.
- Increases cardiovascular efficiency.
- Increases flexibility.
- Increases endorphins which make you feel like smiling.



+ + + + + + + + + +

You Do **+** **The Math!**

3 minutes/day = 7 years

A lifetime of oral health and great-looking smiles is a substantial return for investing three minutes a day. Only flossing can reach between your teeth where your toothbrush can't. Experiment with different types of floss until you find one that works best.

It's This Easy!

- + Take about eighteen inches of floss and wrap securely around your middle fingers.
- + Hold about a half-inch length between index fingers and thumbs.
- + Gently ease the floss between teeth. Press tightly against each side of each tooth, forming a C shape.
- + Ease floss up and down several times. Be sure to go below the gumline.
- + Research shows this could add almost seven years to your life!

Real Men Really Care

Teeth whitening is a big priority

A magazine survey revealed that 83% of their male readers intended to get their teeth whitened before their wedding. That's twice as many as those getting into better physical shape. This mirrors the experience of many dentists who are seeing more men for teeth whitening procedures.

Dentist supervised teeth whitening is a safe, reliable, non-surgical way to make your smile dazzling. A dentist can provide a system that's right for your smile.

Grooms' Prep Plans

83% plan teeth whitening

46% plan getting into better physical shape

33% plan a self-tan

20% plan manicures

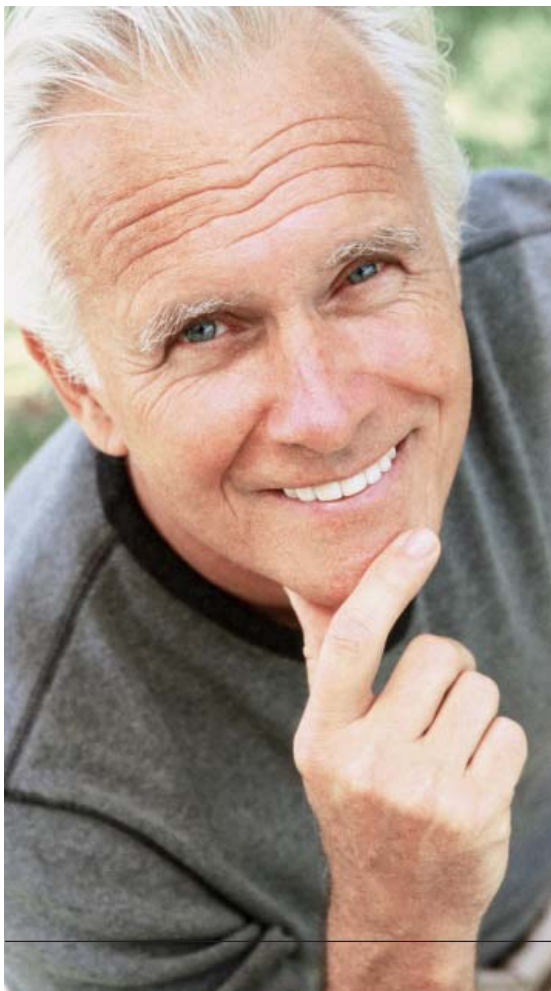
Why should men care about their smile?
Three words: courting, career, and competition.

People notice a smile first.

The opposite sex considers a smile to be number-one on the attraction scale.

A white smile can make you look younger and healthier.

A white smile makes an impression – before you even say a word!



Crown & Bridge

Will make all the difference

Improving your smile enhances more than appearance. True, repairing structural problems like missing teeth with crowns and bridges can only make you look better ... even your best. But when function is restored, so will your ability to chew, speak, and socialize freely.

Here are some crown and bridge facts.

- A **crown** is a cap that covers a damaged tooth. It helps restore its normal shape and size – and strengthens it.
- When a replacement tooth is required to fill a gap, it can be affixed permanently with a **bridge** attached to the teeth on either side of the space.
- If a space is left untended, the surrounding teeth will drift, alter your bite, encourage cavities, and

negatively affect your appearance – beyond the original gap.

- High-tech materials along with custom fitting result in a strong, natural-looking restoration.
- It takes only one or two visits to the dentist to restore your smile and prevent further problems.
- No one will know you have a crown and/or bridge unless you tell them.

Could you benefit from crown and bridge treatment? You may be an excellent candidate. Please consult with a dentist. A crown and bridge can make all the difference.

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Whitening Savvy

Let us help you choose!

Does the number of in-store teeth whitening products provide genuine consumer choice? In reality, many patients experience a bewildering jumble of products that don't necessarily address your specific need – your unique smile. We can provide you with a whitening treatment that is both safe and effective, and which is the best fit for *your* smile.

We can...

■ Whiten *accumulated surface stains* created by everyday eating and drinking.

■ Meet the challenge of stains trapped in *microcracks* in tooth surfaces.

■ Remove *stains in tooth structure* caused by illness or medication – something *only* a dentist can do.

And now there's even more reason to smile! For a limited time, we're offering a Whitening Special!

For A Brighter, Healthier Smile Call Today! (248) 349-7560



A Special Invitation

Go ahead & ask us!

Dear Neighbor,

The need to feel comfortable with – and confident in – your dentist is very important. We always encourage our new patients to ask questions about our practice. Because we have so many wonderful patients in the neighborhood, we encourage you to consider our practice and to anticipate that our relationship with you would be just as wonderful.

Here are just three Q&As we discuss with new patients every day:

(1) Will you schedule appointments that are convenient to me?

Yes. We offer patient-friendly office hours and have an established, successful plan for emergencies.

(2) Will you explain all of my treatment options, and help me make the decision that's best for me?

Yes. We pride ourselves in building trusting honest relationships in a supportive atmosphere. The best patient is an informed patient.

(3) Will you explain home care techniques?

Yes. We are committed to preventive care. We want your smile to last a lifetime!

We care a lot about our community and are extremely proud of our reputation. All of our patients have access to preventive, restorative, and cosmetic dentistry, and receive the kind of attention only a neighbor can give.

We look forward to meeting you ... and hopefully developing a long, mutually beneficial relationship.

Sincerely,

A handwritten signature in black ink, appearing to read "David Salah".

Dr. David Salah

P.S. If you currently have a dental problem or concern, please schedule a **FREE introductory consultation**. No charge. No obligation. Simply call **(248) 349-7560!**

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DENTAL
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