

# Dental News & VIEWS™

Vol. 19, Issue 8

“How to”

Get Rid of Your

**DENTAL  
ANXIETY!**



If you're apprehensive about scheduling—and keeping—your dental appointments, you're not alone! **An estimated three-fourths of Americans suffer from some degree of dental anxiety or fear.**

You don't have to be a white-knuckled patient; **we'll help you overcome your dental anxiety!**

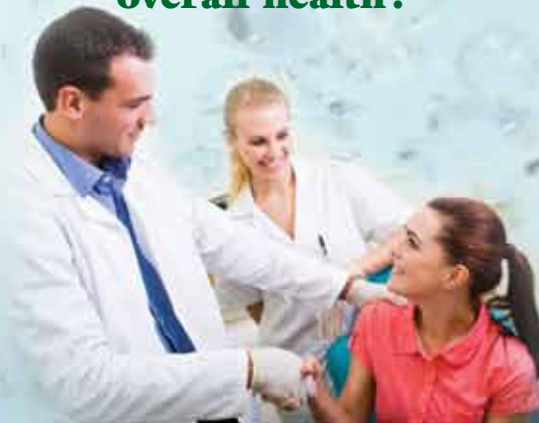
**Routine dental visits are essential for your oral and your overall health.** To enjoy the many benefits of an attractive smile, healthy gums, fresh breath and pain-free chewing, **there is no substitute for regular dental care.**

That's why we want you to know about **our unique, gentle approach that offers special help to our patients who struggle with any obstacles to getting that care.** We take the time to listen to your dental concerns so we can help you get past your anxiety—as we have successfully done with many other patients!

No matter how long it's been since your last dental visit, you have absolutely no reason to feel embarrassed or ashamed. In fact, you should be proud of yourself for choosing to work through your dental anxiety.

After all, making this important decision will **enhance both your social and professional life, while boosting your overall health!**

**“Routine dental visits are essential for your oral and your overall health!”**



## **Dental Fears Fade Away!**

Our staff understands how challenging it is to stay on top of your dental care when you feel tense, anxious or afraid.

That's why **we will work with you individually to deal with any issue** that prevents you from seeking dental treatment.

Honestly, with the advanced dental techniques and equipment that we offer, there is no reason anyone should suffer from dental fear.

As we begin to **restore your healthy smile and your fear fades away with each visit**, you'll actually look forward to coming in for your dental visits.

Imagine being able to smile openly, laugh freely, eat your favorite foods and have close-up conversations again—**with complete confidence!**

*read more inside* ►



# Enjoy the "Radiant Smile" and "Robust Health" You Deserve!

a professional cleaning, exam and consultation!

## Your Comfort is Our Top Priority!

We'll make sure you're as comfortable and relaxed as possible while undergoing your dental treatment. It starts by pinpointing the cause of your fears, discussing them with us and allowing us to help you resolve the issues that will help you alleviate your anxiety.

There are many forms of dental fear: such as fear of pain, fear stemming from a past negative dental experience or money worries. While your fears are understandable, it's important to recognize that they're often not realistic, given today's state-

You already know that an unsightly smile or missing teeth can diminish your self-confidence, as well as put a damper on career opportunities and relationship prospects.

You should also know that **dental neglect can lead to serious health problems such as heart attack, stroke and pancreatic cancer!** It can also cause extensive tooth loss, bone loss and cause unnecessary pain.

Since dental problems never go away by themselves and only get worse, **early treatment can preserve your teeth, your time, your money and your quality of life!!**

## No Need to Worry About Pain!

Thanks to modern dental technology, **most dental treatments today are PAINLESS!** Should the need arise, medications can be provided that will prevent or relieve your discomfort.

You may have already experienced the pain associated with avoiding dental treatment. With routine dental exams, **we can help you avoid those painful experiences** from occurring in the future!

When you see us on a regular basis, the hope is that most of your visits will be nothing more than

## YOU Are "In Control" at All Times!

We'll explain every procedure in advance. And we'll set up signals, such as raising your hand, to allow you communicate when you need a break or to ask a question once your dentistry has begun.

**We think you'll agree that life is a lot better when you're not in pain and when you keep your natural teeth for as long as possible.** So let us help you—or someone you know—work through your dental fears. ❖

## Call us TODAY! You'll be so glad you did!



**"Thanks to modern dental technology most dental treatments today are PAINLESS!"**

of-the-art, pain-free techniques and many other resources now available to you.

Many folks who have avoided treatment are not aware of how far dentistry has come along, especially in the past 5 to 10 years. Remember, the practice of dentistry today bears little resemblance to dentistry of the past!

## A "Beautiful Smile" increases your face value!

# "SECOND-HAND SMOKE" Can Affect Your Oral Health!



Even if you don't smoke, **the effects of secondhand smoke can be devastating to your health, including your oral health!** A new study found that subjects with periodontitis who were exposed to secondhand smoke, were more likely to develop bone loss, the number one cause of tooth loss.

Previous research has already linked smoking to gum disease.

However, this new research is unique in that it evaluated the impact of secondhand smoke over a period of 30 days.

To maintain a healthy lifestyle, *The American Academy of Periodontology* urges the avoidance of exposure to tobacco smoke both at home and in the workplace, as well as in smoke-filled places such as night clubs, bars and even some restaurants. ❖

## "I Look Forward to Going to the Dentist!"

by Mathes Burke

**M**y dentist always makes me feel good! They always ask how I am doing and how my visit was. **I really feel welcomed when I go in for a check up!** Also, the staff is really friendly and lets me know how my oral hygiene is doing and about the new procedures the office has that I might be interested in.

**My teeth look great thanks to my dentist and their staff.** I love getting feedback from friends and family about them!



I also really appreciate how they give me extra tips and suggestions about how I can take better care of my teeth. It is great to see the difference in my personal dental care after using their tips. They have always led to a positive experience!

As funny as it may sound, because everyone is so friendly and knowledgeable in what they are doing, **I love going to the dentist and look forward to each visit!** ❖

## We've Been Fighting "Tooth and Nail" for Nearly 500 Years!

You've probably used the expression *"fought tooth and nail"* a time or two...and never thought twice about its origin. Interestingly, many commonly used "modern day" clichés can be traced back to antiquity!

Both then and now, the saying refers to using all of one's resources or clinging tenaciously. The Latin terms originally used were *"dentibus (tooth) et unguibus (nail)."*

During the sixteenth century, the expression was used in the sense

of battling with everything you had and can be found in English as "tuith and nail." It was later used more in the sense of holding fast and appeared in manuscripts as, **"Take and holde this toth and nayle, that to be honour onely which springeth true virtue."**

Hopefully, you won't have to fight your family "tooth and nail" to get them to come in for their dental appointments. But at least now you know the rest of the story! ❖