



Dr. Mark D. Berman's

Smile Perfection



Produced for the Patients of Dr. Mark D. Berman

Fall 2009

fromthedentist

The summer of 2009 is officially over, although it seems like it just got here. Children are back in school – yellow buses roll, dorm rooms filled.



Congress and the entire country are discussing health care reform, trying to get something passed before the end of the year. Many of you have asked how dental insurance will be affected. I and the dental profession as a whole do not know. The *American Dental Association* is waiting on the sidelines with a “wait and see” attitude. When I am informed you will have the information passed on to you via this newsletter or by email.

This issue of *Smile Perfection* discusses first impressions, self esteem and the importance of maintaining a healthy, beautiful smile. With this tough economy some of you are interviewing for new career opportunities. A beautiful, healthy, “white” smile just may give you the edge!

Congratulations to all of my winners in the coloring contest and especially for the grand prize winner, Tatum. I hope you enjoy your new bicycle.

Our “Refer A Friend” program is working fantastically for many of you. Lynn, a special thank you, with all your referrals you will soon have Lauren’s future orthodontic treatment paid for!

Wishing all of you a great fall!

Yours for better dental health,

Dr. Berman

Value Not Value Judgment Choose the image you want to project

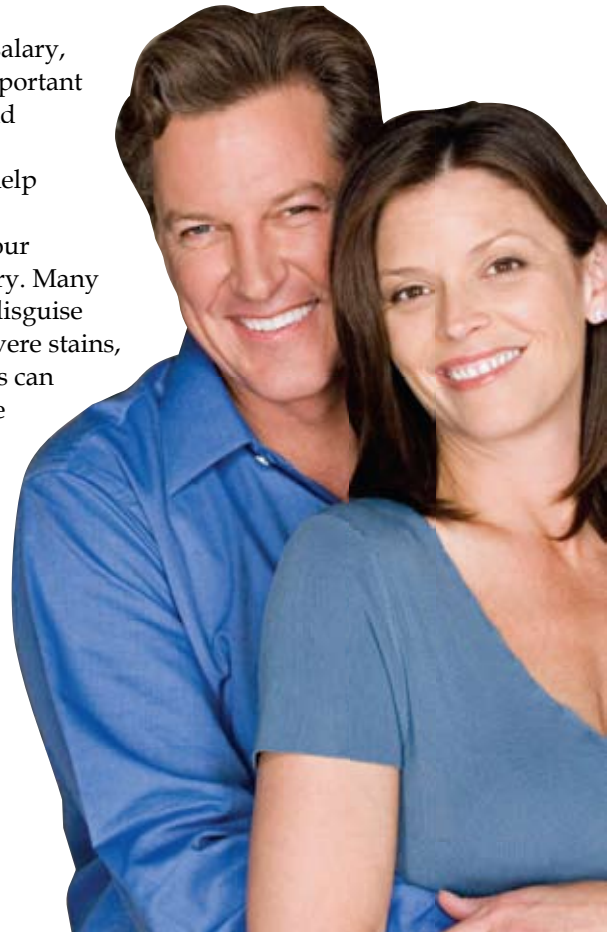
The silver ceiling has become part of the modern lexicon. The phrase was coined to express the attitudes and prejudices that create barriers for mature workers. Now, an increasing number of men are recognizing the value of a great smile and more youthful appearance in the workplace. Along with women, they are requesting cosmetic dental treatments like whitening and veneers.

Consider this: in a nationwide survey of career placement professionals, a whopping 94% agreed that image and appearance are critical in the workplace. In the same survey, they acknowledged that:

- looking younger gives a competitive career advantage;
- appearance impacts salary, and looking younger is important for career advancement and promotion.

Modern dentistry can help raise your silver ceiling by dramatically improving your appearance without surgery. Many of the techniques used to disguise smile flaws like mild to severe stains, chips, spaces, and fractures can be done in the dental office as part of your regular recall appointment.

First impressions are made within thirty seconds, and people can make as many as ten value judgments about you during this time. Whether you are a mature professional or just savvy enough to anticipate the future, dentistry can help you to communicate your drive for success.



Creating Beautiful and Confident Smiles!

PROJECT SMILE POWER

Which of these strategies would you pick?

If the conspicuous black triangles that have opened up between your teeth are closing down your smile, it's time to take some bold action. Whether your gums have receded due to gum disease, brushing too hard, or tooth loss that your ageing restorations just can't hide, designer dentistry can open the door to a younger, revitalized – and smiling – you.

Here are some leading-edge cosmetic solutions we can provide.

Restore gums that have receded and prematurely aged your appearance. When the gums draw back, your teeth can appear much longer. Once exposed, sensitive root surfaces are susceptible to caries and can turn hot or cold foods and drinks into an endurance test. With time,

your teeth can loosen because as the gum recedes, so does the supporting bone.

Prevent or **Camouflage** visibly sunken gums caused by missing teeth. This unsightly outcome of gum and bone loss can be apparent around the edges of your older restorations. Replace them with modern, natural-looking crowns, bridges, or permanent implants that prevent bone loss as well as rejuvenate your appearance.

Sculpt your smile to make short teeth look longer and create symmetry in an uneven gumline. You may have perfectly healthy gums and teeth, but the radiance of your smile can be overshadowed by an excessive or uneven amount of gum tissue that can be permanently corrected.



Plugged In Or Unplugged

Which are you?

1. Electric toothbrushes with timers can help you to brush as long as you should (2 or 3 minutes).
2. Electric brushes with pressure sensors signal to prevent you from brushing too hard.
3. Whether you use a manual or electric toothbrush, you need to be gentle with your gums.
4. The ideal manual brush has soft rounded-tip nylon bristles.
5. Hard and medium bristles can cause irreversible damage to the gums which can lead to receding gumlines and exposed roots.
6. Worn bristles clean about 30% less effectively and provide a breeding ground for bacteria.
7. Replace your toothbrush every 2 or 3 months.
8. Remember, neither manual nor electric brushes can replace flossing.
9. The **most** important part of home dental care is **regular brushing** with *your* preferred toothbrush, combined with daily flossing.

STEP UP TO THE WINNER'S CIRCLE!



Winner Takes All!

Turn dreary into dramatic

You've stepped out of your comfort zone – now step up to the winner's circle! You've been challenging yourself to improve, to take better care of your health and your appearance, and now it's all about the possibilities. Whitening, bonding, and veneers can add sizzle to your smile and fortify your renewed and well-earned confidence.

After all, it only makes sense – the more life you live, the more your smile does! Enamel tends to darken and yellow over time, particularly if you...

- consume coffee, tea, red wine, or dark fruits and juices;
- use tobacco products.

Take charge again...

Brighten your teeth by up to eight shades quickly, reliably, and safely.

Camouflage more serious staining with bonding and correct chips, gaps, and other smile flaws at the same time!

Say goodbye to old silver fillings with bonding materials matched to your enamel or with beautiful porcelain inlays or onlays.

Go even more dramatic with beautiful **natural-looking** porcelain veneers that can...

- Make your teeth stronger, **whiter**, and more resistant to plaque-causing bacteria;
- Restore **symmetry** and **proportion** to receded gums or re-sculpt the shape of your teeth;
- **Disguise** crowded or overlapped teeth without braces.

Victory is sooo sweet. You do deserve a reward today – call us for your cosmetic consultation.

Set Your Sights On Health

Easy does it!

Eco-gastronomy. Yummy. Tired of life in the fast lane and fast, fast food? **The Slow Food Movement** was created to counteract exactly that, in the belief that the food we eat should taste good and be produced in a clean, environmentally friendly way. Protecting the heritage of local foods, tradition, and culture means that pleasurable dining – along with oral and overall health – can be yours for the asking.

No wonder that today the Slow Food Movement has spread from Italy to 132 countries. Celebrations of gastronomic and biological diversity are held in exciting and exotic centers like Turin, Toronto, and San Francisco.

Whether you travel the world or visit your local Farmer's Market... *slow down*. See the sights. Savor the incredible aromas and flavors of just-ripe just-picked and oh-so-good-for-you slow foods.



Lasting Impressions

A dazzling smile can ignite a room

A wonderful smile can project strength, confidence and beauty. Dr. Berman and his staff can now change the way your teeth look and the way you feel!

Fortunately, esthetic dentistry is not reserved exclusively for the rich and famous. On the contrary, it is an investment in your long-term health and well being.

Here's a glossary of some of our most popular treatments and what they can do for your smile ... apart from making a lasting impression!

Whitening - Techniques like whitening and microabrasion erase ugly stains and replace dark and yellow discoloration with a brighter, whiter smile.

Bonding - Teeth that are stained, cracked, chipped or spaced unevenly can seriously dull your smile. We can now correct many of these flaws with bonding, using a tooth-colored plastic to contour or

reshape your teeth.

Veneers - More severe stains and chips may require veneers, extremely thin but strong porcelain or acrylic shells that can be layered over the front surfaces of natural teeth to improve their appearance.

Crowns - A crown fits over a severely damaged tooth to restore its normal shape, color and size. Nothing beats

the durability and strength of gold or porcelain crowns.

Implants - If your smile is suffering because of missing teeth, implants can be an esthetically pleasing alternative to dentures and bridges.

Call if you have any questions about these or any other esthetic treatments available.



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Tell Us...

What do you think?

When it comes to oral health, your teeth can tell us a lot about what's right and what wants more attention. But patient needs often have to do with matters that we can't detect on radiographs or during examinations.

What do you think about our staff, office environment, treatment, educational information, referrals, and scheduling? What would you like us to change?

We're constantly trying to upgrade care and improve our services. Please let us know how we are doing. Next time you come in for a checkup and we ask you to open wide ... tell us what you think. When it comes to your mouth, we're all ears!

Spread Smiles!

Share rewards

If you are delighted with the excellent treatment you receive at our practice, then you might consider sharing the news with friends, family, and coworkers. You know they will experience the same commitment, compassion, and concern to which you have become accustomed. But you will earn more than the gratitude of those whom you refer.

For each patient that you send our way, you will receive a \$50 credit toward future treatment after the person you referred has had their first treatment. And there is more! You can tell the friend you referred that they will receive \$25 off their first treatment!

Making your friend happy is reward enough, but this is our special way to thank you for sharing ... and we really look forward to seeing you smile!