



Word Of Mouth

Produced to improve your dental health and awareness

Fall 2011

from the dentist

Don't Fall Behind! Use your benefits

We know that by now, you understand that any advice we give to you is out of genuine concern for your well-being. Whether we recommend a treatment plan, suggest a lifestyle change, or encourage you to use up your annual insurance benefits, our sole motive is to help you achieve optimal oral health.

As we get further into the year, time starts to run out for you to make the most of your insurance before it expires on December 31st. We will start to remind you more often as the days pass, but only because we don't want you to lose valuable benefits which won't carry over to next year.

Please take a moment to check your remaining insurance benefits ...then book an appointment to make the most of them!

*Yours in good dental health,
Dr. Stuart Ross*

turn the page

No matter how you slice it, onion up!
Lift your confidence & your smile!
Keep kids safe! Take warning...



This is the fourth time we have been tubing down the Shenandoah and, again, had a MARVELOUS time! Last year and this, we coordinated the event with Dr. Ross' Birthday - so it was double the reason to have fun!

Special thanks to those of you who were able to join us and for all those who were unable to be with us this year - we hope to do it again in 2012!

Thank you for your referrals. They are the greatest compliment you can give us!

A Face-Saving Option

Consider permanent dental implants

Let's face it – all mature adults experience the effects of gravity and a life well-lived on their appearance. Though when teeth are missing, the bite and facial structure can alter, exaggerating signs of normal ageing and creating a sunken aged appearance. You may be surprised to learn that dental implants, which were invented as a permanent way to replace teeth and to avoid bone loss, actually have a cosmetic benefit and can even prevent the need for a surgical facelift.

Implants have two parts: a root made of biocompatible metal and a custom-made enamel tooth crown which is attached to it. Here's how they can help save your oral health and appearance...

- Immediate placement after tooth loss can save supporting bone, adjacent teeth, and your great looking smile.
- Implants can be an attractive alternative to a denture or bridge.
- An implant-supported bridge can be used when more than one tooth is missing to provide greater stability and save underlying bone.
- An implant-supported denture can solve the problems of eating, speaking, and socializing associated with wobbly fitting dentures and permanently removes the need for adhesives.

We are committed to helping you prevent tooth loss, but when the need arises, we'll be happy to discuss whether implants are a suitable option for you. Not only can they save your looks – they look and feel natural too!

Let us lift your smile & your confidence!

Go Ahead! *Add an onion!*

From time immemorial, onions have been used as a food remedy for a myriad of health issues. Why? Raw or cooked, onions have anti-inflammatory, anticholesterol, anticancer, and antioxidant properties which may help with many diseases such as diabetes, osteoporosis, and high blood pressure. It might surprise you to learn that onions are one of the best foods for your smile too!

Because they contain an antibacterial compound that kills many types of oral bacteria, onions can help diminish the severity of gingivitis and periodontitis (gum diseases). Eating them raw produces the maximum benefit.

On the nutritional front, onions contain numerous vitamins and minerals... and on top of all that, they're inexpensive and delicious! Worried about onions on your breath? Fresh parsley will do the trick!





Tattoo Who? No worries!

Tattooing, though ancient, has really caught on with people who admire the tribal esthetic. Interestingly, in addition to the body, some nations to this day deliberately tattoo the *gingivae*, or gums. Motives vary: appearance, superstition, and occasionally as a folk remedy. An amalgam tattoo, though inadvertent, is also a real thing.

Sometimes a small area of blue-gray-black, which looks much like a tattoo, can appear on the tongue, cheek, roof of the mouth, gums, or lips. It is usually caused by tiny amalgam particles when you get or remove a silver filling, and sometimes can form over time when a filling rubs oral tissue while talking or eating.

Amalgam tattoos are nothing to worry about – most people never realize they have one. But if you do, we'll be happy to take a look.

Straight To The Point

Use what you know to fight gum disease

Your immune system's killer cells, known as T cells, rely on vitamin D to recognize and respond to a threat from an infection like gum disease. That's a new discovery. Made by your own body through exposure to sunlight, Vitamin D can also be found in fish liver oil, eggs, and fatty fish such as salmon, herring, and mackerel, or taken as a daily supplement. *Good to know.*

Just as plaque, the bacterial biofilm you can feel on your teeth can lead to infection and inflammation if not controlled, other types of biofilms can cause disease elsewhere in your body – the middle ear and gastrointestinal tract are examples. Insight into how gum diseases trigger your immune system and link to inflammatory diseases like heart and stroke, diabetes, cancers, arthritis,

Alzheimer's, and complications of pregnancy, could further science's understanding of other biofilm-associated diseases. *Inspiring.*

Finding a cure is complex. Nearly one third of the human genome is involved in gingivitis alone, and that's the mildest form of gum disease. Plus, advances in molecular techniques suggest that human microbial systems are more uniquely individual than previously understood. *Fascinating challenge.*

Intriguing stuff, but sticking to the basics is still your best hope. Brush and floss daily to keep plaque from building up and hardening into tartar, and keep your regular hygiene appointments to prevent or reverse gum disease. *Straightforward and effective.*

When ISN'T Candy Dandy?

When it's really something else!

Tobacco candies come in the form of dissolvable, flavored, candy-like pellets, sticks, and strips. They are designed to give adults a smokeless way to get nicotine into their system. Trouble is, they look and taste just like regular candy, especially to children.

They can also contain a greater proportion of free nicotine which is more quickly absorbed into the bloodstream than is usual for other tobacco products. This could make them more toxic to a child than cigarettes or smokeless tobacco when accidentally ingested. For a small child or infant, it only takes one milligram of nicotine to cause illness. Larger doses can be fatal.

We support your efforts to quit tobacco and to avoid the perils of secondhand smoke – it's essential to your health and others. But please keep cessation aids out of children's reach.



Crowning Achievements

Dr. Ross, Deneen and Tina took a trip to Vancouver, BC, Canada the end of August to join other dentists from around the world at the 12th International CEREC Trainers' Conference. These doctors meet annually to learn, share and discuss the advantages and changes in the advanced technology which we are happy to be a part of - and, as a result, able to offer you.

Deneen enjoyed the camaraderie among the CEREC® colleagues and the respect they share toward their profession and each other.

Tina learned that CEREC is the future of dentistry AND that Vancouver is a city she would like to visit again because it has so much to offer.

...and Dr. Ross has discovered over the years that along with affirming the advantages of the superior properties of the CEREC knowledge, skill and equipment - chocolate is delicious WORLD-WIDE!!



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Carla Patient Coordinator
B.D. Business Administrator

Brush • Floss • Smile



Information included is not dental or medical advice. For your specific information be sure to consult our office. If you do not wish to receive this newsletter, please contact us directly.

Let's Celebrate!

31ST ANNUAL HOLIDAY PARTY

Begin your Holiday Season by joining us on
Friday, December 2nd, 2011 from 4:00 - 7:00 pm
for FUN, GREAT FOOD and FANTASTIC FRIENDSHIP!
Stuart Ross & Team

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