

*Arnold R. Rudman, DDS*  
THE ART OF FINE DENTISTRY

Family and Cosmetic Dentistry  
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# Word Of Mouth

Produced to improve your dental health and awareness

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## fromthedentist

What a great way to combine work and play! Searching for fossils has been my love for many years, going back to when I was a child and first saw dinosaurs in New York's Museum of Natural History. The actual searching for and discovery of bones, jaws, and teeth is my dream come true. Seeing the preservation and detail of fossil specimens preserved tens to hundreds of millions of years ago, like the ten million year old camel jawbone in the picture, is truly fascinating. Comparing fossilized tooth enamel and form with modern day tooth enamel and form seems to complete the circle.

Thank you for your great response to our newsletters. Your input is very important. My staff and I really appreciate your confidence in our team and our practice. A very important team member, Robin, our office coordinator, has recently returned after a medical leave, and we are very happy to welcome her back.

*Yours in good dental health,*

*Dr. Arnold R. Rudman*

## Is Your Smile... Spotted?

### We can help

It was a great photo. You were caught in the middle of a "full-on" laugh. Then you noticed the old, silver, amalgam fillings and realized that your entire dental history is on display! No need to be self-conscious any longer. There is a simple and attractive solution to the problem.

According to research, the demand for natural-looking white composite resin fillings has surpassed silver amalgam by a ratio of more than 3:1! These fillings are more natural looking than amalgam, and have the added advantage of never discoloring surrounding or neighboring teeth as older amalgam fillings have been known to do. Modern materials and processes ensure that they are also

durable, reliable, and predictable.

Because of these advantages and high consumer demand, we have recently restocked one of the finest composites available. This material can be so precisely color-matched to your teeth that it will be invisible to the casual observer.

Let's talk about concealing, once and for all, your "dental history" with composite fillings. It can usually be done in only one visit or two, and because your silver fillings could be upwards of 15 years old, your insurer may cover replacement costs.

Call us about this impressive improvement. Be laugh-out-loud confident ... whether you're in front of, or behind, the camera!

**Naturally**  
White composite fillings look like real tooth enamel. For many patients, this is their premier restoration choice.

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*The Perfect Smile ... A blend of Natural Artistry Combined with Predictable Science!*



You'll like it!

### Look At That

Ugli fruits are named after their greenish-yellow appearance, odd shape, and lumpy, bumpy skin. Imagine a *really* ugly grapefruit.

### Tasty Treat

This mandarin hybrid has a very sweet citrus taste and is said to combine the best qualities of Seville oranges, tangerines, and grapefruit. Ugli fruits are sweetest from their native tropical West Indies and Asia, though they have been grown in the sub-tropical United States since the 1930s. Nearly seedless, uglis peel easily for quick snacks or as an unusual feature in salads, stir fries, or stews.

### For Your Oral And Overall Health

Ugli fruit is an excellent source of vitamin C, an antioxidant which promotes healthy gums and fights cardiovascular disease, plus it's a good source of fiber as well as folate which is an important B vitamin that promotes oral health.

## Prevention Is Better

### Two things you don't want to share!

We all host bacteria in our mouths so everyone is potentially vulnerable to decay and gum disease. Here are some facts you may not know...

#### ■ Bacterial Infections

In **caries** (decay), *Streptococcus mutans*, is the major bacterium that uses sugar to produce acids that dissolve dental enamel, creating cavities.

In **gum disease**, plaque – the soft thin film you feel on your teeth – is a *biofilm* which hosts many different bacteria.

#### ■ Transmissible

You can pass on **gum disease** and **caries** bacteria to the people you care about – even babies whose teeth have yet to erupt – by kissing, blowing on food, or sharing utensils.

#### ■ Preventable

You can minimize your risk for **caries** by avoiding sugary carbohydrates and keeping saliva flowing. Saliva is your natural buffer against acid. Daily removal of soft plaque by brushing and flossing keeps it from building up then turning into hard tartar or calculus, promoting **gum disease**.

#### ■ Reversible

In the earliest stages when **caries** are white patches, remineralization (assisted by our saliva) can reverse the process. As the caries progressively become darker in color, treatment becomes more complex and invasive.

**Gum disease** can appear silently and we can reverse it with prompt treatment before it progresses to produce swollen, tender, bleeding gums, and deep pockets of infection that can lead to tooth loss.

We have many effective strategies to prevent and treat these two diseases, so please – keep your regular appointments.



## The Flossing Question

### Ever too young?

As soon as two teeth touch, between six months and one year, kids need daily flossing to avoid gum disease. Only flossing can remove the biofilm and food particles that build up between their teeth and below the gumline where a toothbrush can't reach. Here's how to floss your child's teeth...

First, wrap an 18-inch strand of floss around your middle fingers just as you would for yourself, and hold a one-inch section tightly.

Then, gently ease floss between each of your child's teeth, unwinding clean floss as you proceed.

Too squirmy? Consider colorful, flavored, kid-friendly floss sticks that can change colors and come in favorite character shapes.

Between the ages of 5-10, most children can floss their own teeth. And thanks to your perseverance and great example, they'll want to!





# Evaluate Your Family Dental Values

At every stage of life, your oral health and attractive smile are invaluable assets

## LIFE STAGE

## FOCUS

## HOW WE CAN HELP

Infants & Children



- Healthy gums and teeth
- Proper spacing and bite alignment
- Protection against sports and play injuries

- Prevention and monitoring with regular dental visits starting when teeth erupt
- Early orthodontic assessment
- Oral hygiene instruction
- Custom-fitted mouthguard
- Emergency care

Teenagers



- Greater awareness of social value of nice smile and fresh breath
- Greater susceptibility to gum disease, enamel erosion

- Positively reinforce importance of nutrition, regular oral care routines, and professional oral care for an attractive smile
- Provide strategies for fresh breath and a whiter, brighter, straighter smile

Young Adults  
20s & 30s



- Greater maturity and awareness of mouth-body link
- Continued interest in appearance and lifestyle issues like teeth staining from coffee, wine, and tobacco

- Regular preventive and maintenance visits to maintain healthy teeth and gums
- Cosmetic consultations for teeth whitening and other procedures

Mid-life Adults  
40s & 50s



- Continued interest in appearance
- Increased risk of oral cancer
- Risk of receding gums, root caries, and loose teeth as hormonal levels decline, bone mass decreases, and teeth become worn and stained

- Regular oral health exams
- Natural-looking restorative treatments including crowns, bridges, implants, and veneers, plus cosmetic whitening

## 8 Is Great!

Boost your smile!

A jolt of morning java might boost your day, but over time it could take supervised teeth whitening to jumpstart your smile again! Red wine, tobacco, dark fruits and juices, and some medicines can also trigger staining.

### What can affect your whitening outcome?

#### Your Age

Whitening is the most in-demand cosmetic procedure and although we recommend teens wait 'til after age 14, there's no upper age limit. If thinning tooth enamel is a consideration, cosmetic bonding and veneers are excellent whitening alternatives.

#### Your Dental Team - That's Us!

We make absolutely certain that the whitening ingredients we prescribe for you are safe, reliable, and appropriate. Stains caused by illness or medications can only be removed by a dentist.

#### Your Foundation

Teeth may be whitened up to an average of eight shades lighter than the color you start with!

Where does your smile rate on our whiteness scale?



# The Negative Effects Of Soda

By Laurie, RDH.EF

In today's culture of fast food dining, it is very common to pair a meal with a soda. If you think about it, we're ingesting a chemical cocktail whose main ingredients are phosphoric acid, sugar, caffeine, artificial coloring and flavoring. This affects the acidity balance of the oral cavity causing detrimental effects on the body.

Each can of sweetened soda contains eleven teaspoons of sugar. The phosphoric acid in soda is about the same as vinegar. The combination of high sugar and phosphoric acid easily dissolves tooth enamel and can cause tooth decay and sensitivity.

Our bodies maintain a very balanced ratio of calcium to phosphorus. Drinking regular or diet soda increases the phosphate levels in the blood so the body needs to increase calcium levels in the blood which could result in robbing calcium from the bones. Soft drink consumption in children leads to poor bone mineralization and poses greater



risk of broken bones. Teenage girls risk three times more fractures and early onset osteoporosis.

The consumption of sweetened soft drinks can lead to weight gain. One sweetened soft drink a day can lead to a 60% greater chance of obesity and Type II

Diabetes. Caffeine found in many brands of soda increases your heart rate and stimulates the adrenal glands causing fatigue and decreasing your body's resilience and ability to cope with stress.

So skip the soda, pour yourself a glass of water, and drink to your health!

## officeinformation

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### Office Hours

Monday - Thursday  
8:00 am - 5:00 pm

\*Closed for lunch 1:00 pm to 2:00 pm

### Contact Information

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### Office Staff

Robin ..... Office Coordinator  
Nancy..... Appointment Coordinator  
Rozie..... Registered Dental Assistant  
Amanda..... Dental Assistant  
Laurie..... Registered Dental Hygienist

**We Welcome New Smiles!**



## Spring Is Here!

**We deserve it!**

Open up the windows and breathe! It's time to throw the weight of winter off of our shoulders and put some new life into our steps. When brightening things up why not include your smile?

Spring is the perfect time to come in for a cleaning and get your mouth feeling its best. And we would be happy to give you a refresher on how best to care for your teeth at home – the best way to avoid repairs.

You may also be considering some of the new cosmetic techniques. We can whiten, mask stains, fill gaps, and cover cracks quickly and painlessly. Just ask for a free consultation.

Looking your best helps you feel your best. We're always happy to help. How better to say *welcome spring* than with a dazzling smile?

**Spring/Summer  
Zoom2!® In-Office  
Whitening Special**

For Proms, Weddings, Graduation, Reunions  
Ignite the White in your smile.  
Limited time offer only \$300. Call us for the details

## Delighted With You

**That's a fact**

On average, during the day, your mouth swallows 2,000 times, which helps flush out bacteria. At night, it swallows only 20 times, allowing bacteria to build up. That's why it's so important to brush before sleeping...

We just love sharing these factoids with you. And we appreciate it when you share our delight and commitment with your friends, family, and colleagues.

Your enthusiasm is contagious and encourages your friends and family to come and see us. We know that feeling comfortable with your dental team makes visits more enjoyable and less anxiety-filled. And that a personal recommendation from a friend is the most credible form of advertising.

So, we are thankful for the great compliment of your continuing referrals.