

Dental Health News™

Compliments of Drs. Silverman

News from the office of:



Dr. Marc Silverman
Dr. Rick Silverman
Dr. Stuart Silverman

Happy New Year to you and your family! Our first newsletter of 2006 aims to give you good dental advice to carry you through this new year – from being aware of bad dental habits, to how to avoid gum disease and how to make the best choices for your dental health to make your smile shine brighter than ever before.

Have a look at our dental resolutions on page 4 and promise yourself that you'll make your dental health a priority this year. We look forward to seeing you again soon!

All the best,

Dr. Marc Silverman
Dr. Rick Silverman
Dr. Stuart Silverman

Drugstores vs. Dentists: The “White” Choice for You

If you've decided that you'd like to brighten and whiten your smile, you have two choices – go to the drugstore and buy an off-the-shelf product, or come to us for dentist-supervised treatment. What's the best choice for you?

An independent study conducted on behalf of the American Academy of Cosmetic Dentistry discovered that discolored, yellow or stained teeth were the number one turnoff in an unattractive smile. Factor in the statistic that shows that 50% of us are not satisfied with the appearance of our own smiles, and it's not surprising to learn that North Americans are turning to cosmetic dentistry in droves. In fact, the popularity of teeth whitening alone has increased by over 300% in the past five years!

You have no doubt noticed the onslaught of advertising for off-the-shelf teeth whitening products. While what they promise sounds like a less expensive version of what dentists offer, be aware that teeth whitening is a procedure utilizing chemicals in your mouth, and, as such, is best conducted under the supervision of a dental professional.

Here are two important advantages of using a dentist-supervised whitening program:

1. Properly-Fitted Mouth Trays

Chances are that the “one size fits all” whitening tray included in your

off-the-shelf drugstore whitening kit likely won't be an exact fit for your mouth. The tray may leak the whitening gel in your mouth, resulting in gum irritation and an ineffective result. Our office custom-fits your tray to ensure maximum comfort, safety and whitening effectiveness.

2. Safe, Comfortable, Customized Treatments

A common complaint among drugstore whitening product consumers is that the teeth-whitening gel causes some level of discomfort. At our office, we adjust the strength of our treatment to provide you with the results you're looking for, with the highest degree of comfort.

Even whitening strips, which seem like an easy solution, often don't whiten teeth evenly, and can miss some areas of your teeth completely.

To summarize, you'll simply never get professional results with a retail product. Allow us to explain our tooth-whitening process to you, and show you how your teeth can be safely and effectively whitened with our professional, supervised program.



New Year's (Dental) Resolutions!

Now that the holiday season has wound down, you may finally have some time to develop those photographs you took with friends and family over the past few weeks. If you notice that your "Say Cheese!" smile isn't as straight or white as it should be, you may want to look at some of your options for a brighter smile this year.

Here are some dental resolutions to consider.

My Top Four Dental Resolutions for 2006:

1. I will brush my teeth at least twice a day for at least 3 minutes each time, no matter how tired or how rushed I am. I will also floss between my teeth every day to remove the stuff that my toothbrush can't reach.
2. I will pay more attention to food, drinks and tobacco that may stain my teeth. If my teeth are already stained, I will ask my dentist about teeth whitening options.
3. I will ask my dentist about how veneers can improve my smile by fixing gaps, chips or slightly uneven teeth in just a couple of visits.
4. I will consider a dental implant to replace my missing tooth or teeth, so that I won't have to worry about the gap ever again!

There's no better time than the present to start working toward a new year of healthy, bright smiles!



Time to Shape Up!

As your dentist, we feel we owe it to you to tell you that we can help you shape up ... your gums and teeth!

Sometimes your gums and teeth may be almost perfect, but their shape may cast an illusion that they're not. For example, you may have an excess of gum on your front teeth, making them look short. Or perhaps your gums are uneven, making your teeth look like they're different lengths. You may be surprised to know that a simple gum procedure can lengthen or even out your gums, uncovering your even smile.

If your teeth are slightly crooked, chipped, cracked or overlapping, we can smooth them into shape, using a simple and economical in-office procedure known as tooth contouring. It involves contouring your teeth into an esthetically pleasing shape, filling them in with bonding materials, if necessary, and then smoothing and polishing them into an improved new smile.

Ask us to explain more about these simple, yet effective smile solutions.

Silverman Family Dentistry

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Christa, Lisa, Joan, Toski *Hygienists*
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Office Hours:

Mon., Tues., Wed., Fri.: 8:30 a.m. - 5 p.m.
Thurs.: 8:30 a.m. - 12:30 p.m.

Our Services Include:

- Family Dentistry
- Emergency Dental Care
- Tooth Whitening (BriteSmile®)
- Cosmetic Dentistry
- Denture Fittings & Dental Implants
- Bonding, Veneers, Crowns, Bridges



Our Office Team

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