



**EMERSON DENTAL ARTS'**

# WORD *of* MOUTH

Summer 2008

## It's Here!

Let **DIAGNOdent™** Shine

While lasers were at one time just material for science fiction writers, they've become a common part of our everyday life. They zap through your groceries, they open garage doors ... and now they can detect wear and tear on your tooth's surface before it becomes a cavity.

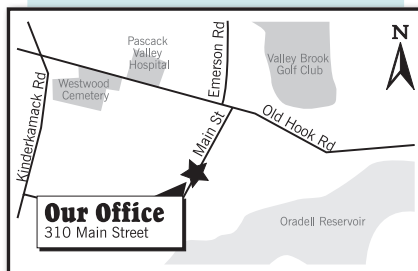
**DIAGNOdent™** is a revolutionary new dental laser tool that safely and effectively detects changes that might not be visible on a traditional x-ray, even below your tooth's surface. For example, Diagnodent can measure the natural fluorescence that is emitted by your teeth. Dental cavities actually present higher readings than healthy tooth tissue.

When this light source is directed at your tooth, anything unusual about the tooth's surface – such as the beginnings of a surface breakdown, or the start of a cavity – causes a different type of light to be bounced back to the instrument. This light is transferred into an acoustic signal and the wavelength is then evaluated by the control unit. This lets us know what type of preventive treatment you might need. **DIAGNOdent** allows us to quickly catch what could later become a problem.

We want to ensure that every tooth remains yours for life, and that your visit to our office is comfortable and pleasant. **DIAGNOdent** is a unique development that will not only reduce your need for x-rays, it will catch problems before they even get started.



**We Welcome  
New Patients**



**Call Today!  
(201) 261-3364**

**Emerson Dental Arts**  
**Dr. Archer Katz**  
310 Main Street  
Emerson, NJ 07630-1320

### Office Hours

Monday 9:00 am – 7:00 pm  
Tuesday 11:00 am – 6:00 pm  
Wednesday 12:30 pm – 7:00 pm  
Thursday 9:00 am – 2:00 pm  
Friday *closed*  
Saturday 8:00 am – 2:00 pm\*  
\* Open every other Saturday  
\*\* Open one Saturday in July and August

Email [edaemerson@aol.com](mailto:edaemerson@aol.com)  
Web site [www.emersondentalarts.com](http://www.emersondentalarts.com)

### Our Services Include:

- Family & advanced cosmetic aesthetic dentistry
- Tooth whitening
- Invisible fillings
- *Invisalign*® orthodontic treatment
- Modern, state-of-the-art facility
- Saturday appointments
- Nitrous oxide and oral sedation available
- TVs, videos, & music in treatment rooms



***Our mission is to create a beautiful smile for you in a comfortable, relaxing environment.***

## Grin... Or Grimace?

### You tell us!

The average person can exert up to 200 lbs of muscular force on their back teeth... that's a lot of pressure! So much so that for some individuals, stress-related teeth grinding and jaw clenching can cause serious dental damage. Men especially often wait too long and only seek help after tolerating increasing pain and injuring their smiles' function and appearance.

### Here are 9 telltale signs that indicate a stressed-out smile...

- 1 Ground-down eye teeth
- 2 Popping, clicking jaw joints, and difficulty biting
- 3 Recurring headaches
- 4 Chipped edges on front teeth
- 5 Feeling stressed and anxious
- 6 Worn cusp tips on premolars and molars
- 7 Loss of tooth enamel and dentin
- 8 Cracked teeth
- 9 Damaged restorations

### Recognize yourself?

Don't just grin and bear it. Let dentistry help you.

## Think About Links

Connect with  
dentistry for  
better health



Even if you think your teeth and gums are healthy ... and even if you don't have rheumatoid arthritis ... reading this could help you. According to research, people with rheumatoid arthritis could be more than twice as likely to have gum disease with accompanying jawbone loss and tooth loss. What does this have to do with you? Well, understanding that each of these is an autoimmune disease with chronic inflammation could provide clues to improve treatment – or even prevent – both disorders.

Science hasn't confirmed a cause-and-effect relationship between the mouth and the body, however, scientists theorize that either: (a) Oral bacteria enter the bloodstream and release toxins that affect other parts of the body; (b) Bacteria-fighting blood cells trigger the body's own immune system to actively work against itself.

### How can dentistry help you?

- Dentists can simply and effectively monitor the health of your gums over time.
- Because bone loss in your jaw can occur without obvious gum damage, dentists can use safe and effective x-rays to evaluate the health of your gums and bones.
- Dentists can provide professional instruction in home-care routines that, along with cleanings at the dental practice, will help ensure your oral and overall health.

Gum disease may be associated with heart, lung, and kidney diseases, cancers, diabetes, and osteoporosis, as well as rheumatoid arthritis. How can you help yourself? Visit a dentist regularly.



## And The Winner Is...

### Guava!

Move over blueberries, broccoli, and pomegranates! Red carpet *superfoods* like these will soon be vying for the limelight with ... guava! This exotic yet readily available fruit also boasts a high antioxidant content, so it's good for your immune system and can help lower cholesterol and protect your heart.

For centuries guava leaves have been chewed to relieve toothaches and used as a decoction for gargling to relieve oral ulcers, inflamed gums, and sore throats.

Guava's distinctively aromatic fruit looks much like a small pear or apple, and once ripe, every part is edible. The rind alone contains over five times more gum-protecting vitamin C than an orange, and the fruit is exceptionally high in calcium for healthy teeth and bones. The glamorous guava: good for you and delicious too!

# Would You Do It?

**Go ahead – wear a crown – and smile again!**

Today, self-improvement opportunities abound – from gyms to plastic surgery to spa treatments. Why? Because people like you demand them. Same thing with dentistry. Appearance matters, so patients like you are asking for treatments that will help them look great *and* feel great. Dental crowns, for example, can brighten, recontour, and restore alignment to your teeth for your most healthy and vibrant smile. The crown is the part of the tooth that you can see above the gumline. When even one becomes damaged, it can affect your appearance and your ability to eat, speak, and smile.

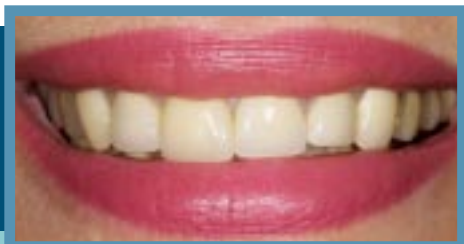
Crown restorations fully cover the damaged tooth to prevent further trauma and provide a seal against bacteria when...

- Too-large fillings have challenged the integrity of tooth structure;
- The tooth has broken or fractured;
- Root canal therapy has left the tooth brittle and weak;
- A gap needs a bridge to prevent shifting teeth and an altered bite.

Dental implant crowns are placed permanently onto an artificial root...

- To replace a single tooth;
- For full-mouth reconstruction;
- To retain an overdenture;
- To retain a fixed bridge.

Today's crowns are the most popular restoration option for people like you who want to improve their oral health *and* their smiles – so add dentistry to your list of terrific things to do *just for you!*



Dental crowns can brighten, recontour, and restore alignment to your teeth for your most healthy and vibrant smile.

**Think  
Lunch  
Break!**

## 5 Reasons To Recontour

You've probably heard about one-hour teeth whitening, but did you know that you can also get tooth reshaping or dental recontouring done over your lunch hour? Tooth-colored materials can be used quickly, easily, and comfortably to create a dramatically straighter-looking, more-even smile.

One-visit tooth recontouring is a great choice for minor smile flaws – and it can create virtually instant results.

**Re-invent your smile and camouflage teeth that are...**

1. Ridged or pitted
2. Chipped or fractured
3. Crooked
4. Uneven in length
5. Crowded or overlapping

Call the dentist for a consultation and find out how dental recontouring can make a dramatic difference in your smile! And if you want to create even more drama – your dental team will be happy to discuss other cosmetic options!



# New To Emerson Dental Arts

Check out our weekly blog at: TheSmileFile.net. You can get all the latest information on everything dental, plus some personal/humorous stories about the industry. Here's an excerpt from our first entry: "How do you find a good dentist? Obviously a referral from a family member or friend is probably the best way. But if that is not an option here are some other ways: check the internet, and check websites. Does the website look like the dental office put some thought into it? Does it have before and after photos of that dentist's work?"... read more at THESMILEFILE.NET.

**Chosen in 2007 & 2008 as one of America's Top Dentists by Consumers Research Council of America**



# Know This...

## The magic of cosmetic dentistry

### Did you know that...

People with whiter teeth are almost always perceived to be more attractive?

Depending upon the attractiveness of your teeth, they can have a positive or negative impact on your relationships, career, and self-confidence?

Lips can be made to appear fuller and more voluptuous through the use of veneers on your front teeth?

Upper lip lines can often be smoothed through the use of veneers?

Slightly crooked or twisted teeth can be made to look straight without use of braces?

Small, round teeth look more feminine?

Flatter, more square teeth look more masculine?

People with smaller teeth are often taken less seriously?

You can change your smile to give you the look you want!

Today, with state-of-the-art dental technology in the hands of a highly skilled dentist, it is possible to not only transform your smile into a thing of beauty ... but at the same time adjust it to help give you the facial "look" you want.

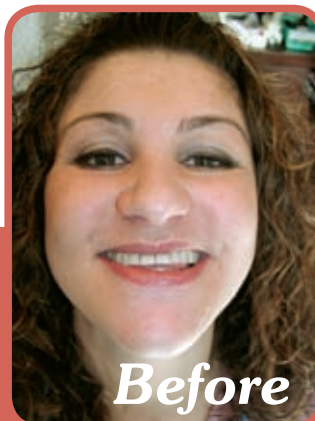
To find out if cosmetic dentistry can give you the smile and look you want, please call today – (201) 261-3364 – to set up a complimentary evaluation appointment. I will personally meet with you, answer all of your questions, and detail for you how to transform your smile from dull to dazzling. There's absolutely no cost or obligation.



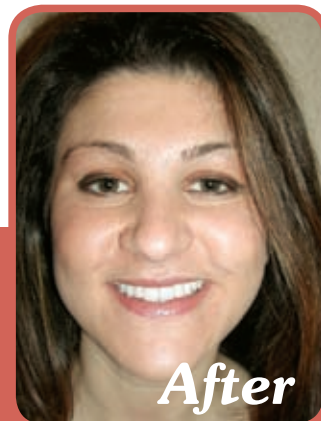
Dr. Archer Katz

**Don't wait.  
Call today!**

**Reem's  
veneers are  
by Dr. Katz**



**Before**



**After**

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