



SMILE REPORT

with Dr. Joseph E. Sullivan
& Dr. Jeffrey R. Turner

Produced to improve your dental health and awareness

Summer 2009

fromthedentists

Easing The Pain *Flexible financing*

Isn't it good to know that there are always a few certainties that you can count on? One thing, for sure, is that we will be here for you. Our goal is to help you have the best possible oral health for a lifetime.

Why are we committed to ensure your uninterrupted good oral health? Well, for example, untreated decay will spread.

The length of time treatment is postponed determines the extent of damage. You may need a crown instead of a filling, increasing costs by up to six times. Further delays could mean root canal treatment – even more expense.

We offer a couple payment options that finance dental care: CareCredit®, and Citihealth. Both are designed to help you receive the dental care you deserve when you need it. You can be confident in our commitment to you. Please call for help anytime.

Yours in good dental health,

*Dr. Joseph E. Sullivan
& Dr. Jeffrey R. Turner*

turnthepage

Live 14 years longer!

Gum disease ... me?

Let's talk *toothpaste!*

Cosmetic Dentistry

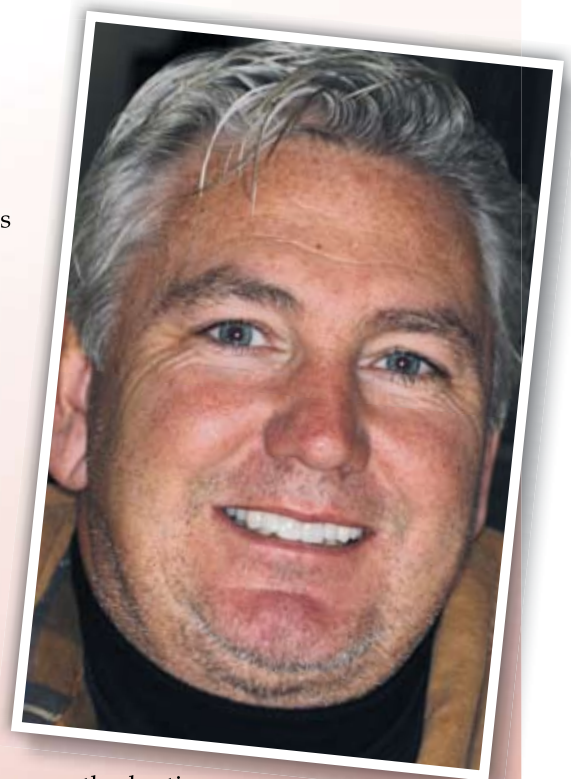
It's not just for women these days

We've all heard about the latest techniques to help improve our appearance and make us look young. Botox®, Restylane®, liposuction, and facelifts; let alone all the money we spend in facial creams to reduce wrinkles and firm up the skin. Studies confirm though that the first two aspects we notice when we look at someone's face are the teeth and the eyes. So it's no wonder that we in the dental profession are getting a lot more questions from patients asking us how they might improve the look of their teeth and appearance, and consequently their overall smile. Interestingly, while women tend to inquire most, we see more and more men seeking improvement in their smiles.

Our patient Bob P. is a great example.

Bob came to us several years ago clearly unhappy with his smile. He was referred by his niece Colleen for whom we had completed cosmetic dentistry several years ago. Most of our patients arrive by referral and we remain very grateful for your trust in us.

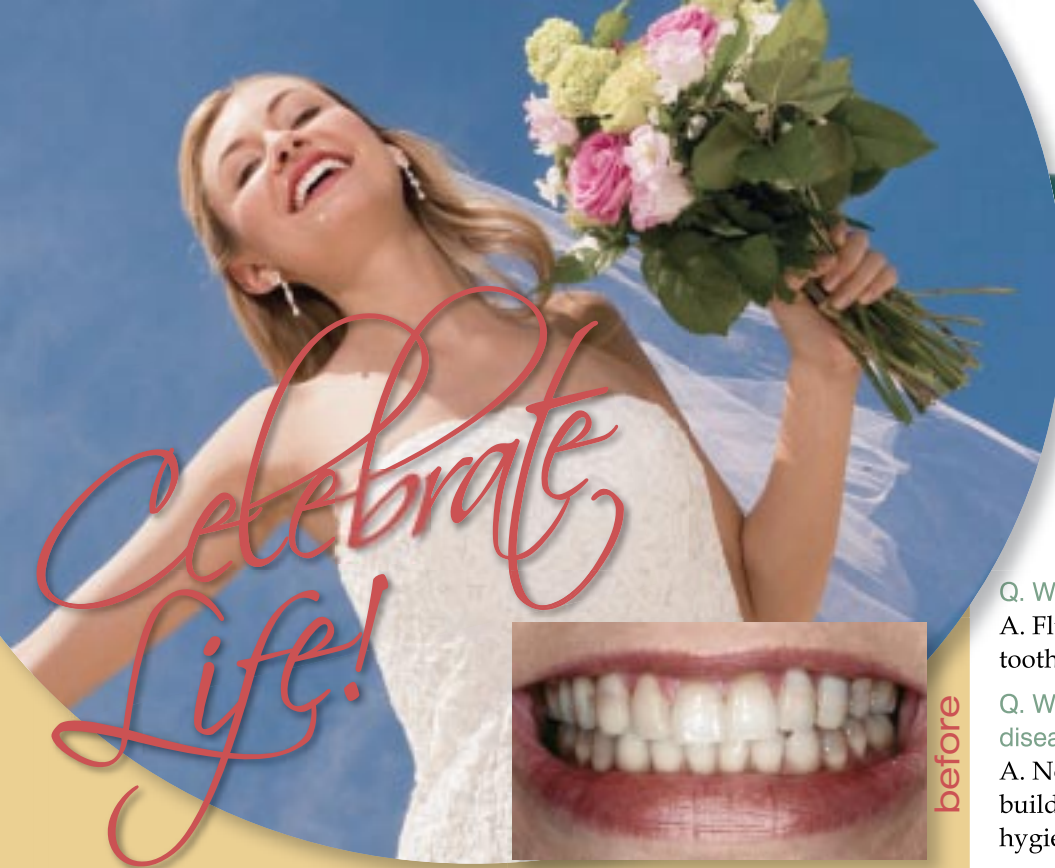
As always, the Doctors began with a thorough examination, including x-rays, photographs, molds of his mouth and a complete head and neck exam. Various treatments were discussed, but it was clear that Bob's bite presented a difficult challenge to the Doctors. It was decided that a two phase approach was best, first the correction of Bob's bite with



orthodontics and second, porcelain veneers to improve color and shape.

This is one of those cases where the photo really speaks for itself. Bob tells us that he is routinely complimented on his teeth, and where he used to avoid smiling, he now goes out of his way to smile. It's a very rewarding experience for our entire staff to transform a patient's smile in a way that makes them feel better about themselves. Today's cosmetic dentistry offers many options and we are so glad to be able to share them with our valued patients.

Thank you for all your referrals. We appreciate them!



Celebrate Life!



before



after

Share your smile with the one you love!

Everybody wants to put their best smile forward. According to a national study, teeth are the number-one facial feature that people would change... three out of four adults think that a nice smile is important to landing their dream job ... 84% think that an attractive smile is important for meeting Mr. or Ms. Right. It seems that we associate a pleasing smile with many of life's passages. Celebrating these milestones means family, friends, and ... photographs. Are you ready to get ready?

Sometimes even subtle changes can turn a nice smile into a sensational smile - often in only one or two visits...

FAQtually Speaking

About toothpaste

- Q. What does fluoride toothpaste do?
 A. Fluoride fights tooth decay and strengthens tooth enamel.
- Q. Will tartar-fighting toothpastes prevent gum disease?
 A. No. They only help reduce *additional* tartar buildup *above* the gumline, so regular flossing and hygiene visits are essential.
- Q. Are whitening toothpastes okay for sensitive teeth?
 A. No. Most contain a higher level of abrasives. Use a toothpaste for sensitive teeth instead.
- Q. Does *The American Dental Association* test toothpastes?
 A. Yes. The *ADA Seal of Acceptance* means they meet specific criteria for safety and effectiveness.
- Q. Do children's toothpastes need to taste good?
 A. Yes. This encourages brushing, but use a pea-sized amount and don't let them swallow.
- Q. How often should I use toothpaste?
 A. You should brush *at least* twice daily with toothpaste for 2-3 minutes and floss daily.



*Whitening Bonding
 Tooth-colored inlays/onlays*

Create an even more dramatic impact. We can match your natural tooth enamel, tooth size, and shape, while cosmetically enhancing your smile...

*Dental implants
 Veneers Crowns*

Whether you want your best milestone smile for a graduation, wedding, or The Big 4-0 - give us a call as soon as you can. You'll have your great new look in no time!

Are You Symptom Free?

Are you ready for biology's next revolution? *The Human Oral Microbiome Database* has been created to provide scientists with comprehensive information on oral microbes. That's good news for you because gum disease is no minor infection. It can change your appearance, your ability to eat, your social life, and your general health. It has been called the *silent disease* because you can have it and be symptom-free. Being young is no protection.

Learn how to avoid the Silent Disease

Here are some more facts you need to know...

- Up to 30% of people may be genetically susceptible to gum disease and six times more likely to develop periodontitis, its most serious form.
- Periodontitis is the leading cause of tooth loss among adults. It can destroy jawbone and supporting tissues as well as your appearance.
- Unnatural-looking indentations left by missing teeth and bone loss can compromise the esthetics of replacement teeth.
- Research has linked gum disease to other health problems including heart disease and stroke, respiratory diseases, cancers, osteoporosis, diabetes, and complications during pregnancy.
- Surveyed U.S. dentists say gum disease is a more pressing oral health concern than tooth decay by a 2-to-1 margin.

Millions of people don't know they have gum disease.

Could you be one of them? Stay as healthy as you feel by keeping up with your home care routines and maintaining your regular appointments. It could give you a revolutionary advantage.

De-Escalate!

Reclaim your world

It's a wonderful world we live in. Yet the excitement and challenges of even the best things in life can create tension. Teeth clenching and grinding are common symptoms of stress which over time can escalate into Temporomandibular Disorder (TMD), a painful problem of the jaw joints. Of course, dentistry can provide relief with oral appliance therapy, but a strategy for self-care will help keep you at ease for the long term.

Martial arts for relaxation? Absolutely. **Aikido, Tai Chi,** and **Qi Gong** combine meditation and movement to improve posture, balance, coordination, endurance, and flexibility.

Yoga is popular, very do-able, and doesn't require special equipment.

Proper breathing, exercise, relaxation, diet, positive thinking, and meditation are tried and true. TMD is *all* about taking the pressure off.

4 Your Health

Too much information! Hardly a day goes by without yet another announcement about lifestyle, health, and longevity. Sifting through the pieces may make it seem complicated, but apparently it's simpler than we think. Researchers say that by combining the following four modest and achievable lifestyle changes, you could prolong your life by 14 years.

- 1** Give up smoking. You could gain an 80% improvement in health. Smoking has been linked to gum disease as well as oral and other cancers.
- 2** Eat five fruits and vegetables daily for a healthy mouth and body.
- 3** Keep active for cardiovascular health, strong bones, and stress relief.
- 4** Drink moderately. Alcohol has been linked to oral cancer, especially when combined with tobacco.

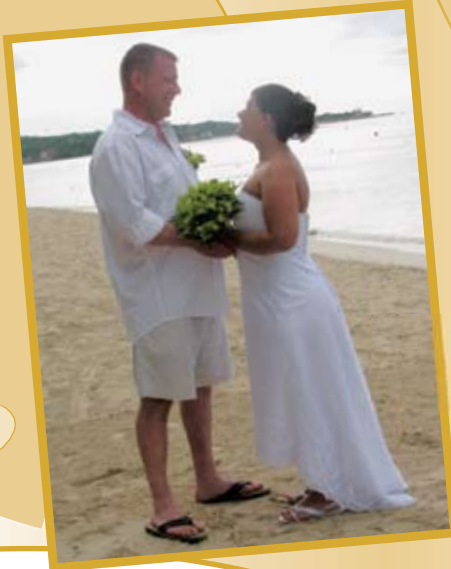
Fourteen extra years of oral and overall health. That should keep you smiling!



Congratulations!

Wishing the two of you bright and beautiful days filled with warm and wonderful moments ... today, tomorrow and always!

Fran & Ron



Becky & Joe



office information

Sullivan And Turner, LLC
 Dr. Joseph E. Sullivan
 Dr. Jeffrey R. Turner
 736 West Somerdale Road
 Somerdale, NJ 08083-2443



Citibank

Contact Information

Office (856) 784-3440
 Fax (856) 627-8225
 Email FSTdental@comcast.net
 Web site www.advancedcosmeticdentistry.net

Office Hours

Monday 7:00 am – 8:00 pm
 Tuesday 7:00 am – 6:00 pm
 Wednesday 8:00 am – 8:00 pm
 Thu/Fri 8:00 am – 5:00 pm

Office Staff

Cathy Administrator
 Marissa..... Scheduling Coord.
 Kaleena Business Staff
 Fran Hygiene Coordinator
 Rosie, Karen F., Becky, Karen C., Luci
Hygienists
 Holly, Debbie, Leah, Amy, Jenny
Dental Assistants

We Welcome New Patients

Our practice wants you to refer us to your family, friends and colleagues.

Did you know that the highest compliment you can give us is referring our practice to people you care about? Yes, your trust means the world to us, and fuels our commitment to raise the bar even higher on providing you and yours with excellent dental care. From implementing the latest technology, procedures, and techniques, to being flexible in scheduling appointments and offering supportive payment options. *Trust in those who have earned your trust and earn their trust in return.* We live by this motto and have enclosed our new referral card ... asking you to spread the word!

