

BITE dentalworks'

Word Of Mouth

Produced to improve your dental health and awareness

Summer 2010

fromthedentist

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 dental health,
Dr. Andrew K. Hoe*

turnthepage

Let your smile speak for itself!

Don't whine over your wine!

Bad breath? Busted again!



Surrounded by the busy hum and bustle of an active, friendly dental practice, it's easy to think that there's no room for new patients. Nothing could be further from the truth. We love our work, and part of that is the excitement of getting to know new patients, as well as the satisfaction of successfully providing dental care for long-term clients.

When you refer your friends, colleagues, or family to our office, it makes our day. It shows that our dedication to our patients' oral health has been noticed. We're happy that you feel comfortable and at ease in communicating both to us and about us.

Enclosed with this issue are referral cards. Please pass on a smile to your friends and family as encouragement for their dental health.

As our way of saying thanks, we would appreciate it if you would accept a gift choice of either \$100 credit on your account or free \$295 value bleaching kit* for every referral who becomes a patient. Make sure they mention your name when they make their first appointment! After all, what's a little name-dropping between friends? Thank you for your confidence.

**1 per family. Offer ends without notice.*

Check us out ... www.bitedental.com!



White Wine

Say it isn't so!

If you're a connoisseur of the grape, so to speak, you should know that in addition to all the good things wine has to offer, it doesn't have to be red to cause stains on your tooth enamel. Alas, white wine can also create rough spots and grooves that enable staining chemicals in tea, coffee, and other beverages and foods to penetrate deeper into your tooth enamel.

Even so, red wine, long known to stain teeth, should still be seen as more hazardous to whiteness because it contains *chromagen*, a richly colored substance.

Still, you don't need to stop enjoying wine in moderation. The best way to prevent staining caused by wine, and coffee or tea

for that matter, is to rinse often, brush regularly, and ask us about dentist-supervised teeth whitening products.

About Bad Breath

Don't be misinformed

How we process and cope with information has acquired its own academic discipline: *information environmentalism*. Because there is such an excess of information consuming the airwaves, we need to be conscious of – and challenge – what we're absorbing. Well, there's a lot of misinformation about bad breath out there, and that matters to millions of people who experience chronic halitosis.

No matter what the ads say, eating mints or other scented candy, chewing gums, or beverages can only temporarily mask bad breath ... not fix it.

Bad breath that lingers can be caused by:

- bacterial plaque and food particles on and between your teeth;
- untreated gum disease;
- bacteria you haven't brushed away from your tongue.

Here's good information for you. Regular dental visits and scrupulous home care can keep your breath fresh and your smile sweet!

Your Wordless Smile Others will listen ... and look ... at you!



The image you project *is* worth a thousand words. It takes mere moments to make a first impression, and according to a UCLA study, only 7% comes from our spoken words. Body language accounts for more than half of that initial impact! Since your smile is always the first thing people notice, maybe it's time to spark up the power and turn up the volume.

Whitening is by far the most popular way to make over a smile from boring to beaming. Your grin can dim just from enjoying your tea, coffee, wine, or juice that gradually stains and abrades your teeth enamel.

We can...

- Whiten these accumulated surface stains;
- Remove stains trapped in micro-cracks in tooth surfaces;
- Remove discoloration caused by ageing, illness, medication, or heredity.

That's not all! We can help you decide on your best whitening option...

Bonding and veneers are completely natural-looking and can correct the appearance and function of cracked, chipped, or unevenly spaced teeth without surgery or braces.

White fillings can strengthen your teeth – and they'll look like you've never had a cavity.

Crowns can repair severely damaged teeth, and when combined with bridges and permanent dental implants, can replace gaps.

So, please – go ahead. Give yourself the gift of a great-looking makeover like the one in this after photo. Without saying a word, your smile will shout, "I'm the best I can be!"

Your Crowning Achievement

Making strong choices can be beautiful

Many believe that yoga offers the inner harmony and body awareness required to achieve a healthier and more-fulfilling approach to life. Getting in touch with yourself helps to define and refine your esthetic perception, deal with the moment, and look to the future with greater clarity. This can help you to find the confidence to make long-term choices that will enhance your oral health and create your strongest most-beautiful smile.

Like your choice to have a strong body and mind through yoga, choose strength, longevity, and esthetics with beautiful porcelain and ceramic crowns that look so natural no one will guess you have them. Besides being durable, they are highly resistant to bacteria, chipping, staining, and cracking.

Crowns are versatile as well...

1 Protect your damaged tooth by capping it with a crown.

2 Close a gap due to decay, genetics, or an accident with a crown plus a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.

3 Create a new tooth with a crown attached to a "root" implanted permanently into your jawbone. These *implants* can also be used to secure a denture, and several crowns can be attached to an implant bridge.

We'd be proud to help you reach your personal best and to keep your distinctive esthetic. Please feel free to ask for a consultation!



Before



Crowns

After

WE'VE DONE THE MATH About popcorn

Believe us when we say that we understand the attraction of buttery-smelling popcorn. North Americans consume 54 quarts per person each year and about 70% is cooked and eaten at home. Sad to say, we don't recommend it.

Here are 5 reasons why:

1. Popcorn is the #1 cause of tooth fracture.
2. Kernels get lodged in between teeth and between the cusps of teeth.
3. Hulls can get jammed under the gum and irritate the tissue, which can eventually lead to infection.
4. Sharp bits can scrape and irritate your tongue.
5. Rough edges can damage cosmetic restorations.

It's hard to give up a satisfying snack ... but why not consider fresh raw fruits and vegetables or low-salt pretzels? And if you can't always brush and floss, please rinse with water afterwards!



BOTTOM LINE? DENTALLY SPEAKING, POPCORN JUST DOESN'T ADD UP.

It's an exciting time of year for your children – a fresh start, new expectations and even a little trepidation. The summer nights get just a bit cooler and before you know it, your young scholars are back in school! This year, remember to schedule your child's back-to-school dental exam before the end of summer.

We'll take this opportunity to give your child's teeth a thorough cleaning and we'll closely inspect their teeth for decay, discoloration, chips, cracks, and periodontal and orthodontic problems.

Your teens may be more concerned with the look of their teeth and with the freshness of their breath. Some treatments may be as simple as a reminder of the importance of good dental hygiene while others may be slightly more involved. Whatever the concern, we can help your teens to feel their most confident.

If your child is going to be involved in sports, we can fit them with a sports mouthguard to protect their teeth from injury. Remember, an ounce of prevention is worth a pound of cure!

We hope you enjoy the remainder of these glorious summer days. We at Bite dentalworks look forward to seeing your teens and little ones before the back-to-school rush!

BACK TO SCHOOL?

It's recare time!



officeinformation

BITE dentalworks
Andrew Hoe, DDS, BSc
16061 Macleod Trail S, Suite 311
Calgary, AB T2Y 3S5

Office Hours

Monday 9:00 am – 5:00 pm
Tue/Wed 8:00 am – 4:00 pm
Thursday 9:00 am – 5:00 pm
Friday 8:00 am – 1:00 pm

* Early morning and evening appointments available

Contact Information

Office (403) 201-2483
Fax (403) 201-2597
Web site www.bitedental.com

Office Staff

Melisa, Heather Dental Hygienists
Leila, Claudia Dental Assistants
Kari, Carrie..... Treatment Coordinators



This Tiny Device Helps Migraine relief

Now we can treat patients who suffer from severe headaches or migraines. The NTI Tension Suppression System is a non-surgical, non-drug device approved by the Food and Drug Administration. It has proven effective in significantly reducing headache and migraine related episodes.

Tension headache and migraine sufferers often exhibit sore and tender scalp muscles caused by repeated intense contractions during sleep.

The NTI device is custom-fitted on the patient's upper teeth suppressing the muscle contraction intensity. The NTI is small, comfortable, and worn only when sleeping. When used as directed, there is no risk of side effects.

If you are a headache or migraine sufferer, please come and see us for a consultation.

Floss Shredding? Don't get tied up in knots!

Daily flossing is essential for oral health. If your floss consistently catches or shreds even after trying different types of floss, it might not be your technique.

YOUR FLOSS COULD BE...

...hooking on chips or cracks in your teeth enamel;
...snagging on a broken or jagged filling;
...catching on a spiky surface surrounding a cavity.

Whatever the cause, floss-shredding could be a clue to a dental flaw that should be corrected. Examples include outdated restorations and subtle smile imperfections like cracks or chips.

Beautiful, durable, and tooth-colored, today's bonding materials and inlays and onlays can be used to restore older fillings – and your smile. Hand-sculpted porcelain veneers can conceal chips, severe staining, and even gaps.

Flossing problems? Whatever the cause, we have the solution for you.