

# tooth talk

with

## DENTISTRY

LIPNER & WEISFUSE

Produced for the Patients of Dr. Robert Lipner and Dr. Deborah Weisfuse

Fall 2009

### Your Successful Smiles **from the dentists**

By now, you've probably heard the theories about how the more beautiful your smile – the more attractive you are to others. But, did you know that studies also show your smile can affect how intelligent, interesting, successful, and wealthy you appear?

In 2004, the *American Academy of Cosmetic Dentistry* had a study conducted that had respondents judge photos of people based on their attractiveness, intelligence, happiness, success, and among many other characteristics. Photos used in this analysis showed eight average people, before and after smile makeovers. The participants were shown these photos and asked to give their first impression of the person based on their overall appearance, not told to assess dental work. The *before* images were just photos of everyday, ordinary people; none had visible rotting teeth, missing teeth, or extreme bad dental health. The *after* images showed various cosmetic reparations made to the subjects' smiles; two subjects had very little, two had moderate, and four had extensive smile restorations. The results came back unanimously, with the people in the *after* images appearing more intelligent, appealing, successful, and wealthy.

*Yours in good dental health,*

*Dr. Robert N. Lipner &  
Dr. P. Deborah Weisfuse*

### Fill In The Blank!

#### Closing the gap in your smile

Spaces, or *diastemas*, can spell trouble for an otherwise healthy smile. They can cause speech problems, trap food and bacteria, interfere with normal chewing, and put unnecessary added stress on nearby teeth. Teeth on either side of the gap can become loose or crooked as they move in to fill the space. And just as importantly, they can also make one feel very self-conscious.

A careful assessment of the cause of the spaces, coupled with discussion about your smile wish list, will help us determine what technique(s) will eliminate your spaces, repair function, and give you the smile you've longed for.

- Traditional methods such as crowns or bridges fill in and close gaps.
- Cosmetic dentistry, such as bonding or veneers, can eliminate spaces.
- Orthodontic treatment using state-of-the-art invisible braces can bring neighboring teeth together.

There's no reason you should stare at that empty space every time you look at your smile, or cover it self-consciously when you laugh or smile.

### Catch Up On Our Fall Events

#### October is *Invisalign*® Month!

We are pleased to invite you to make an Invisalign appointment during the month of October and receive:

- A FREE Invisalign consultation
- \$300 OFF any new Invisalign case started in October
- FREE whitening after treatment is completed
- A chance to win our special draw for an additional \$1000 OFF treatment costs



#### Join us for our ever popular *Patient Appreciation Days*

We will be bringing in our massage therapists to deliver some R&R to our valued patients! New patients are welcome. Call to schedule this appointment today.

- Thursday September 24, 2009
- Thursday October 29, 2009
- Thursday December 10, 2009

### Surprise Gift!

For each new patient you send to our office, we will be delighted to enter you into our special drawing.

**Congratulations to our last winner who enjoyed our gift of a \$100 American Express gift card!**

*Thank you for all your referrals. We appreciate them!*



# You Can Do It

Discover your inner balance

It's *all* about the balance. Really. A lifestyle that balances work with stress-relieving play and that pays attention to nutrition and diet is a healthy one. That's the *macro* level. At the *micro* level, small imbalances in the pH of your blood, for example, can create changes in the pH of your saliva, altering your mouth's environment. In other words, your oral health can impact and be impacted by your overall health and here's how...

**Plaque**, the thin film on your teeth, is a biofilm and a bacterial ecosystem within the larger bionetwork of your mouth and body. When the scale tips so that good bacteria are overtaken by those that are harmful, red swollen gums that bleed easily, gum and bone recession, and tooth loss can occur.

**Tartar** is the conspicuous, cement-like substance that plaque hardens into when you allow it to build up. Tartar can break the natural protective seal that your gums provide, allowing oral bacteria into your bloodstream. Experts believe that toxic bacteria from your gum infection can trigger your immune system into a constant state of alert.

**Gum disease** has been linked to systemic and inflammatory diseases including heart and stroke, osteoarthritis, diabetes, cancers, and lung diseases.

These complex interactions mean that a *one size fits all* approach to life, health, and your oral health care is no longer sufficient.

Your oral health can impact and be impacted by your overall health

## Just In Time

You get to decide!

Are you an adherent of the *Before Flossophy* or the *After Flossophy*? People can be surprisingly passionate about when to floss ... before or after they brush. Even dentists can't always agree. In a poll conducted by the *American Academy of Periodontology*, 40% recommend before, 36% after, and 25% don't think it matters. Truthfully, as long as you remember your home care routines and maintain your recare schedule, we will be happy!

So, in no particular order...

- **Floss once** – to clean between your teeth and below the gumline.
- **Brush gently** at least twice a day – to remove food and bacteria from your teeth, gums, and tongue.
- **Rinse often** throughout the day – plain water can keep bacteria at bay when there's no time to brush.



## Weighing In

Fight diabetes!

Did you know that diabetics are more likely to have gum disease than others and that those with gum disease find it more difficult to control blood sugar levels? Or that 90% of people newly diagnosed with Type 2 diabetes are overweight? Weight loss and exercise could go a long way to preventing or managing diabetes – and your oral health!

A regular routine of physical activity is ideal, but still, you can find inventive ways to burn calories!

- Take the stairs instead of the elevator.
- Try hiding the remote. Research shows that thin people get up and move around more, tend to fidget more, and sit less.
- Do some eco-exercise – instead of driving, ride your bicycle when you can.

It's important for *everyone* to maintain healthy routines for oral and overall health.

# Prime Attraction

## Get what you need

Is 50 really the new 40? It seems so. Men and women today feel and act ten years younger than their biological age. Midlife is a strong, powerful time of life in every way and you can see the influence you command in the number of products tailored just for you. A prime example is the number of esthetic innovations created to enhance your smile, like beautiful natural-looking crown and implant restorations.

You'll like them because...

### You're an experienced and savvy consumer

- Long-lasting natural-looking materials resist chipping, staining, and cracks.
- Improvements in options and technology have made procedures more time-efficient and patient-friendly.

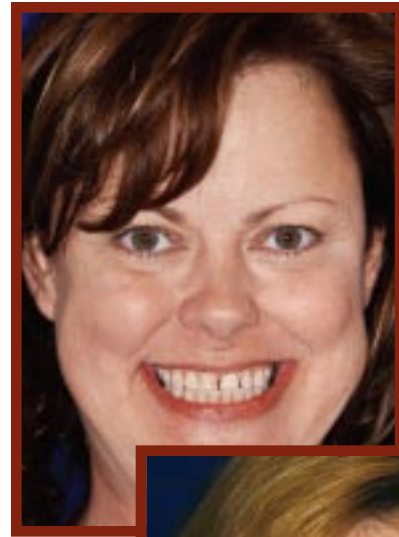
### You're health conscious

- Your damaged or discolored tooth can be covered, protected, and strengthened with a single crown.
- Bone loss can be prevented by anchoring a permanent new tooth into the jawbone by combining a single crown with a dental implant.
- Missing teeth can be replaced with several replacement teeth attached to a secure crown or implant bridge restoration to prevent your other teeth from drifting and altering your ability to eat, speak, and socialize.

### You love to look great

- Crowns made of natural-looking translucent porcelain are beautiful and designed to blend in so well with neighboring teeth that no one can tell that you have them.

Don't let your smile give away your age. Let us give you a midlife smile with style! Call us to schedule a consultation.



Before

After



## 7 Tips For A Tiptop Smile

### Which would you choose?

Improving the color, shape, or position of your teeth can improve the way you feel about yourself. Here at a glance are seven tips for a tiptop smile that looks completely natural.

<b>Teeth Whitening</b>	Instantly brighten your smile
<b>White Fillings of Composite or Porcelain</b>	Make tell-tale dark fillings a thing of the past
<b>Tooth-Colored Bonding</b>	Cover deep-rooted stains, repair small cracks or chips, fill in gaps, and recontour teeth
<b>Cosmetic Veneers</b>	Conceal spaces, crooked, chipped, or discolored teeth
<b>Crown Restorations</b>	Restore severely damaged or broken teeth
<b>Dental Implants</b>	Restore appearance and function
<b>Crown/Implant &amp; Bridge Restorations</b>	Replace missing teeth and prevent further damage to your smile

# It's For Real

## Protect your future with dental implants

Dental implants, once considered the wave of the future, have become virtually routine in practices like ours with teams that have received special training. Ideally, an implant should be placed immediately after losing even one tooth to protect you against receding bone and shifting teeth. Even so, in the event that time has passed and bone loss occurred, modern techniques for bone regeneration make dental implants a viable option for many people.

### Implants can be used...

- to replace teeth lost by decay, gum disease, or trauma once the jaw has stopped growing.
- to secure and prevent slipping of removable dentures and bridges.

There is little down time, and while there are some procedural differences between placing cosmetic implants and those to anchor bridges or dentures, for best results we prefer to do it in stages...

### First...

- We surgically place your implant or implants into the jawbone under your gumline.



### And...

- We can attach temporary crowns so you won't be too shy to smile while you continue with your busy life.

### Then...

- After a few months when the implant becomes securely anchored, we will permanently attach a custom-designed replacement tooth that will blend in perfectly with your natural smile.



We consider dental implants to be the gold standard of care and hope you will too. They are time-tested, predictable, and so reliable that millions are placed annually in North America.

## officeinformation

### Lipner and Weisfuse Dentistry

Robert N. Lipner, DMD  
P. Deborah Weisfuse, DMD  
12 East 41st Street, 11th Floor  
New York, NY 10017-6287

### Office Hours

Monday	8:30 am	–	6:30 pm
Tuesday	8:30 am	–	6:30 pm
Wednesday	8:30 am	–	6:30 pm
Thursday	8:30 am	–	5:30 pm
Friday	am administration only		

### Contact Information

Office (212) 685-4730  
Fax (212) 685-4931

Check out our exciting web site at:

[lwdentistry.com](http://lwdentistry.com)

and view our

**New Smile Gallery  
& Videos!**

**Invisalign®  
Financing**



## Veggies & Vegans...

### And good oral health

The connection between oral health and general health has been well documented. That's why you should always let us know your medical history, and in particular any changes to your health or to your diet.

Many patients have upped their consumption of vegetables, and some are vegetarians or vegans. Occasionally these diets and lifestyles can result in some nutritional deficiencies. Some vegetarians and vegans experience deficiencies in calcium and vitamin D, putting them at increased risk for periodontal disease.

## Referrals Inspire Us ...To raise the bar

We love it when our patients refer us to family and friends. It speaks volumes to how much you trust us to provide you with the best possible oral health care. And it even goes beyond that. Your referrals inspire us!

Every time you refer our practice to people you care about, it re-energizes our commitment to ensure that your entire experience at our practice is relaxing, comfortable, and even educational - from the time you arrive, to the attention, care, and support you are given while you're here - to our continued communication beyond your appointment. It compels us to continually raise the bar and discover new ways we can provide you with even more.

So, please keep the referrals coming. Your inspiration benefits everyone - you, as well as your family and friends.