



FOCUS

ON ORAL HYGIENE

DECEMBER 2008

TOP 5 COSMETIC DENTISTRY MYTHS

Facts About Cosmetic Dentistry

- According to the American Academy of Cosmetic Dentistry (AACD), tooth whitening has increased by 300 percent in the past five years and has become the most requested cosmetic procedure in the US
- Women account for nearly three-fourths of cosmetic patients
- Over the past year, there has been a 15 percent increase in the number of cosmetic dental procedures being performed
- Some 96 percent of Americans feel an attractive smile makes a person more appealing to a member of the opposite sex
- The AACD reports that 84 percent of American dentists now offer cosmetic dentistry as a regular part of their practices

Tips for Keeping Your Teeth Looking Their Best

Following any dental treatment program — from basic restorations to whitening to full mouth cosmetic enhancement, care and maintenance — is key for preserving your teeth, gums and dental work. Many patients fail to realize the importance of proper care for protecting their dental work. A patient's home care and oral health habits can make a significant difference in the longevity and appearance of dental work. Truth is, you are investing in optimum dental care. The restorations and treatments become an addition to your smile. Why not make it last as long as possible? There are simple steps that can be taken to greatly reduce the risk of recurring decay, unnecessary wear, staining, chipping and essentially replacing dental work sooner than you imagined.

- Follow your dentist's and hygienist's recommendations for regular exams and professional cleaning
- Brush and floss regularly to maintain healthy teeth, gums and dental work
- Incorporate tongue cleaning as part of your daily routine to minimize bacteria and bad breath
- Use a soft or extra-soft toothbrush to minimize wear on tooth, gums and any exposed root surfaces
- Use home care products that contain safe and effective ingredients (avoid commercial mouthrinses with alcohol and dyes)
- Minimize the consumption of stain-causing food and drinks (coffee, tea and red wine)
- Incorporate fluoride in home care when caries-risk and sensitivity is a concern

To most, a first impression really is everything. And a gorgeous smile is generally what grabs attention at first glance. Let's face it, not all of us were born with a perfect, winning smile. Whether it is crowding, spacing or discoloration, most of us have the desire on some level to enhance our smiles and achieve optimum oral health.

Because of this, cosmetic dentistry has really taken off — and in a BIG way.

1. Too Expensive

The reality is, while some cosmetic procedures can be fairly expensive, demand, research, technology and advancements in dentistry have provided more affordable options. There are alternative treatment plans that can be explored to fit within your budget. Dental patients now have options such as creative payment plans, financing and low, to no interest offers. Each dental practice is different. Don't hesitate to ask what your options are. Knowing you can afford to have that beautiful smile you've always dreamed about ... now that's something to smile about.

2. Too Time-Intensive

Many of us are busy juggling hectic work schedules, home and personal responsibilities. Sitting in the dental chair may seem like an impossibility. With all the different treatment options available, time is not a factor anymore. Many whitening and straightening procedures can be done from the comfort of your own home and within your own time frame.

3. Only for Movie Stars

Not anymore! The demand has made it possible for anyone to have a camera-ready smile. More than ever, dentists throughout the nation are taking the time and investing in advanced training and education to develop the skills necessary to create those incredible smiles and make a wide variety of cosmetic procedures available to all their patients.

4. Harmful to the Teeth

There are many conservative alternatives using safe and effective techniques, ingredients and materials. These alternatives have been used for many years. Additionally, improvements in technology allowing for optimum preservation, coupled with the awareness of maintaining the integrity of the teeth, are ever-evolving to provide continued assurance to the dental patient.

5. It Won't Look Natural

This may have been the case years ago, before cosmetic dentistry made its mark. However, it is not the case today. The materials and techniques used today have improved significantly and designing that natural smile has become an art form and a passion for many cutting-edge dentists. Highly aesthetic, completely natural cosmetic dentistry is possible with an experienced and trained dentist.



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Types of Cosmetic Procedures

Cosmetic dentistry is not all about looks and masking or hiding flaws. It may also provide restorative and functional benefits as well. There are a variety of restorative and cosmetic enhancement options available today. The best way to determine the ideal treatment for you will initially involve a thorough examination and consultation with your dentist to clearly discuss your goals and expectations. Keep in mind, the American Dental Association (ADA) does not recognize cosmetic dentistry as a specialty. Therefore, it would be prudent to research a dentist with the knowledge, experience and training who can create the best aesthetic results you desire. It is necessary to explore all options that are suitable for you before proceeding with treatment.

Here is a quick overview of a variety of options:

Bonding

Bonding procedures are commonly performed when repairing chips, broken teeth, gaps or spacing. Bonding uses a tooth colored resin material that is malleable and is shaped and contoured to match the anatomy of surrounding teeth before being set. After setting, it is polished to produce a shine and give the appearance of a natural-looking tooth.

Filling

A filling can be placed using porcelain or composite resin material (as in bonding) to produce a natural-looking tooth.

Whitening

Whitening can be performed at-home or in-office. Whitening enhances the appearance by lightening the color of teeth, creating a brighter, more radiant smile.

Veneers

Veneers are porcelain facings that are bonded to the front surface of the teeth. These are placed to repair cracks, chips, discoloration that bonding and whitening cannot correct, and to close gaps and spacing. Veneers are typically more natural looking than bonding and more conservative than crowns.

Crowns

Crowns completely cover the entire tooth. These are typically placed to restore function where lost, usually in the case of a broken tooth or when a tooth already has a large filling and requires a new restoration. Crowns are made with porcelain to give the appearance of a natural-looking tooth.

Braces

Braces serve to correct crowding, spacing, misalignment of the bite or occlusion and assist to correct improper positioning of the jaw joint (temporomandibular joint – TMJ). Braces can be silver (metal) or clear (for a not-so-obvious look). Invisalign® is a relatively new technique that involves wearing clear plastic trays and is virtually “invisible.”

Implants

An implant is an artificial tooth inserted into the bone with a fitted crown. Implants are ideal for replacing a missing or extracted tooth with the most natural appearance and feel.

Protecting your investment with Oxyfresh

Oxyfresh products are safe and effective and provide you with a unique combination of ingredients not found anywhere else. Supporting cosmetic services is just one of the many benefits these products offer. Oxyfresh delivers a complete system to support all your needs, leaving you with a cleaner mouth, fresher breath and protection in your investment.

Low-Abrasion Toothpastes

There are three unique toothpastes to customize for your particular needs. They rate among the lowest in abrasion rate, minimizing unnecessary wear and maintaining the luster of porcelain and bonding materials. Additionally, they contain no dyes, no saccharin and are naturally flavored using essential oils. Choose from: **Original, Fluoride or Power Paste Formulas**

Professional-Grade Mouthrinses

There are five mouthrinses, each with their own unique blend of essential oils and ingredients to support specific needs. Oxyfresh mouthrinses contain NO coloring or dyes that can potentially stain the teeth in addition to dental work. These mouthrinses do not contain any alcohol that simply mask odors, dehydrate the tissues in the mouth and have shown to degrade resin materials. These mouthrinses are formulated within a neutral pH range to maintain proper balance and contain a proprietary ingredient, which eliminates odor-causing bacteria at its source. Choose from: **Unflavored, Fresh Mint, Fluoride, Patented Zinc, Power Rinse**

Tongue Cleaners

There are two tongue cleaners that are both patented and designed to effectively and comfortably remove the bacteria which coats the surface of the tongue. Choose from: **Oolitt®, Oolitt Elite®**

Dental Gels

There are two gels formulated with aloe, chamomile and essential oils to provide the ultimate soothing relief to the tissues following any dental work. These gels are both dye-free and will not stain. Choose from: **Fluoride, Super Relief Formulas**

Customer Testimonials

“Oxyfresh Toothpastes and Mouthrinses fly off the shelves of our office. Our patients love the taste and the results they are getting. The results we see from recommending these products are phenomenal!”

Earl Bograw, DDS

Southfield, Michigan

“I have been using Oolitt Tongue Cleaner for over 10 years. I've tried other brands and always come back to Oxyfresh. It is the best on the market!”

Sabrina Baiocco

La Canada Flintridge, California