

Word Of Mouth

DR. MARKO FARIAN'S DENTAL UPDATE

Produced to improve your dental health and awareness

Summer 2005

The well-documented benefits of a healthy lifestyle have been embraced by intelligent adults everywhere. The benefits of wearing a custom-fitted, professional mouthguard have also been well documented. Here is just a sampling:

- An athlete is sixty times more likely to sustain damage to teeth when not wearing a protective mouthguard.
- A properly fitted mouthguard reduces the chances of sustaining a face, neck, or head injury like a concussion from a

Sports Dentistry

Mouthguards save smiles

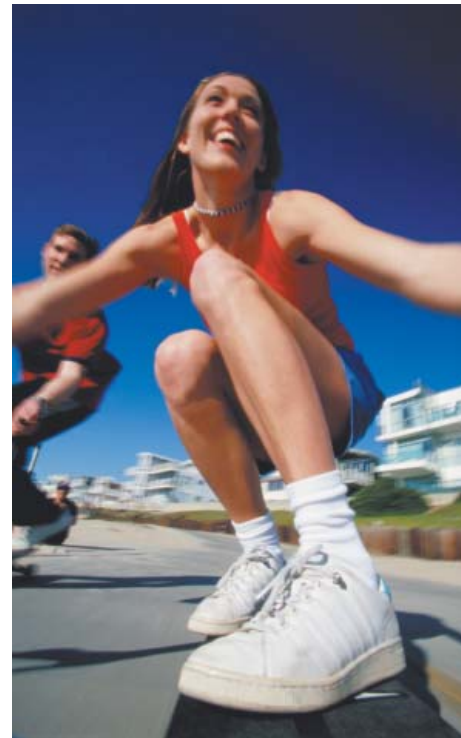
blow to the jaw.

• The cost of a fractured tooth is many times greater than the cost of a custom dentist- or hygienist-made mouthguard.

- Non-customized off-the-shelf sports mouthguards could dislodge, obstructing the airway.
- The majority of dental injuries are preventable through the use of mouthguards.

Be a good sport. Call us to arrange for your custom-fitted mouthguard.

Did you know that the International Olympic Committee Medical Commission has encouraged sports dentistry for the elite athlete and considers proper dental health as an important factor in improving athletic performance?



fromthedentist

Dear Patients and Friends,

I hope you and your families are enjoying a relaxing Summer. I would like to update you on some activities and organizations my staff and I have been a part of since you received our last newsletter.

My staff and I feel it is very important to maintain a friendly and trusting relationship with our community as well as reciprocate some of the support you have shown us. Farian Cosmetic and Family Dental has donated one thousand sport water bottles to all the athletes at Nordonia High School. We hope the athletes of all Nordonia sports enjoy them as they train and compete in their upcoming seasons. In addition, we have joined the United Services Organization. Through this group our office donated toothbrushes and dental hygiene supplies to our local servicemen and servicewomen defending our country overseas. As part of our mission to educate young children on the importance of good oral health, I continue to visit area elementary schools with my hygienist, lecturing, reading stories, and demonstrating the proper way to care for growing teeth and gums.

As always, we promise to maintain the latest and most effective means of caring for our community's oral health and smiles. Feel free to call or visit our office with any questions or concerns. In the meantime, please enjoy our newsletter as a way of keeping informed regarding how to best preserve a healthy and beautiful smile.

In good oral health,

Dr. Marko Farian

Thank you for all your referrals. We appreciate them!



Seven Reasons To Smile

Communicate ... express yourself ... enjoy!

Why do *you* smile? Is it because you're greeting someone ... trying to reassure ... sharing joy ... covering embarrassment, sadness, or anger ... putting a good face on things, so to speak?

We'll guess you answered *yes* to all of these! And you're probably surprised at just how often you do smile!

Today we not only communicate with our smiles, we express ourselves with them. Like our clothes, hair, job, and home, smiles convey who we are.

We seek recognition from others, and smiles are one of the ways we find it. A smile is so important that it's the only facial feature humans can identify across the distance of a football field. Smiles make us feel good in another way... They release endorphins to give us a natural high.

That's a lot of good reasons why we want *you* smiling. And it's our pleasure to have just the smile solutions that will give you the feel-good recognition that a warm smile can provide.

1 Whitening Lightens the color of teeth that have darkened due to age, smoking, coffee, tea, medication, or endodontic treatment.	2 Crowns Cover broken, cracked, poorly shaped, severely discolored teeth to restore natural appearance and color.	3 Veneers Cover front of tooth to mask discoloration and improve tooth shape through esthetically pleasing contours.	4 Bridges Replace one or more natural teeth by supporting a false tooth attached to one or two crowns.	5 Braces Correct crooked or crowded teeth, overbites, underbites, incorrect jaw position.	6 Composite/Inlays/Onlays Restore and strengthen decayed areas while looking extremely similar to original tooth color.	7 Bonding Masks discolored teeth, and can camouflage other flaws while straightening slightly crooked teeth.
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Save Energy... Smile

Does it take fewer muscles to smile than to frown? Well, it depends on who you ask. There are 53 facial muscles, and deciding which are involved in frowning or smiling is a bit subjective. By some counts, it takes a mere 11 to smile and an enormous 12 to frown.

Don't feel like smiling? Studies show that even faking a smile can make you feel better ... and it only takes an energy-saving two muscles!

Tips for Lips! **Frame that smile!**

Poets have waxed lyrical about lips. So have anthropologists and zoologists. But *really*, who sees more lips than your dental team? Here are some of our favorite lip tips.

Moisten. Drink plenty of fluids and condition lips with balm.

Stop. Do not lick or chew your lips. The skin is very thin and is easily damaged.

Exfoliate. To smooth away roughness, take a clean, dry, soft or ultra-soft

toothbrush, then gently brush your lips for several seconds to keep the skin smooth.

Switch. Matte lipstick shades have less moisturizer than shiny, so alternate them periodically.

Prevent. Age lines around your mouth - and skin cancer - can be prevented by quitting smoking and wearing sunscreen. If you have some premature lines, cosmetic dentistry may even plump wrinkles out!

Sarcopenia

You can prevent it

Osteoporosis and the bone loss that precedes it directly affect the health of your jawbone and teeth. The inactivity that contributes to osteoporosis can also lead to *sarcopenia*, a loss of skeletal muscle mass that can result in muscle atrophy.

Both genders are affected, but women are at greater risk than men for both diseases because they start out with less muscle and bone mass. Sarcopenia sufferers have fewer reserves to fight illness when the body withdraws muscle protein to aid in healing and fighting infection.

One in three people over age sixty fails to eat the required amount of protein, a dietary risk linked to poor dentition.



Your overall health affects your oral health. That's why we encourage weight-bearing exercise and a healthy diet throughout your life.

How Radiant?

Rely on us

No matter how dazzlingly white you want your smile to be, you can rely on us for completely natural results. The flat, matte, chiclety-looking restorations and whitening effects of the past really *are* a thing of the past.

If you look closely, you can see that there is a slight color gradation in natural tooth enamel. Enamel appears dense from the gumline to the middle, and thinner and more translucent at the tips or biting edge. The enamel at the front of your mouth differs from the back.

Using clinical microscopes that show color, texture, and micro surface anatomy, scientists have developed whitening systems and restorative materials that can virtually replicate the real thing.

Translucent restorations like veneers, crowns, bonding, and dentist-supervised predictable whitening procedures, ensure a totally natural look.

Glitz or glamor?

Make a statement with porcelain veneers

Glitz is glitter. Glamor is gold. Glitz is a rock diva. Glamor is an unattainable film icon. Wherever you fit on the glitz-glamor continuum, there is no better way to express your personal style than with a gigawatt smile. And whatever your trademark, exquisite porcelain veneers are all

about *you*. These *before & after* photos prove that a picture is worth a thousand words. Please call for *your* consultation!

Veneers: What's So Special

- Hand-sculpted just for you.
- Long-lasting.
- Whitening adds youthfulness.
- Dramatically recontour your smile.
- Translucence and natural color create depth and high realism.
- Applying veneers doesn't involve moving your teeth.
- Won't stain/wear like natural teeth.
- Resists disease-causing bacteria.



Improve
teeth size & gumline



Transform
discolored & crowded teeth



Correct
spaces between teeth



Heads Up On Hearts

Gum disease can predict heart disease

Research suggests that periodontal (gum) disease is a stronger predictor for heart disease than other standard markers. These markers include high levels of fibrinogen (a clotting factor), or low levels of good cholesterol, or high triglycerides which are a form of fat in the bloodstream. In fact, people with periodontal disease are almost twice as likely to suffer from coronary artery disease that can lead to heart attacks and stroke as those with healthy gums.

What to do? Floss. That's right... dental floss could save your life.

Dental floss is the only way to remove tartar and plaque between the teeth where your brush can't reach.

What else? Brush regularly and keep your regular recare visits. There are no symptoms when periodontal disease begins, but we can diagnose it and treat it early.

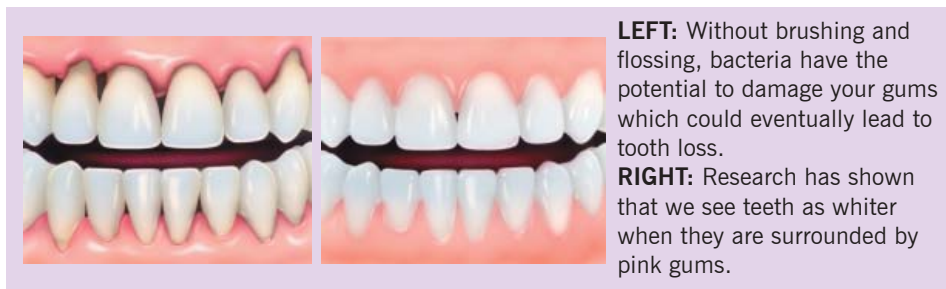
No symptoms? That's right. Swollen, bleeding gums usually only show when plaque, an invisible sticky film of bacteria has hardened into tartar. Once plaque has been allowed to build up and calcify, only we can remove it. In the meantime, your health and



appearance will be affected.

My appearance? Red, receding gums, bone loss, and missing teeth result if gum disease is left untreated. Periodontitis also causes bad breath.

...Now that we all know gum disease causes cardiovascular diseases, if you think you're due for a recare appointment or you have symptoms of periodontal disease, please give us a call!



LEFT: Without brushing and flossing, bacteria have the potential to damage your gums which could eventually lead to tooth loss.

RIGHT: Research has shown that we see teeth as whiter when they are surrounded by pink gums.

office information

Farian Cosmetic & Family Dentistry

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Office Hours

Monday	9:00 am – 7:00 pm
Tuesday	9:00 am – 5:00 pm
Wednesday	Closed
Thursday	9:00 am – 7:00 pm
Friday	9:00 am – 2:00 pm
Saturday	8:00 am – 12:00 pm

Contact Information

Office (330) 468-0980
Fax (330) 468-2181

Office Staff

Bernadette Office Manager
Khrista Hygienist
Jill Hygienist
Rachel Dental Assistant
Janie Dental Assistant



Get The Most Your dental insurance

The signs of fall signal back-to-work and back-to-school for many of us. They should also be a cue to make a dental appointment because your dental insurance has seasons too. More than 90% of dental plans are based on a calendar year. If you do not use the benefits you are entitled to, they are gone as of December 31st. Your benefits are not carried forward into the next year.

If you are thinking about getting some dental care sometime this year, now's the time. Many treatments can take weeks to complete once treatment options are sorted out and insurance considerations are resolved. That's why it's especially important to come in for a visit to get things on the go as soon as possible, before your 2005 dental insurance expires. So give us a call!

New Patients Welcome

Our doors are always open

We pride ourselves on the high quality of service and care we provide. There's no better sign that we are serving you well than the number of new patients who walk through the door. Referrals and word of mouth are our number-one source of new patients. When you give us a good reference, we won't let you down! A vibrant patient base helps our practice grow and expand so that we can continue to offer the very best in dental treatment.

So, if you're wondering whether or not we accept new patients – the answer is YES. Not only do we accept them, we encourage them. There's no higher compliment for us than to be given the privilege of meeting and serving the needs of a new patient.

