



fromthedentists

Enjoy The Pace

Summer opportunities

We hope that summer provides as much of a slower pace for your family and friends as it does for ours. The tempo is more relaxed around the practice as well ... so it's a great time to schedule an appointment.

If you've been too busy for treatment, now is the time to call. And if you're looking for a consultation, having unrushed time to think about your smile goals is ideal. It takes time for dental assessments and for your full involvement in treatment decisions. There's also processing for paperwork if you want to use your 2006 insurance before it expires on December 31st. Summer is the half-way point for most plans.

...But don't take half-measure in enjoying summer fun! Remember your sunscreen, drink lots of water, and enjoy summer and the sun to the fullest!

Yours in good dental health,

Dr. Stephen J. Markus,

Dr. Mark W. Scott &

Dr. Dawn Phillips

turnthepage

Smile transformations you won't believe!

Go ahead! You too can take your first steps!

How to get whiter teeth!

Just What You Asked For!

Faster, safer, & environmentally friendly radiographs

We learn a lot about your oral health through a visual examination of your teeth and gums. But even with 20/20 vision, there are things that can't be seen with the naked eye. Technological tools are invaluable in helping us detect potential trouble, and by far the most effective of these is the *dental radiograph*, or x-ray.

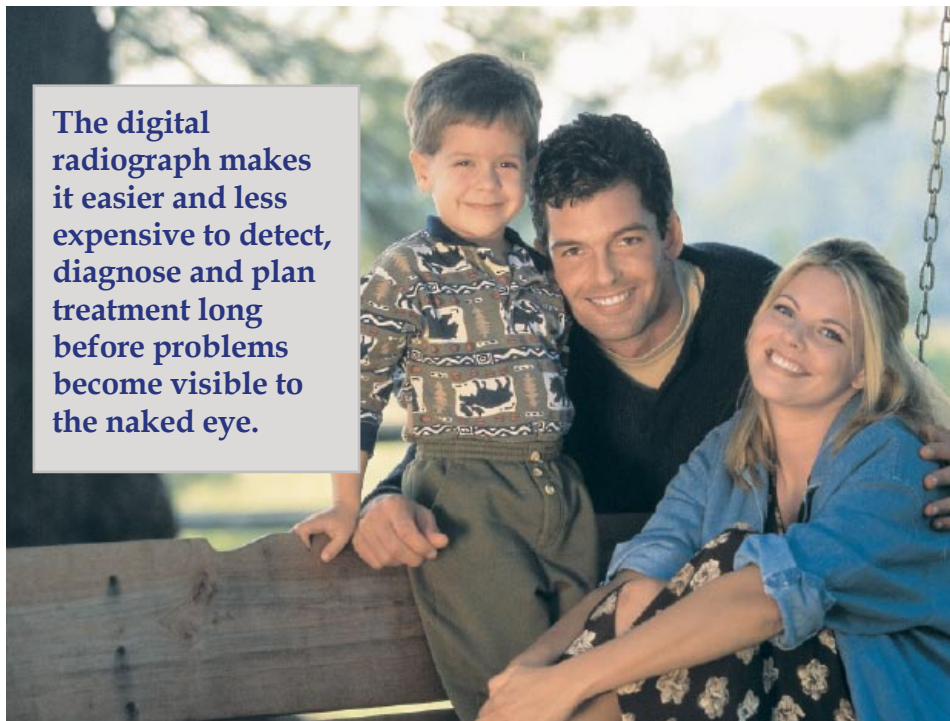
We are now able to offer our patients a new type of x-ray, the *digital radiograph*, which offers benefits beyond the traditional x-ray. We place a sensor that is about the size and shape of a domino on the inside of your cheek. It sends signals to a computer which are translated into large, crisp, electronic

pictures of your teeth, supporting bones, and gums. The pictures can be enlarged and colored for clarification and are stored in your file for future reference.

Because digital radiographs require 90% less radiation than traditional x-rays, you can relax. Radiation from x-rays is lower than it has ever been.

The digital radiograph makes it easier and less expensive to detect, diagnose and plan treatment long before problems become visible to the naked eye. We'll recommend digital radiographs periodically, as you need them. It's the best and safest way to guard your smile against unexpected problems!

The digital radiograph makes it easier and less expensive to detect, diagnose and plan treatment long before problems become visible to the naked eye.





Captivating Cosmetic Veneers

Using Deep Brain Stimulation (DBS), neurologists can produce smiles and euphoria. Smile and you'll feel good ...and because people like what they see, they'll smile right back! If you are reluctant to reveal your less-than-perfect smile, you could be missing out. Cosmetic dentistry can benefit anyone who wants to look better, feel better, and smile healthier!

With cosmetic *veneers* you can...
...look younger by filling out wrinkles...

hide severely stained teeth ... close gaps between your teeth ... improve the look of crowded or overlapped teeth without braces.

Strong, hand-sculpted porcelain veneers can give your teeth such a straight appearance that they have sometimes been called "instant orthodontics." Once bonded to your teeth, they're durable and easy to maintain. They are extremely smooth, solid, and glass-like so ... veneers look completely natural ... they reflect light like natural tooth enamel ... they mask flaws and rejuvenate smiles ... veneers resist staining from food, tobacco, and beverages like tea, coffee, and red wine... veneers reject most oral bacteria which tend to slide off their smooth surface!

Cosmetic *veneers* can give you the two things most people notice first in anyone's smile ... straightness and the whiteness and color of teeth! Please come and see us at our office for a consultation.

Balancing pHacts

BALANCE: Symmetry and balance affect your smile's appearance in more ways than one. Some substances can affect the acid balance of your smile.

ACID: Some factory workers, lab technicians, and professional wine tasters can experience teeth staining *and* erosion. For example, wine makers can taste from twelve to eighty wines per day!

ALKALINE: Competitive swimmers of any age can develop swimmer's calculus - brownish stains on their teeth. Chlorinated water's high pH factor can cause salivary proteins to break down, forming organic deposits on teeth enamel.

PREVENTION: Most patients can control exposure to these kinds of hazards. But if staining or tooth sensitivity due to enamel erosion are a problem for you, come and see us.

INTERVENTION: We can provide a professional assessment and cleaning, and suggest home care products and techniques.

Building Healthy Smiles

Your smile foundation!

Did you know that a cavity is what is left *after* tooth decay is removed? Or that the incidence of tooth decay is second only to the common cold? Decay is the most important cause of tooth loss in younger people. Periodontal (gum) disease is the leading cause of tooth loss in adults. Both are caused by the presence of bacteria.

Thanks to preventive, minimally invasive dentistry, we can help you

to control bacteria and preserve your oral health with some back-to-basics advice...

1. Brush, floss, and rinse.
2. Stay away from sugary foods.
3. Get regular checkups for your whole family to curtail decay, gum disease, and correct overcrowding or gaps that can cause problems.

Remember ... the true foundation of even the most glamorous Hollywood smile is a healthy mouth!



COSMETIC CONTOURING Too short ... too much ... TWO methods

Are you self-conscious because your teeth look too short or too long... because too much of your gums show... because your teeth look different lengths?

Non-surgical, non-invasive dentistry can cosmetically contour your smile. If your gumline is uneven or if your teeth look too small, short, or square, we can restore symmetry and proportion by sculpting your gumline with a **gum lift** or **crown lengthening**. Both reveal the natural enamel hidden by excessive gum tissue.

If your teeth look too long, it could be that ageing or periodontal disease has caused your gumline to recede. The proportion of gums that appear "too short" can be restored by applying the same **porcelain veneers** that we use to hide other smile flaws.

Non-surgical gum sculpting revealed the beautiful smiles of twin sisters with amazing results!



Progressive Makeovers

Supervised **teeth whitening** and **cosmetic bonding** are popular and affordable first steps toward a smile makeover that can dramatically improve your smile.

Teeth whitening is a new invention. FALSE Supervised teeth whitening which *removes* stains is completely safe, reliable, quick, and convenient because the procedure has been refined for more than 100 years. Bonding, which can also give you whiter teeth by *covering* stains, was invented in the 1950s.

Teeth whitening and bonding are minimally invasive and require no anesthetic. TRUE Not only that – but your teeth can be brightened in our office or over several weeks at home. You decide!

Age is a factor. FALSE For patients under twenty, whitening is the most-demanded cosmetic procedure. After childhood, age is not an issue, and most people can benefit because there is no upper age limit. Even children can benefit from tooth-colored bonding materials for fillings.

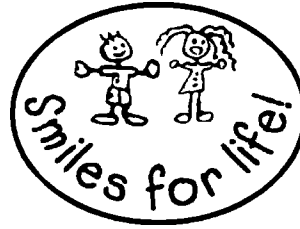
Teeth can be whitened up to eight shades. TRUE Whiteness depends on the intensity of staining. Our team can help you select the best option for your smile.

Bonding materials can be used to replace older, compromised amalgam fillings. TRUE Especially in your front teeth where appearance is important. Porcelain inlays and onlays are excellent options for back teeth.



Smiles For Life!

Whiten your smile and brighten a child's life



Did you know that from March 1 through June 30, you can have your teeth whitened at a reduced price, and all of the money you pay will be donated to children's charities?

Each year over a four-month period, Crown Council dentists participating in the Smiles for Life campaign offer tooth whitening at less than their normal fee and donate 100% of the cost to children's charities across the United States and Canada.

Discus Dental donates all of the whitening materials, and Crown Council dentists donate their time and services. One hundred percent of the cost of whitening is contributed to the Smiles for Life Foundation, the children's charity organization of the Crown Council. Through a unique partnership with Garth Brooks and his Teammates For Kids Foundation, all of this money is then distributed to children in need throughout North America. How can you be sure that all of your money is donated? Because you write your check directly to the Smiles for Life Foundation—not to the dentist.

As if these tremendous rewards weren't a good enough reason to take part in this campaign, now, Crown Council dentists can help you get the brighter smile you've always wanted in just three days with the ZOOM! Weekender Kit. There couldn't be a better time to improve your smile, and the lives of thousands of children in need.

For more information about Smiles for Life, please visit www.SMILESFORLIFE.org.



office information

Centre for Dentistry
Stephen J. Markus, DMD, FACE
Mark W. Scott, DDS
Dawn Phillips, DDS
209 White Horse Pike
Haddon Heights, NJ 08035-1703

Office Hours

Monday 11:00 am – 7:00 pm
Tue & Thu 9:00 am – 4:00 pm
Wednesday 9:00 am – 7:00 pm
Friday closed

Contact Information

Office (856) 546-0665
Fax (856) 546-2993
Email cent4dent@verizon.net
Web site www.cent4dent.com

Office Staff

Shannon Oral Hygiene Coordinator
Tina Business Manager
Michele, Melissa RDH
Gloria, Adrienne, Betsy, Cathy... CDA, RDA



Caring For Your Crowns

Ensuring longevity

Crowns cover or cap a tooth, and are an excellent choice for covering badly shaped and discolored teeth, restoring cracked or unstable teeth, and protecting weak teeth from breaking.

Even though crowns don't decay like natural teeth, the tooth structure around them is still prone to decay and infection. Proper care is required to prevent damage, decay, or fracturing of your crown. Avoid chewing ice, hard foods, or objects like pens. Tooth grinding or *bruxism* can also cause damage. Make sure to pay special attention to the gumline when you brush and floss.

Crowns are a very natural-looking and long-lasting restorative treatment. By taking a little extra time with your home care regime, you can enjoy their benefits for many years to come.

Are You Dieting... In the fast lane?

Is Monday morning "Crash Diet Day" at your household? If so, be aware that on-and-off diet patterns can create deficiencies in some minerals and proteins as well as Vitamins D and B-12, which are important to the health of teeth and gums.

We know that sweet sticky foods can increase calorie intake and cling to teeth, encouraging decay and cavities. But you may be choosing a diet high in fruits and juices without realizing that natural sugars can also decay and erode tooth enamel.

Some cheeses like Monterey Jack and Cheddar can actually protect your teeth from cavities with buffers that neutralize acids.

The key to protecting overall health is to *avoid crash dieting*. A thorough oral hygiene regimen and regular visits to our office can maintain your oral health.