

THE CENTREPIECE—

Volume 27

INSIDE THIS ISSUE:

<i>Headaches and your bite</i>	2
<i>Max Dental Insurance</i>	2
<i>Sleep Apnea</i>	3
<i>Fluoride Deception</i>	10
<i>My Space Warning</i>	16
<i>Modern Times</i>	16
<i>Biblical Views</i>	22

Special points of interest:

- Recent Publications by Dr. Markus about dental implants
- Some of the best emails we've received
- Do you know someone whose smile could use a little "modernization"? Show them our great website www.cent4dent.com and let them know that we are all highly trained in the art of cosmetic dentistry.

A publication of The Centre for Dentistry at Haddon

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Halloween Candy Collection Starts on Nov 1

Last Halloween, with the help of many volunteers, and the local TV media, we collected more than 1500 pounds of candy and shipped it all out to our troops in Iraq and Afghanistan.

While you may wonder why we would want to send candy to our men and women in harms way, and a great distance from the most competent dentistry in the world, the purpose is to promote good feelings about our country with



the children of those two nations. The candy is used to bribe them to foster relations and trust.



This year, we are calling upon all of our patients to get the word out that we need your help. Not only do we want to collect a lot of candy, but we will need help boxing it up, and sending it overseas. We seek the help of a company to help underwrite the cost of shipping. The packaging will be done on November 8th which is part of the local school holiday (State Teachers' Convention). If you'd like to help, please contact Tina or Laura at our office.

OUR CHARITABLE GIVING

THE SMILES FOR LIFE 2007 CAMPAIGN— WE DONATED CLOSE TO \$5000 TO VOLUNTEERS OF AMERICA, PRADER-WILLI FOUNDATION, NINA PLANT FOUNDATION, JUVENILE DIABETES FOUNDATION AND TO THE DURAND ACADEMY. WE LOOK FORWARD TO MARCH 2008 WHEN IT STARTS AGAIN!

LITERARY NEWSLETTER BECOMES BI-ANNUAL

In response to popular demand, Dr. Markus will attempt to put out two of these a year.

To do so, he relies on the emails of friends and patients to fill these pages. If you run across

something you feel would be interesting why don't you forward it to us at: Drmarkus@cent4dent.com

Dr. Markus would like to thank all the people who have contributed to this issue.

About Your Dental Reimbursement Benefits

After having watched Michael Moore's recent movie, "Sicko," I decided that an expose' on the dental insurance industry was in order. The first five TV shows of the new season of Smile were dedicated to educating the public about the fact that their dental benefits really aren't insurance.

Insurance covers you in the event of a major event. If someone totaled your car, you would get a new car. God-forbid your house burned down; if you had dental insurance to cover this, you'd be getting a new door one year, and a new window the next. It would take decades to rebuild your house.

Dental reimbursement is designed to prevent problems, not overcome pre-existing ones. So you need to regard your benefits as a rich uncle, who gives you \$1500 every New Year's Day, and then challenges you to try to spend it before the year is out.



dental insurance seldom covers fully the treatment of periodontal disease, which is the number one disease affecting adults on this planet. It seldom covers the treatment of bite discrepancies, which is the major cause of adult headaches. It doesn't cover the placement of dental implants, which is the proven way to replace one missing tooth, or many missing teeth.

Dental policies are written with what is called "The least expensive alternative" clause, which means if they can find a way to connect a bottle cap to your tooth, you're not entitled to a crown.

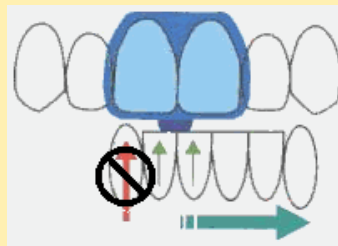
If dental benefits had kept up with costs and inflation, policy limits would be approaching \$10,000 a year by now. This obviously hasn't happened. Our office wants you to collect all you can from your insurance benefits. Shannon and Tina are experts at helping you do this. Before the end of the year, you should use it, or lose it!

Headaches and Your Bite

As alluded to in the preceding article, many times we can take care of headache issues for our patients by eliminating bite problems. There was an entire newsletter dedicated to this subject in 2005, and it can be found on our award-winning website. There is also an entire section about headaches, including testimonials from our patients whose headaches have been eliminated.

Think about something for a second: **Why would head-pain awaken someone in the middle of the night? Why would there be pain in the jaw joints when you wake up?**

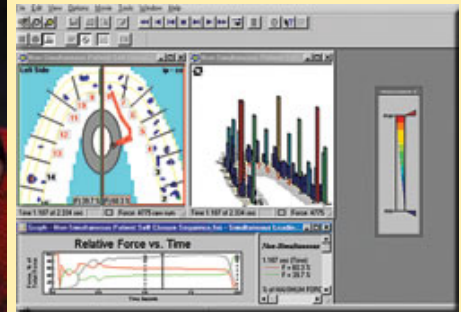
The answer is obvious: Those muscles are in spasm from being used so much. Very often, there is a spot where the bite is not even, and you also have to understand that humans do not chew like alligators. Our bite is not a simple up-and-down chomp chomp. We have an envelope of motion that is side-to-side and front-to-back, so that if there is anything that gets in the way of any of those movements, the muscles will try to eliminate the interference, and start to spasm.



To remedy this, we first use a very different dental device, called the NTI which eliminates the ability for the teeth to clench.



We then use a computer sensor to measure the force and timing of the way the teeth



come together.

If you, your spouse, your child, your co-worker has headaches, why not give the doctors at The Centre for Dentistry at Haddon the opportunity to try to help you live a lifetime of comfort? We have been very successful at taking patients whose MD's had them literally addicted to Oxycontin, and in a matter of weeks had them pain-free, and more importantly DRUG-Free!

Recent Publications by Dr. Markus

Dental Implant News and Views - January 2007 "Converting an Overdenture as Interim Prosthesis over 30-year old Blade Implants"

Dental Implant News and Views - May 2007 "Disaster to Success - Patient Management Overcomes Issues of Trust - Failed Prosthesis Translates into Implant-Retained Maxillary Reconstruction"

Obstructive Sleep Apnea— O.S.A. Does your spouse or child snore?

OSA is characterized by repeated cycles of partial or complete collapse of the upper airway during sleep. This results in a cessation or reduction of breathing and a decrease in blood oxygen levels resulting in typically unremembered awakenings.

The severity of OSA is defined by the number of these occurrences per hour of sleep. These epi-



sodes of obstruction, and resultant awakening of the OSA sufferer occur five or more times per hour, potentially causing marked sleep disruption.

OSA is generally defined as being in the Mild to Moderate level where the SomnoMed MAS™ could be an effective treatment for you

Type of OSA	Number of Occurrences per Hour
Mild OSA	5 to 15
Moderate OSA	15 to 30
Severe OSA	30 plus

The SomnoMed Appliance



Key Points

- The SomnoMed MAS™ is clinically validated for the treatment of snoring and OSA.
- The SomnoMed MAS™ has helped people who have tried other OSA treatments and been unsuccessful or have not complied with their CPAP treatment.

The American Academy of Sleep Medicine recommend oral appliances as a first line treatment for snoring and mild to moderate OSA.

Kids—Sleep-Deprived and Hyperactive

Do **children** just need more sleep? There's a link between sleep and hyperactivity.

From *Psychology Today*—October 2007

Some children with attention deficit hyperactivity disorder may just be tired. According to research in the journal *Pediatrics*, some cases of ADHD stems from not getting a good night's rest. One quarter of 5- to 7-year-old children with the disease snored or suffered sleep apnea—a condition where breathing is blocked repeat-

edly while sleeping.

Children who were treated for sleep apnea showed a complete or near complete disappearance of ADHD.

David Gozal, a professor at the University of Louisville, who led the study, also found that children who snored had a milder form of ADHD than those with sleep apnea.

Gozal is worried that children are being treated for ADHD far too quickly. As a consequence, sleep disorders are being overlooked. In fact, too many children are immediately given treatment for

A man looks in the bedroom mirror and says to his wife, "I feel horrible, I look fat, ugly and out of shape. Pay me a compliment."

The wife replies, "Your eyesight's damn near perfect."