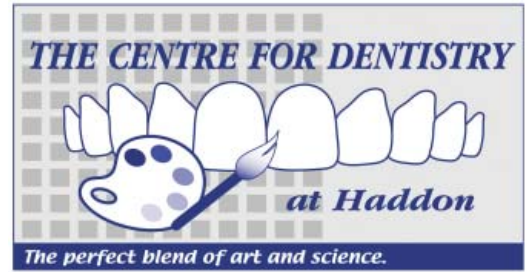


# The Centrepiece



Produced for the Patients of Drs. Stephen J. Markus, Mark W. Scott, & Dawn Phillips

Winter 2005

## fromthedentists

### Soda And Your Teeth

Did you see Dr. Markus with Janet Zapalla on the morning news? If you had you would have learned that Ginger Ale and Root Beer are the easiest on teeth, and Sprite and Mountain Dew are the absolute worst. Surprisingly it didn't matter whether you drank diet or regular.

Visit the office information section on our web site and click on the link for Dr. Markus in the media, to learn the whole story.

### Mouthwash VS Flossing

When Listerine announced in an advertising campaign that rinsing was as effective as flossing, the dentists at The Centre began a campaign to reverse this misinformation. On Friday, January 7th US District Court Judge, Denny Chin ordered Pfizer, the manufacturers of Listerine, to stop the advertising campaign. He said "substantial evidence demonstrates that flossing is important in reducing tooth decay and gum disease and that it cannot be replaced with rinsing with a mouthwash."

## turnthepage

Your Immediate Total Smile Makeover

Xerostomia: Is it threatening your smile?

Great Gifts For Your Lefty

## Headaches And Your Bite

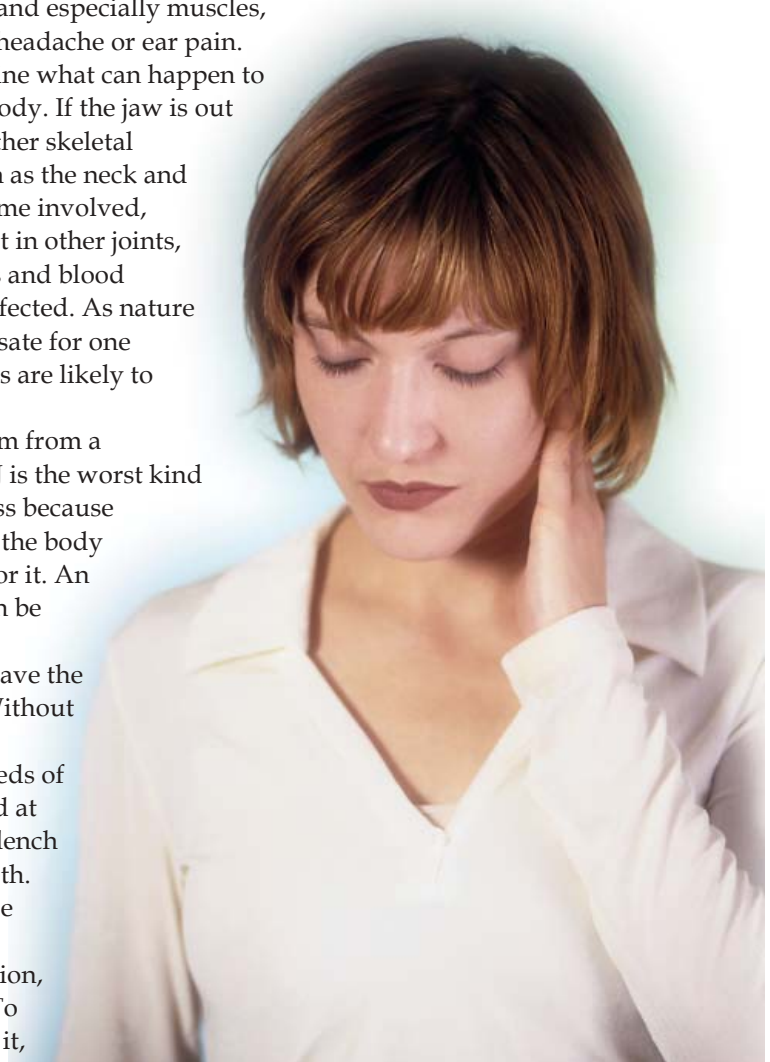
The way your teeth fit together is called occlusion. When your teeth are not in proper relation to each other and to your jaw joints, the jaw automatically shifts to a new position in an attempt to compensate for the misalignment of your teeth known as malocclusion.

A misaligned TMJ can affect blood vessels, nerves and especially muscles, causing severe headache or ear pain. Now also imagine what can happen to the rest of the body. If the jaw is out of alignment, other skeletal structures (such as the neck and spine) can become involved, which can result in other joints, nerves, muscles and blood vessels being affected. As nature tries to compensate for one difficulty, others are likely to arise.

Muscle spasm from a misaligned TMJ is the worst kind of physical stress because there is no way the body can find relief for it. An injured limb can be rested, but it is impossible to leave the TMJ inactive. Without realizing it, we swallow hundreds of times a day, and at night we may clench or grind our teeth. Every time those teeth meet in incorrect occlusion, there is stress. To compensate for it,

the jaw muscles begin to hold a tense unnatural position; and before long, the tension travels by chain reaction throughout the body. There is a questionnaire on the headaches page of our web site to help you determine if your headaches are related to the muscles of the jaw.

See Page 4 for further information.



Visit the services/headaches page of our website at [www.cent4dent.com](http://www.cent4dent.com)



# Are You SURE That's Really you?

Children are fascinated by mirror tricks like decoding secret messages, but adults forget how deceptive a mirror can be. When considering a cosmetic dental procedure, consult with us to ensure that your new look is *really* you.

Mirrors reverse images from left to right, altering your perception of slight imperfections like an elevated lip line that others see clearly.

Only a few millimeters can alter the proportions of your smile - and face! Taking into account lip and jaw lines, tooth alignment, or gumlines to give you a balanced, pleasing smile and attractive facial appearance is part of your dentist's artistry! So remember ... the *real* you and the *dream* you is only millimeters away!

If you're wondering why the looking glass doesn't turn you upside down, just hold this page up to a mirror to decode the answer below. Or better yet, ask us! See all - know all...

your images is looking south. The mirror reverses front and back, mirror, much like the directions on a weather vane. When you are looking north, south must be up and down. Not so. The left and right sides of the image are reversed. The mirror reverses front and back.

## Waterworks

If you have ever suffered from dry mouth, or *xerostomia*, you know how much we rely on saliva to speak, eat, chew, and swallow. Dry mouth can result from disease, hormonal changes, or as a side effect from medical treatment that can interfere with the production of saliva.

Saliva, a very important and complex component of your oral and overall health, contains 40 essential proteins, 13 electrolytes and minerals, and 7 small organic molecules that:

- Protect teeth and gums from bacteria, helping to prevent cavities;
- Help buffer teeth from hot and cold temperatures;
- Aid digestion by initiating the breakdown of food.

We can help you to relieve the discomfort of your symptoms with safe and effective products.

## Got A Lefty Who's Hard To Shop For?



Now there's a whole new range of oral health products designed just for left-handed consumers! *Just kidding...*

The truth is that all dental home care tools can be used by right-handed or left-handed people. So the next time you're shopping for a lefty, a righty, or even someone who's ambidextrous, think about putting together a gift basket with some of these items!

Travel toothbrushes

Electric toothbrush

Dental floss

Toothpaste

Tongue scraper

Dental mirror

Gum massager

Mouthrinse

# Changing Priorities Investing in yourself

Today's mature adults are investing in their own well-being. Updating your appearance with dentistry can often mean improving oral health and function. Here are answers to some commonly asked questions about cosmetic dentistry. You *can* improve self-confidence, appearance, and oral health! Please call us for a consultation.

## How do I remove stain and discoloration from my teeth?

Supervised tooth whitening is a simple, quick, and affordable way to remove coffee, tobacco, wine, or medication stains, and even yellowing

associated with ageing. Bonding and veneers can also brighten your smile.

## How can I make my old fillings look more attractive?

Metal-free porcelain, ceramic, or resin filling materials can make your smile look fresh, appealing, and natural! These materials can look as good – or even better than – your own teeth.

## How can I repair worn, chipped, or cracked teeth?

Translucent laminates or veneers cover flaws but reflect light like natural

tooth enamel. Custom-made by hand, they are micro-thin and look totally natural. Modern bonding materials and non-metallic crowns can also camouflage flaws.

## How can I replace missing teeth?

Completely natural-looking restorative bridges can span the spaces left by missing teeth, and dental implants can permanently replace one tooth or many.

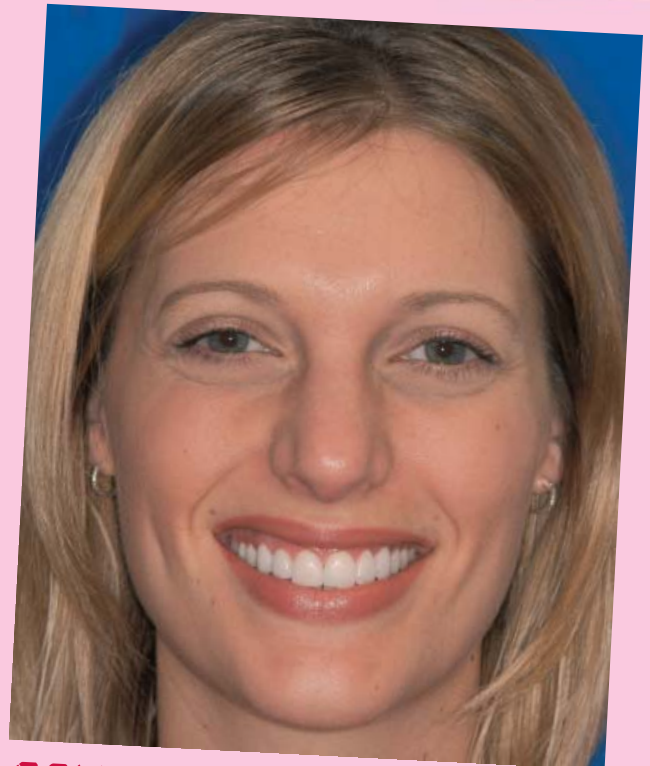
## How can I make my gumline more attractive?

We can re-sculpt your smile and transform the appearance of *too small* teeth or an *uneven* gumline.

### CASE STUDY: 221297



**PROBLEM:** Uncentered square teeth & old bonding compromise appearance



**SOLUTION:** Gum lift and porcelain veneers ... beauty, balance, & brightness

# Diagnosing Your Headache Problem:

In our office, we have an instrument called the *T-Scan® II Occlusal Analysis system*, a computerized bite analysis instrument, which allows us to be extremely concise in adjusting bite relations. Unlike the typical carbon-type bite checking paper which only shows where a contact is, the *T-Scan* identifies the contact through the computer on a real-time basis, showing the bite force intensity of each contact throughout the mouth in 0.01 second intervals. This allows us to adjust the occlusion and provide a level of restorative service, functionally balancing tooth, periodontal support, and muscular activity, with a degree of precision never before attainable.

Dr. Markus has many methods for treating TMJ problems. Often, after initial examination, Dr. Markus will recommend an occlusal appliance, or night guard. This is a hard acrylic appliance fabricated to the specifications of each patient's needs.

Once the night guard is comfortable

and leads to muscle relaxation, the next step is to perform an occlusal analysis.

## What does the *T-Scan II Occlusal Analysis system* do?

The *T-Scan II* system measures relative occlusal force and timing. This provides us with the ability to finish a patients' treatment to higher level of excellence.

## What does the *T-Scan II* provide that articulating paper does not?

The *T-Scan* offers many benefits that are impossible to obtain from articulating paper alone. Articulating paper does not show the sequential order of individual occlusal surfaces coming into contact with the relative force of one contact to another. The only proven way to obtain timing and force of occlusal contacts is with the *T-Scan*. As evidenced in research, articulating paper only provides tooth locations; it cannot display time or force minimizing fractures and painful occlusal overload.

## Is it safe?

Yes. The *T-Scan II* system conforms to the United States UL 544 standards.



## It also provides excellent documentation and patient communication.

After recording a *T-Scan* occlusal movie you can store the data in the computer and retrieve it as needed. *T-Scan*'s vivid, full-color graphics can be transferred into other documents for patient records or insurance reports. These same images can be used to raise our patient education standard to the next level.

The graphic representations produced by the *T-Scan* are not only easy to understand by the treating clinician, but also create a beneficial tool for our patients, to help them visualize and understand the nature and degree of their occlusal disharmony. It's a wonderful clinical and teaching aid.

## 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  
Saturday 9:00 am – 4:00 pm \*

\* September through May, first Saturday of the month

### 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, Amy ... CDA, RDA



## Smiles For Life

Between the months of March and June we will be participating in the *Smiles for Life* campaign.

Come into our office and have your teeth whitened at a reduced rate and assist a child in your community that has serious health conditions and/or educational deficiencies. 100% of your whitening cost is donated to the *Smiles for Life Foundation* while you get a whiter, brighter smile.

Dr. Markus is a member of The Crown Council which is an alliance of leading-edge dental teams that are committed to promoting oral health, fighting oral cancer and serving their communities through charitable work.

Smile and the world smiles with you...

Make a child smile and the world smiles upon you!

**Smiles for Life  
Tooth Whitening**

**Special price \$300**

Regularly \$500

Effective: March 1st to June 20th.

Visit [www.smilesforlife.org](http://www.smilesforlife.org) for more information.

