

Main Street Dental

Compliments of Dr. Sam Sample

Greetings from your
Neighborhood Dentist!



Dr. Sam Sample
25 Main Street West
Suite 202
City, State, Zip Code

Phone: (000) 555-1234
Fax: (000) 555-5678

Office Hours:

Mon. – Thurs.: 9 a.m. – 7 p.m.
Fri.: 8 a.m. – 1 p.m.
Sat.: 9 a.m. – 1 p.m.

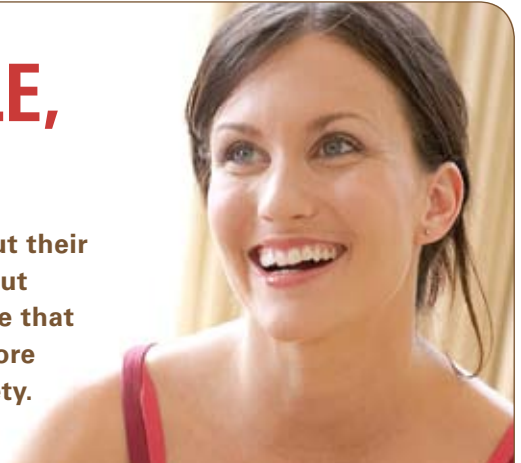
Our Services Include:

- General Dentistry
- Cosmetic Dentistry
- Emergency Dental Care
- Tooth Whitening
- Bonding & Veneers
- Crowns & Bridges
- Denture Fittings
- Dental Implants
- Most Insurance Plans accepted and welcomed

New Patients Welcome!

NICE SMILE, EXCEPT ...

Most people feel OK about their teeth, but still dream about having the “perfect” smile that is becoming more and more prevalent in today’s society.



You don’t need an expert to tell you how much of a difference an attractive smile makes in a person’s appearance. From being perceived as more youthful, more successful, or even more friendly and approachable, a beautiful smile can speak volumes.

On the list below, check off the concerns you have about your own smile, and then call us to find out how they can be remedied.

Things to Ask the Dentist About:

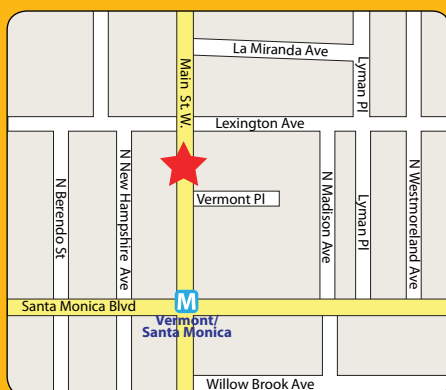
- I have teeth that are chipped, broken or cracked. Please advise me if bonding, veneers or crowns can solve these problems.
- I have gaps between my front teeth. Do I need orthodontic work, or can they be corrected with an easier solution?
- I have teeth that are crooked or overlapping. What are my options for straightening or aligning them?
- I have staining on my teeth. What kind of tooth whitening do you recommend? And what if my teeth don’t respond to tooth whitening: Are there other options?
- Although my teeth are straight, my uneven gums throw my smile out of sync. How can this be remedied?
- My teeth are too (pointy/ square/ uneven in length). I understand you can reshape them easily and comfortably. Could you please explain how this works?

We look forward to creating your “perfect” smile!

MAY | JUNE 2010

MAIN STREET DENTAL • 25 MAIN STREET WEST, SUITE 202, CITY

TEL: (000) 555-1234



Resident
1234 North Rd.
City, State 01234-5678

PRESORTED
STANDARD MAIL
U.S. POSTAGE PAID
BUFFALO, NY
PERMIT NO. 37





GET A HEAD START ON YOUR SUMMER SMILE

It's fun to think ahead to the coming summer months, and to start making your vacation plans. While you're checking your calendar for available time, why not book your dental care appointment, too?

Just like making sure your car is in road-worthy condition before you embark on a road trip, it's important, especially if you're leaving town, to have your teeth and mouth checked so you won't have to worry about any dental problems that may interrupt your summer plans.

Your dental visit will include a detailed check for any deterioration in fillings, crowns or other restorations, new decay, signs of periodontal (gum) disease, root cavities (decay in the roots of teeth exposed by receding gums), impacted wisdom teeth and any unusual sores or changes in your tissues that may indicate oral cancer. Regular continuing care sessions ensure that bacteria are removed

from around and below the gum line. Your treatment will also include scaling and polishing procedures to remove plaque, calculus and stains from teeth.

It is vital to maintain regular dental continuing care appointments, even if you feel no symptoms of a problem. In many cases periodontal disease can sneak up on you with no discernable symptoms; in other cases you'll notice red, swollen gums that bleed easily, or that your teeth appear longer or have shifted. In any case, please ensure that you maintain regular dental visits, and advise us of any symptoms that are causing you concern.

Porcelain Veneer or Porcelain Crown: Which One Is Right for Me?

The role of both porcelain crowns and porcelain veneers is to cover existing teeth with an attractive outer case, resulting in straight, even teeth and a beautiful smile. But when do you need a porcelain crown, and when will veneers suffice?



Dental crowns (sometimes referred to as "caps") are recommended for broken or worn-down teeth that have had large portions destroyed by tooth decay, or teeth that have weakened due to large fillings. A crown covers the whole surface of your tooth like a thimble covers your finger, and is, in effect, your tooth's new outer surface. Crowns are very durable, and are recommended for teeth that are subject to significant chewing and biting forces.

Dental veneers, on the other hand, are thin "shells" of porcelain or ceramic that are bonded onto the front side

of a tooth (the side that shows when you smile) to cosmetically correct tooth imperfections. Veneers are used to fill gaps between teeth, correct minor shape problems and produce a whiter appearance to stained or darkened teeth.

Porcelain crowns and veneers are attractive and practical solutions to a host of different dental situations. Come in and ask us which smile solution is appropriate for your particular dental improvement.

The information contained in this newsletter is not designed as dental advice, but rather as a means to encourage interest in your dental health and communication with your dentist. Whole or partial reproduction of this newsletter is forbidden without the written permission of the publisher. © Market Connections Inc.® 2010. Phone (800) 795-8021. Website: www.dentalhealthnews.org

MAY | JUNE 2010

MAIN STREET DENTAL IS PROUD TO OFFER:

FREE

No-Charge Introductory Dental Consultation. Simply call for your appointment today.



\$99

Professional Tooth Whitening Take-Home Kit*

*Offer good in absence of gum disease. Regular price \$219.



Offers expire July 31, 2010. Not to be combined with any other discount offer or insurance plan. Minimum fee only. Fees may vary with complexity of case. ADDITIONAL CHARGES MAY BE INCURRED FOR RELATED SERVICES THAT MAY BE REQUIRED IN INDIVIDUAL CASES.