



NYC SMILE DESIGN

# Making A Lasting Impression



Produced for the Patients of NYC Smile Design

Summer 2007

## Smile *Makeovers* by Drs. Tabib & Mello

### **CHUCK NICE Standup and Smile!**

#### **Chuck Nice is a very funny guy. (Seriously!)**

After beating out some major competition, he's been the Radio Chick's resident humorist at WNEW and 92.3 Free-FM, and a veteran standup comic who's toured the world. He's also appeared regularly on TV (SHOWTIME AT THE APOLLO, HBO'S SNAPS, THE UPTOWN COMEDY CLUB, MTV's SEX IN THE 90s, and on MSNBC). So, of course, he needed a killer smile.

"I had mouth trauma from an accident, and my front upper tooth died. But it was still in my mouth. I had a root canal at the time, but it began hurting later on, and the color turned. My dentist bleached the inside of the tooth, but it was still discolored. It was like a step-tooth! You know: 'these are my real children, this is my step-tooth.' Your teeth have a naturally reflective quality. But on TV and in close-up, a dead tooth looks, well, dead!

After mourning the death of my tooth and staring at it every day, I decided to do something about it.

"At the end of 2006, I found NYC Smile Design by researching on the web. There were a couple of other doctors and web sites, but I liked that NYC Smile Design had a very extensive before-and-after gallery. It does a great job of showing what can be done.

Then I looked at Dr. Tabib's and Dr. Mello's experience; they seemed very qualified to do cosmetic dentistry. They had a thriving business and they were on the Upper East Side (they must be doing very well, I thought). So I decided to go in for a consultation.

"I liked what they had to say. I knew they were more expensive than some other dentists, but you get what you pay for. At first, I wanted only two veneers, on my upper middle teeth.

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*Thank you for all your referrals. We appreciate them!*

## **G**oodbye "Type A" Stress

Hello DERPS!

Ambitious, stressed-out Type A personalities are probably grinding their teeth at being overshadowed by stressed-out Type D's ... anxious gloomy worriers, ERs ... the emotional responders, and Type P pessimists. All of these personality types are at risk for stress-related illness!

The majority of us will occasionally clench or grind our teeth during stressful times, but out-of-control teeth grinding can wear down enamel and weaken fillings and crowns. That's costly for your dental and overall health – and your appearance.

Relax! We can help rebuild your worn smile by bonding a composite resin that is strong and attractive. We can also place ceramic crowns or overlays to save and protect your natural tooth ... without metal ...so your smile looks completely natural!

## *Fabulous Lips!*

Now that you have the dazzling smile you've always wanted, we know that you'll want to keep it that way! When you perform your home care routine, don't forget to protect your lips – the perfect frame for your perfect new look.

We need sunlight to synthesize vitamin D, but too much sunlight can burn our skin, prematurely age, and cause skin cancers. Moisturizing chapped lips is always a good idea, but remember – winter or summer – when you apply sunscreen to your face, include those lips!

And women, why not benefit from all of the technology that lipstick manufacturers have invested in so you can wear special sunscreen lipsticks? You can still enjoy the great outdoors... and wonderful textures and colors that can enhance your glorious smile!

**Glorious smile!**



## **Crown Your Day!**

*Light up your beautiful smile – discretely!*

Are you afraid you'll be noticed if you change your smile? Well, when you see how great your new smile looks, you'll probably want to be noticed! Modern restorations that use crowns – like dental implants and crowns and bridges – look discretely natural and can light up your smile ... like nobody's business! Here's how...

**1** A **crown** will cover your damaged tooth so that it will appear completely normal again and likely be even stronger than the original. Fabulous materials like porcelains and ceramics are not only strong enough to withstand natural biting pressure and resist chipping, staining, and cracks, but they are truly beautiful and translucent like natural enamel.

**2** When there is an actual gap that needs closing, a **bridge** that combines crowns on your supporting teeth to strengthen them, and artificial teeth to span the gap, is an excellent alternative.

**3** A crown can also be integrated into a dental **implant** which is an artificial tooth implanted right into your jawbone. Because it is anchored into your bone, it helps to prevent the bone deficiency that can accompany the loss of a tooth. An implant can be an alternative to, or used with, a denture or bridge.

We can help to restore your beautiful smile for a lifetime. Please see us soon for a consultation ... you will really notice a difference!

# Don't Pout!

## Stay stylish with sculptured veneers!

Just like you, cosmetic dentistry keeps on moving forward. We know that the last thing you want is a smile that looks older and less stylish than the rest of you. Whether fashionably full lips are on your agenda or not, you'll be satisfyingly surprised to see how cosmetic veneers disguise teeth flaws and brighten your smile!

Materials and techniques continue to improve to look more naturally beautiful so that your natural beauty can shine through. Today's ultra thin veneers can be sculpted to meet different needs and can even be bonded to your existing bridgework!

Here are some of the ways that cosmetic veneers can boost your smile wattage:

Lighten and brighten teeth that have become stained from coffee, tea, red wine, or even tetracycline.

Conceal chips, gaps, and uneven teeth.

Revitalize tired-looking crowns and bridgework.

Enhance a lovely smile by brightening and re-proportioning until it's downright gorgeous!

Believe it ... both men and women today are gorgeous ... healthy, physically fit, and knowledgeable about what they need and what they want.

Let us help you to make good decisions about the best type of veneer to suit your goals and your lifestyle!

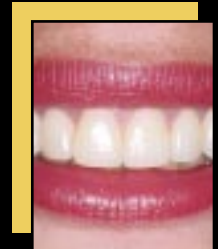


## Smile Talk

Color has a lot to say!

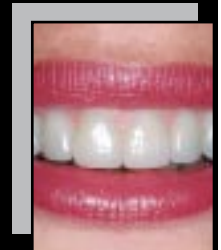
Healthy adult teeth naturally contain a mixture of yellow, red, and gray shades. Teeth whitening can work wonders – no matter how your teeth look on the color spectrum.

**Yellow?** The dentin is revealed when enamel is thinned, usually due to ageing or brushing too hard.



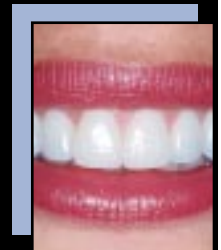
Yellow

**Gray?** It's likely that you have experienced tetracycline damage – probably sometime during your youth.



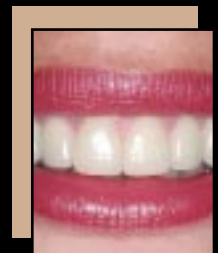
Gray

**Blue?** Some studies show that too much unsupervised whitening can give teeth a blue hue – boo hoo!



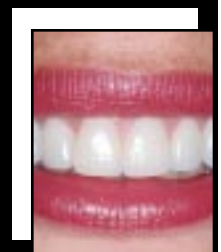
Blue

**Beige?** Could be too much coffee, tea, or red wine, or due to smoking or chewing tobacco.



Beige

**White?** You probably have a great home-care routine, keep regular checkups, and accept professional dental advice about tooth whitening.



White

Continued from page 1

But, after the doctors looked at my mouth, they suggested four. I'm usually very mistrustful of doctors - they run a business. But Drs. Tabib and Mello discussed the options with me. Although they didn't push the extra work, we came to a consensus - that four veneers would look better. They wanted it to be my decision, and I came to the conclusion on my own.

"Dr. Tabib was very meticulous. He did four veneers on top, the two front teeth and the two on the side of those.

"I wanted all my teeth to be ultra white. You want your smile to be seen from space! There are three things you can see from beyond the Milky Way, the Great Wall of China, the lights of Las Vegas (the aliens will end up gambling) and Chuck Nice's smile. Whiter than white!

"But then Dr. Mello stepped in and talked some sense into me. She said 'I know you want the whitest teeth you can have, but it's a little cartoonish,' and I realized that it would look ridiculous, so I listened to her. Now everyone's been saying, 'you got that

tooth fixed - it looks so natural!'

They look more natural than my own original teeth - like a part of everything else in my mouth.

And I wonder, how did they do that? Even my regular dental hygienist said 'Did you get your teeth whitened? They look so natural!'. So I know I got my money's worth.

"Now I have the smile I wanted - I'm happy with it, The only thing better would be if I looked like Brad Pitt. If NYC Smile Design could do that, they'd never have time to put their tools down.

I didn't exactly come out looking like Brad Pitt, but I thought about it.....

"I'm concentrating on TV now - developing a show of my

own. A humorous look at the news.

Not bound by journalistic integrity.

But pointing out the ridiculousness of politics ... everyone can agree on that."

Yes, Chuck Nice is a very funny guy. With a killer smile. (Seriously!)



Before



After

## Ethical Care And oral health

Critics of today's culture often make the mistake of equating beauty with superficiality. By association, many people worry that their concerns about their appearance are trivial. By extension, they worry needlessly that cosmetic dentistry is merely a luxury.

Functional oral health and ideal appearance have always been the goal of dentistry. Many modern dental techniques like veneers and teeth whitening can dramatically boost your appearance. In addition, a cosmetically corrected smile can improve function. Crowns can enrich appearance and strengthen teeth, preventing tooth loss. Orthodontics can enhance appearance and improve bite. That's very conservative dentistry. That's modern health care.

**Would cosmetic dentistry help you smile more?  
Please call us or ask us at your next appointment.**

## officeinformation

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## Your Referrals...

### Get special care

Huge international corporations and advertising agencies would give just about anything to get something we have that they don't. We're privileged to have your loyalty and your referrals.

Maybe you'll be surprised to know that we get most of our new patients from our existing patients, like you. This is much more valued than any marketing campaign as it's clear that your testimonial speaks volumes beyond any advertising slogan. It's simple really... Because your referrals know you, they trust you. And that means they'll trust us.

We want you to know that we are committed to upholding your trust by providing your referrals with the special care you intend for them.

We welcome your referrals, and we're very proud of them. *Thank you.*