



NYC SMILE DESIGN

# Making A Lasting Impression

Produced for the Patients of NYC Smile Design

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

Marta K.

“I decided I needed something more drastic this time, but wanted to make the best choices for treatment. So I did the research, looked at several web sites, explored some referrals, and chose **NYC Smile Design.**”

Like so many people, Marta was born with less-than-perfect teeth: but with an exuberant personality and a challenging job in public relations, Marta wanted to find solutions to the problems. “I was born with white spots on my teeth,” she says, smiling, “and I really wanted to get braces to correct my overbite, but my dentists in Sweden wouldn’t do it.”

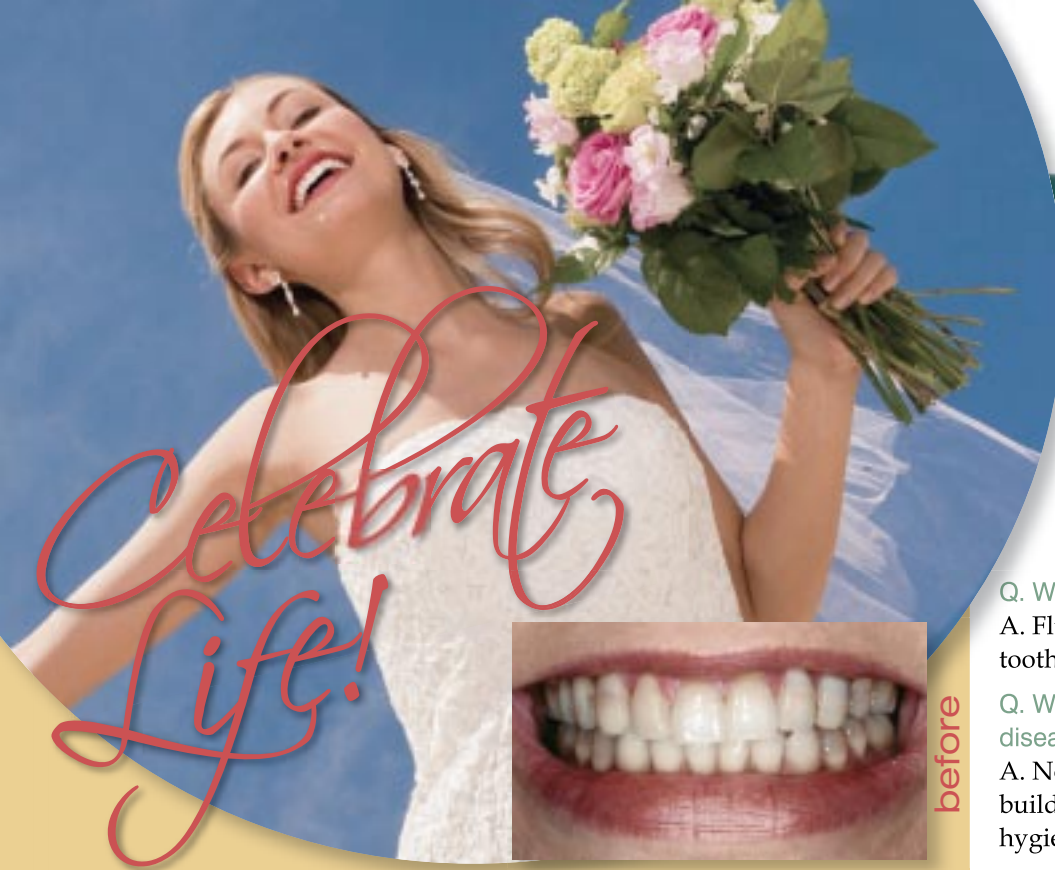
Instead, Marta eventually had eight veneers placed to improve her smile, but it was not a good experience. “At that time in Sweden, the techniques of cosmetic dentistry were not as advanced as they are now. Only local anesthesia was used, there was lots of drilling, and the veneers were not well-made; they kept falling off,” she adds, ruefully.

Two years later, her agency transferred her to their New York office. “In public relations, especially with clients in every field, I deal with media a lot. I talk to people all the time, and smiling is part of the job.” So Marta opted to start again, from scratch. “I decided I needed something more drastic this time, but wanted

See before and after pictures  
and continued story on page 4!



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



*Celebrate Life!*



before



after

**Share your smile with the one you love!**

Everybody wants to put their best smile forward. According to a national study, teeth are the number-one facial feature that people would change... three out of four adults think that a nice smile is important to landing their dream job ... 84% think that an attractive smile is important for meeting Mr. or Ms. Right. It seems that we associate a pleasing smile with many of life's passages. Celebrating these milestones means family, friends, and ... photographs. Are you ready to get ready?

*Sometimes even subtle changes can turn a nice smile into a sensational smile - often in only one or two visits...*

## FAQtually Speaking

### About toothpaste

- Q. What does fluoride toothpaste do?  
A. Fluoride fights tooth decay and strengthens tooth enamel.
- Q. Will tartar-fighting toothpastes prevent gum disease?  
A. No. They only help reduce *additional* tartar buildup *above* the gumline, so regular flossing and hygiene visits are essential.
- Q. Are whitening toothpastes okay for sensitive teeth?  
A. No. Most contain a higher level of abrasives. Use a toothpaste for sensitive teeth instead.
- Q. Does *The American Dental Association* test toothpastes?  
A. Yes. The *ADA Seal of Acceptance* means they meet specific criteria for safety and effectiveness.
- Q. Do children's toothpastes need to taste good?  
A. Yes. This encourages brushing, but use a pea-sized amount and don't let them swallow.
- Q. How often should I use toothpaste?  
A. You should brush *at least* twice daily with toothpaste for 2-3 minutes and floss daily.



*Whitening Bonding  
Tooth-colored inlays/onlays*

*Create an even more dramatic impact. We can match your natural tooth enamel, tooth size, and shape, while cosmetically enhancing your smile...*

*Dental implants  
Veneers Crowns*

Whether you want your best milestone smile for a graduation, wedding, or The Big 4-0 - give us a call as soon as you can. You'll have your great new look in no time!

# Are You Symptom Free?

Are you ready for biology's next revolution? *The Human Oral Microbiome Database* has been created to provide scientists with comprehensive information on oral microbes. That's good news for you because gum disease is no minor infection. It can change your appearance, your ability to eat, your social life, and your general health. It has been called the *silent disease* because you can have it and be symptom-free. Being young is no protection.

Learn how to avoid the Silent Disease

## Here are some more facts you need to know...

- Up to 30% of people may be genetically susceptible to gum disease and six times more likely to develop periodontitis, its most serious form.
- Periodontitis is the leading cause of tooth loss among adults. It can destroy jawbone and supporting tissues as well as your appearance.
- Unnatural-looking indentations left by missing teeth and bone loss can compromise the esthetics of replacement teeth.
- Research has linked gum disease to other health problems including heart disease and stroke, respiratory diseases, cancers, osteoporosis, diabetes, and complications during pregnancy.
- Surveyed U.S. dentists say gum disease is a more pressing oral health concern than tooth decay by a 2-to-1 margin.

Millions of people don't know they have gum disease.

**Could you be one of them?** Stay as healthy as you feel by keeping up with your home care routines and maintaining your regular appointments. It could give you a revolutionary advantage.

## De-Escalate!

### Reclaim your world

It's a wonderful world we live in. Yet the excitement and challenges of even the best things in life can create tension. Teeth clenching and grinding are common symptoms of stress which over time can escalate into Temporomandibular Disorder (TMD), a painful problem of the jaw joints. Of course, dentistry can provide relief with oral appliance therapy, but a strategy for self-care will help keep you at ease for the long term.

Martial arts for relaxation? Absolutely. **Aikido, Tai Chi,** and **Qi Gong** combine meditation and movement to improve posture, balance, coordination, endurance, and flexibility.

**Yoga** is popular, very do-able, and doesn't require special equipment.

Proper breathing, exercise, relaxation, diet, positive thinking, and meditation are tried and true. TMD is *all* about taking the pressure off.

## 4 Your Health

Too much information! Hardly a day goes by without yet another announcement about lifestyle, health, and longevity. Sifting through the pieces may make it seem complicated, but apparently it's simpler than we think. Researchers say that by combining the following four modest and achievable lifestyle changes, you could prolong your life by 14 years.

- 1** Give up smoking. You could gain an 80% improvement in health. Smoking has been linked to gum disease as well as oral and other cancers.
- 2** Eat five fruits and vegetables daily for a healthy mouth and body.
- 3** Keep active for cardiovascular health, strong bones, and stress relief.
- 4** Drink moderately. Alcohol has been linked to oral cancer, especially when combined with tobacco.

Fourteen extra years of oral and overall health. That should keep you smiling!



# Smile Makeovers

Continued from page 1

to make the best choices for treatment. So I did the research, looked at several web sites, explored some referrals, and chose *NYC Smile Design*."

Marta was clear about her goals. After a consultation, we planned her treatment in stages. We began by performing a gum lift to reduce the visibility of the tissue around her teeth. The best position for her new smile was determined, and an extremely accurate 3-D model of her upper arch was fabricated which represents how the final outcome would look. This became our blueprint, followed precisely to

correct Marta's overbite, and to prepare the ten porcelain veneers that would finally provide Marta with the smile she wanted. "There was much less discomfort this time around," Marta recalls, "and it healed quickly."

When it was done, we continued with the treatment plan over a period of about two months. The ten veneers were placed on Marta's upper arch, in time for her to go home to Sweden

for the holidays. "Actually, no one noticed anything specific – only that I looked terrific. But I could see the difference, and it really mattered to me. I was able to relax, to smile easily, to feel confident with my clients and the media, and to project the upbeat energy that I feel for my profession. I love what I do, and I'm glad I decided to do it with a better smile!



## office information

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Enhanced Patient Financing **Capital One** healthcare finance™



## Spring Is Here!

### We deserve it!

Open up the windows and breathe! It's time to throw the weight of winter off of our shoulders and put some new life into our steps. When brightening things up why not include your smile?

Spring is the perfect time to come in for a cleaning and get your mouth feeling its best. And we would be happy to give you a refresher on how best to care for your teeth at home – the best way to avoid repairs.

You may also be considering some of the new cosmetic techniques. We can whiten, mask stains, fill gaps, and cover cracks quickly and painlessly. Just ask for a free consultation.

Looking your best helps you feel your best. We're always happy to help. How better to say welcome spring than with a dazzling smile?

