

Dr. Elisa Mello & Dr. Ramin Tabib's



update

Produced for the Patients of NYC Smile Design

Summer 2003

FROM THE DENTISTS

Welcome To Our Newsletter

Welcome to the very first issue of our newsletter, designed to keep you informed of new ideas and concepts in the field of dentistry. Over the next few issues we will bring you information on areas such as cosmetics, whitening, implants, and many other topics where dentistry has made terrific advances over the last few years.

We also hope to bring you information that is particular to our office, of which you are the most important part. We will advise you on changes in office hours or new staff, new procedures or equipment that we have added to improve your treatment, and other items that will all serve to make your current and future visits to our practice a more comfortable and personal experience.

This newsletter relies on your input to be successful, so don't be shy about mentioning any topics that you would like to see included in a future issue. If your household happens to receive two of these issues please feel free to share one with a friend who you feel might benefit from the services and care that we provide.

Yours in good dental health,

*Dr. Elisa Mello &
Dr. Ramin Tabib*

It All Starts With A Smile

How often do we think about our smile? Isn't it just another part of our being, a part of what we've been given, like our hair color, or our height? Well, yes and no. Your smile is one of the first and most important things people notice about you. It can portray many things ... a joy in life, self-confidence, even strength of character. Or it can portray personal insecurity, stress, even premature ageing. In fact, it's truly difficult to over-estimate the importance and impact your smile can have in your life.

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This is a competitive and beauty-conscious society, whether we like it or not, where a pleasing appearance can mean the difference between success and failure in both our personal and professional lives. At the center of appearance, pleasing or not, is your smile. Vanity is no longer a bad word

when it comes to improving or enhancing your oral health, and therefore your smile. One leading dental researcher believes that enhancing your smile is just another way people can present themselves in the best light possible. "It's the same idea as women applying makeup every morning or men shaving. They are self-enhancements that should not be considered vanity. Everyone wants to look good and to feel good." Now dentistry can help in that pursuit.

As we get older, our smile may reveal worn, discolored, chipped, or missing teeth that can add years to our appearance. Cosmetic dentistry's role in looking younger is often underestimated. We can take years off your smile, and thereby greatly enhance your overall appearance.

We can perform many procedures, often simple ones, to enhance your smile, your self-esteem, and your personal success. Please come and see us for a smile evaluation at any time. Remember ... smiles, like scowls, come from within us.



Thank you for all your referrals - we appreciate them!

Most people know that cosmetic dentistry involves creating an attractive smile. They often think that means taking care of *teeth*: their shape, color, and the restoration or replacement of damaged or missing ones. But creating an esthetically pleasing smile actually involves *three* components: the teeth, the lips, and the *gingivae* or gums.

Individuals with a “gummy” smile may have a perfectly healthy mouth and attractively shaped teeth, but the impact of their smile is diminished by an excessive amount of gum tissue. Cosmetic dentists think of the lips as a frame for our smiles, with an ideal lip line that shows the teeth in their entirety plus a little bit of gum. Excessive gingival tissue can distort this symmetry, make teeth look smaller or shorter, and more square by comparison.

Cosmetic dental techniques can be used to create a more natural, more proportioned smile simply by removing excess gum tissue.

We would be happy to discuss options that are best for you.



Silent Pictures

If you collect unusual phrases, here's one for you: *zygomatic smile*. That's the *big* smile.

It's the one that curves up the corners of your mouth and crinkles the corners of your eyes. It's a true smile of happiness. It makes us feel good – the sender and receiver both. If you can't remember the last time you smiled like that, cosmetic dentistry could be what you're looking for.

We've long known that non-verbal communication is crucially important for the human species. Experts believe that what we say without speaking is more trustworthy than the words we use. But sometimes we're our own worst enemies. We override our natural impulse to smile because we're ... well ... embarrassed about how it looks. Hiding our teeth doesn't just cancel our smile – it sends out a totally different message. Compressed or down-turned lips can communicate anger, dislike, grief, or sadness.

Cosmetic dentistry is a growing industry: whitening procedures have increased by 300% in the last five years. That's because more and more people know that their smiles

communicate who they are. It's also because there are many non-surgical, non-intrusive procedures that can resurrect your smile in as little as one visit.

Whitening can lighten discolored teeth, tooth-colored composite can replace darkened fillings, and crowns can restore damaged teeth. Veneers correct gaps, and crooked or chipped teeth, and bridges and implants replace missing teeth. Gum sculpting makes teeth look longer and re-proportions your smile. Orthodontics straightens teeth and closes gaps.

Giving a smile can feel as good as getting one. We welcome a consultation to discuss your smile with you!



dentistry's bright future

Many adults will suffer tooth loss in their lifetime. When teeth are lost through extraction, periodontal disease, or inherited traits, bone loss can occur. Over time, with the combination of tooth loss and bone loss, the proportions of the face can alter, bringing the nose and chin closer together. This creates an overall appearance of sadness, and limits our ability to chew properly or to speak clearly. Restorative procedures like implants or even dentures can require bone grafting or guided bone regeneration first, to create a more stable supporting structure. Scientists are working to inhibit bone loss, but

the puzzle remains unsolved.

Still, the future looks bright as a number of exciting scientific advances are being made in bone regeneration. Scientists are experimenting with adult bone marrow stem cells to grow new bone, and are also trying to identify all the components of bone formation to create a designer blueprint. Another approach involves using proteins that occur naturally in the body. Scientists have already had some success with human subjects.

It's just a matter of time before an exciting new wave of treatments arrive, because along with science, we're on your side!

science is on our side!

Reach For The Stars!

Modern cosmetic dentistry can

give you a stellar smile!

If you were given the moon, would you ask for the stars? Probably. Most of us feel naturally compelled to strive for more ... to *be* better ... to *feel* better about ourselves. For some of us, the quest for self-esteem can even lead to fame and fortune.

If the celestial stars feel just too far from reach, then you might want to reflect on the glory of some luminaries who are closer to earth. Many of today's celebrities have fulfilled their personal dreams - maybe that's one of the reasons we like to emulate them. Some of the most coveted smiles belong to leading lights like Julia Roberts, Halle Berry, and Jennifer Lopez, George Clooney, and Mel Gibson. In the celebrity couples category, Will Smith and Jada Pinkett Smith, and Brad Pitt and Jennifer Aniston are considered the tops!

We know that positive self-esteem is powerful. When combined with a sense of personal control, it can make

us less susceptible to illness. It allows us to look outward and feel more concern for others. With self-esteem *and* personal control, the sky really is the limit!

Taking control means taking action - making the changes that allow us to feel more accepting of ourselves. Cosmetic dentistry offers numerous

options that can improve both the appearance and the function of our smiles. Many people have inherited a family feature like a receding chin or genetically missing teeth. These traits can become barriers to self-esteem, and it is easy to assume that they are inevitable. This is not the case.

With the help of modern cosmetic dentistry techniques, we can re-sculpt a stellar smile.

Cosmetic dentistry is no longer the exclusive preserve of the rich and famous. Treatments are faster and financially more accessible than ever before. Your smile will look so natural that your friends won't be sure what's changed.

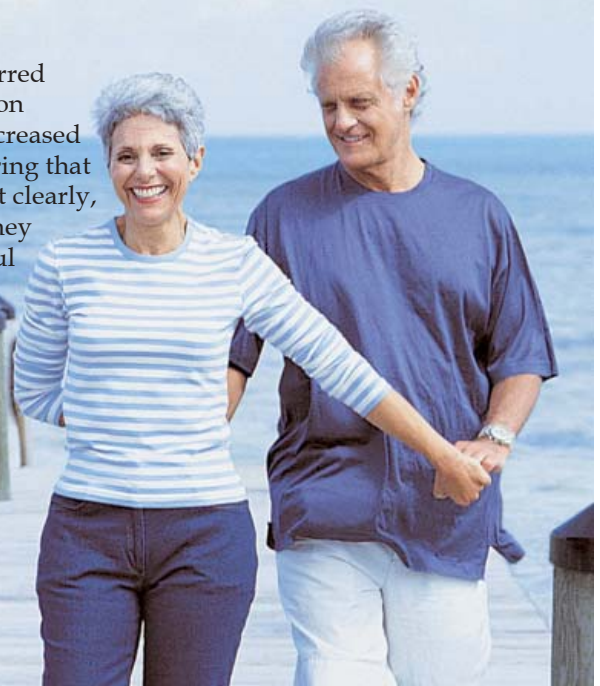
Dare to reach for the stars, and call us today for your VIP consultation.

Dental Implants

More people than ever before are choosing dental implants as the preferred tooth replacement therapy. According to an American Dental Association survey, the average number of surgically placed dental implants has increased by almost 50% in the past five years. That's because people are discovering that implants not only feel secure and stable, allowing them to speak and eat clearly, but they look so natural as well. And there's another bonus - because they help to prevent bone loss, implants can help to maintain a more youthful appearance.

Implants are based on sound science. They have withstood the test of time, and the procedure has been continually refined and improved since they were first invented in 1952. A titanium post will be placed into the bone to support a single replacement tooth, or a frame for several, beneath your gum. The post will become biologically fused to your jawbone. The replacement tooth will then be secured to this implanted post, leaving you with a natural-looking and fully functional smile.

Call us today to see if you are a candidate for this exciting and popular procedure.



Dental Age Erasers

The Fountain Of Youth! All through the centuries people have longed for some elusive elixir that will turn back the clock for them and reverse the inevitable process of ageing. One sip and those wrinkles will slip away forever. Wouldn't it be nice if it were so easy?

From best sellers like "Age Erasers," to fast one-liners (at twenty, you're hot, at forty you're not, at sixty you're shot), our society sends out a strong message to both men and women that we should fight as hard as we can to reverse, or at least slow down, the inevitable signs of ageing. As well, increased awareness of fitness and nutrition has made us much more knowledgeable about the link between lifestyle and appearance.

There are lots of ways to spend your money on trying to look younger: anti-wrinkle gels, cosmetics, skin treatments, plastic surgery, facials, spa treatments,

and on and on. But we often overlook one of the simplest and most effective ways to shed a few years – just improve your smile. It's hard to overestimate how important our smiles are to the general impression we make. A smile that reveals discolored or cracked teeth, a receding gumline, or just a generally dull look has a subtle but profound effect on how old we look.

Most adults don't realize that as time passes, our smiles are not as bright as they used to be. Coffee, tea, smoking, red wines, and certain antibiotics are all contributors to dull, stained teeth. Time and periodontal disease can shrink the underlying bone and gum tissue that hold our teeth in place,

and this can add years to your appearance.

We're your smile experts, and we can help to improve all of these conditions. Whitening treatments, replacing existing silver restorations with white composite fillings, and porcelain veneers can all be part of your smile makeover. We can't promise the Fountain Of Youth, but a new and improved smile can be the next best thing. Come and see us soon for a smile analysis as a first step towards a bright and youthful appearance.



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OFFICE INFORMATION

NYC Smile Design

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Office Hours

Monday 9:00 am – 5:00 pm
Tuesday 11:00 am – 7:00 pm
Wednesday 9:00 am – 5:00 pm
Thursday 11:00 am – 7:00 pm
Friday 9:00 am – 1:00 pm
Saturday *by special arrangement only*

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Yael Dental Assistant
Lynda Dental Assistant

CareCredit

Dental Fee Plan™



Relationships And Rewards

Every season has a way of inspiring thoughtful moments. In the summertime, there's something quietly compatible about the heat, the slower pace, and tranquil reverie...

Your referrals are most welcomed, and we thank you for them

Our thoughts often turn to important relationships. Since much of our lives are spent as a professionals here at the practice, that's a lot of relationships! You might find it strange to think of that as a humbling notion, but it is.

When you return time after time, we understand that you are expressing your trust in our professionalism. When you refer your friends and family, we understand that you are placing your relationships in our care.

These relationships are important to us, and we look forward to meeting the people you send our way. We will always provide the same kind of reliability, friendly service, and professionalism to them as we give to you.

Your referrals are most welcomed, and we thank you for them.

Introducing Invisalign®

Straighten your teeth without braces!

Today, about one orthodontic patient in five is between twenty and sixty years of age. Orthodontics involves gently pushing your teeth into place over a period of months or years.

We're very excited to introduce you to *Invisalign*®, a revolutionary technique that has brightened the smiles of thousands of patients. *Invisalign* uses a series of clear, removable aligners to gradually straighten teeth. The aligners are comfortable, and because they're made with medical-grade plastic, they're virtually invisible. No more metal mouth means you'll smile more during treatment, and you'll spend less time in our office having adjustments that are required for train-track braces! Because the aligners are removable, your daily brushing and flossing are not affected in any way.

We welcome you to call our office to ask questions or to arrange a consultation to discover how *Invisalign* can help give you the smile you've always wanted!

