

Dr. Ghodsi's Word Of Mouth



Produced for the Patients of Cosmetic & Laser Dentistry of Las Vegas

Spring 2008

fromthedentist

Resolve To Smile

It's spring!

Smile if you let a new year's resolution slide! *Just one?* Well, I'm sure you have plenty of company. I like to think that spring is our second – and maybe best – opportunity to actually follow-through with self-improvements.

If you *meant* to get your teeth cleaned and whitened at New Year's, we believe you! But spring is an equally perfect time with upcoming weddings and graduations, and in general, people are outdoors more, so you're going to see and be seen more!

One appointment could be all it takes for your mouth to feel and look springtime fresh. We can also camouflage flaws that the camera might catch.

Yours in good dental health,

Dr. Sharam Ghodsi



turnthepage

Get the competitive edge!

Prevent tooth loss, now!

Restore your smile: reclaim your life!

A Champion Solution

Sleep Dentistry with Dr. Ghodsi

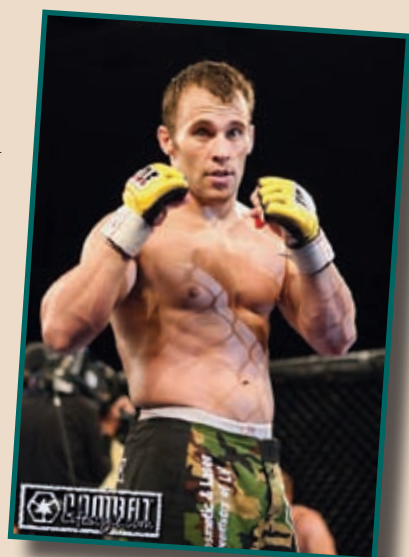
Looks can be deceiving. Take Dennis "The Piranha" Davis, for example.

With the body of a titan, this up-and-coming lightweight boxer could easily be the last person you'd imagine being afraid of going to the dentist. But, even with a black belt in kung fu, and now a four-time *SportFight™* Lightweight Champion – Dennis's fear kept him away.

Then, an emergency left Dennis no choice. He arrived at Dr. Ghodsi's office in severe pain and, after an initial examination, was told he had an infection and needed root canal treatment. It was then that the boxing champ revealed his lifelong fear of dentistry – the reason his mouth was in such bad condition.

After Dr. Ghodsi explained Sleep Dentistry, Dennis was given a small pill to take an hour prior to his dental appointment. Arriving in a drowsy state, accompanied by his agent, Dennis was escorted to the Comfort Room, covered with a blanket, and placed on a monitor where his vital signs could be observed. All dental procedures were performed in just two hours. When he awoke, with no memory of what had taken place, Dennis said:

"This is by far the best dental experience I've ever had, and all my work was completed in just one visit. Once you experience Sleep Dentistry with Dr. Ghodsi, you'll never be afraid of the dentist again."
Sleep Dentistry is for everyone – even a boxing champion.



DentalQuiz

- Have you ever had a bad experience with a dentist appointment in the past?
- Don't have the time for several appointments to complete the necessary work needed.
- Have you ever avoided your dental appointment because of the sounds or smells of a dental office.
- Have you ever been offered a solution to help with a bad gag reflex?

If you answer
YES
to any of
these questions,
we can help.

Visit our web site www.lastingsmiles.com for monthly specials!

Set The Trend

Select your cosmetic veneer option

There's a definite trend among men who choose to revitalize their appearance in the competitive workplace. They're opting for non-surgical procedures that increase facial volume and require only minimal or no downtime. For many, veneers are the non-surgical cosmetic option of choice. Here's why.

When veneers are bonded to your teeth, they can be matched to both the color and natural contours of the rest of your smile, and you can...

- ▶ **Look younger** by adding volume to the lower third of your face and minimizing fine wrinkles.
- ▶ **Camouflage** exposed roots and restore esthetic proportions to your smile.
- ▶ **Close gaps** between your teeth.
- ▶ **Repair** chips and cracks.
- ▶ **Straighten** slightly crowded or overlapping teeth without braces.
- ▶ **Brighten** your teeth and cover even severely stained teeth.

Veneers are hand sculpted from beautiful ceramics by trained technicians. Built-in translucence mimics natural enamel and allows some of the inner light to shine through.

Veneers really are *super* natural! Once applied, they act as a shield for your teeth. Porcelain material is highly resistant to oral bacteria and to permanent staining from smoking, coffee, tea, and food.

Men and women who want to look more successful and more energized in *any* environment can enjoy the advantages of even, straighter-looking, whiter teeth!

Please come and see us at our practice for a cosmetic veneer consultation.



BEFORE

look younger

close gaps

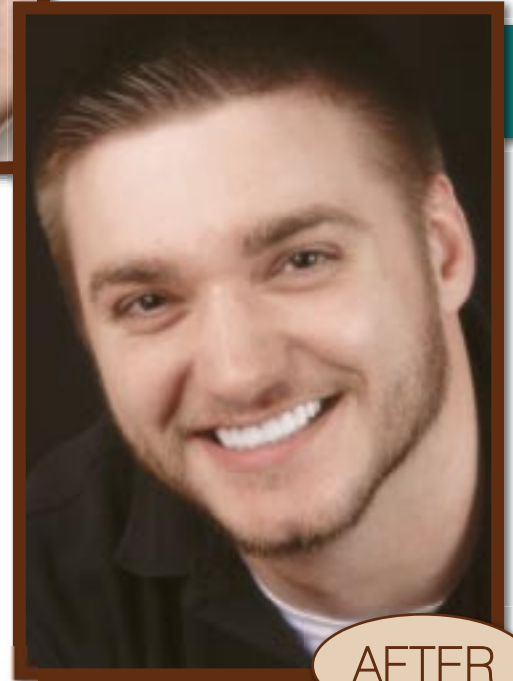
repair

straighten

brighten

camouflage

VENEERS



AFTER

Avoid Gum Disease

Here's how...

Chances are you will be affected by gum disease at some point in your lifetime. Initially it often appears without symptoms, but it is progressive and is the leading cause of tooth loss in adults. Furthermore, without treatment, bone loss in your jaw is inevitable and can alter your facial appearance, speech, and diet over time.

What We Can Do

Perform regular exams and cleanings to remove plaque, the disease-causing biofilm that builds up on your teeth and can harden into tartar.

Provide brushing and flossing instruction and explanations about your oral health needs.

What You Can Do

Schedule and keep regular dental examinations and cleanings to ensure the health of your smile! Remember, with early diagnosis, gum disease can be reversed!

Commit to a smile-saving routine of proper brushing, flossing, and healthy eating at home.





2 Quick Fixes Ready? Set. Go!

Your face is *the* most looked-at part of your body. And your mouth is the first feature that everyone looks at! Dramatically enhancing your smile can instantly lift your self-confidence, and you can even get transformative results over your lunch break.

These two tried and tested procedures will let you see a new you in no time and without invasive surgery...

Whitening - We can design and supervise whitening that may lighten your teeth by up to eight shades! Safe, reliable, and predictable teeth whitening technology may even remove stains caused by illness or medication.

White Bonding - We can cover the deepest stains by bonding material directly onto your teeth, and we can use it to replace older stained or silver fillings!

Choose one technique or two ... it's up to you!

What's On Your Menu?

Smile savers!

Brushing and flossing to remove yellowing plaque is an essential strategy to keep your brightest smile. But for at least some of the time, start dining *white... and light!*

Add low-fat milk to sugar-free coffee or substitute with skinny lattes.

Swap black tea for green which has beneficial antioxidant properties.

Switch from stain-producing desserts like blueberry or cherry pie to fresh or baked apples, pears, or gooseberries.

Rethink soy and Worcestershire sauces and consider yogurt or trans-fat-free oils flavored with white vinegars, herbs, or garlic.

Replace red wine with white, and dark berry juices with light.

Avoid...

■ hot and cold liquids that expand and contract tooth structure, creating fine lines and cracks into which stains can penetrate;

■ regular consumption of acidic foods and drinks that can soften enamel and encourage staining.

Suit Yourself!

4 ways to restore your smile

You know, when even one of your teeth becomes severely damaged or is lost altogether, it can affect more than your appearance and self-confidence. With time, your speech can be affected and your food choices limited. That's why restorations including fillings, crowns, bridges, and implants were invented. They can restore natural-looking form and function.

Here's how restorations work.

A **filling** is a restoration that repairs part of a damaged tooth. When modern composite or ceramic materials are combined with precision techniques, fillings can fit and fill most types of cavities without removing large amounts of healthy enamel. And they can be color-matched to look completely natural.

A restoration that strengthens and protects the tooth is called a **crown** and you may have heard it called a cap because it actually caps the entire tooth.

A **bridge** is a combination of crowns and artificial teeth that closes a gap left by a missing tooth (or teeth), restoring your smile and redistributing the workload.

An **implant** is an artificial crown and root which is permanently implanted right into your jawbone. Once placed, it acts like a natural tooth to avoid bone loss and prevent drifting of surrounding teeth. Different implant types and techniques are available to provide individual solutions, from replacing one tooth to anchoring dentures securely.

Whatever your need, restorative treatments can save time, money, and your smile!

IMPLANT & VENEERS



COMPOSITE FILLINGS



fromthehygienist

Keeping On The Leading Edge...

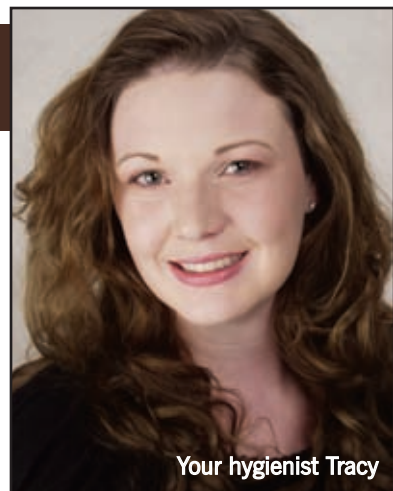
Your hygienist - laser certified

For many years doctors and dentists have suspected that your overall health is closely linked to your oral and dental health. And in the last few years, studies have proved conclusively that there is a direct link between *periodontitis* (gum disease) and conditions such as diabetes, osteoporosis, and even heart disease and stroke.

This is truly a serious national health issue: more than one half of all people over eighteen have the early stages of gum disease and three quarters of our over-35 population are affected. What happens is simple: the bacteria associated with gum disease finds its way into your blood stream either through oral lesions or during dental procedures. The bacteria can then build up in your arteries, for example, and even cause blood clots.

So we're delighted to let you know that we are now using a new procedure called *Laser Bacterial Reduction* (LBR) that actually disinfects pockets affected by the disease prior to regular cleaning or other dental procedures. Our specially trained hygienists need only about ten minutes to insure that the affected area is bacteria free. The laser beam sterilizes the area, thus improving the health of the tissue and preventing the spread of the disease.

We're proud to be among the first dental practices to offer this service to our patients and their families. If you have any questions about this, or any other of our new dental procedures, please don't hesitate to call.



Your hygienist Tracy

Seasonal Tooth Tips

Drink plain tea without sugar. It helps cut down on plaque and cavities.

Brush after every meal or at least twice a day.

Choose healthy foods like cheese and crunchy vegetables.

Use a mouthguard if you play sports.

officeinformation

Cosmetic and Laser Dentistry of Las Vegas

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Our Team

Tracy Hygienist
Sylvia Office Manager
Joanna Treatment Coordinator
Belinda Dental Assistant
Reaneshia Dental Assistant
Mahtab Office Administrator



Get A Buzz...

For dear ol' Dad

This Father's Day, instead of an electric shoe rack, say, why not give Dad a gadget that he'll actually use, and at the same time improve his oral health?

Electric toothbrushes are nothing new, but the new model from *Rota-dent*® really is effective in preventing and even reversing gum disease. Some of these models have interval timers and automatic shut-offs so Dad will brush for the recommended amount of time.

WaterPik™ has produced mouth-cleansing products for years, and many are still bathroom fixtures.

Any gadget that helps your father in his health care routine is a very thoughtful gift. Just think of it as another toy that buzzes!

Spread Smiles!

Share rewards

If you are delighted with the excellent treatment you receive at our practice, then you might consider sharing the news with friends, family, and coworkers. You know they will experience the same commitment, compassion, and concern to which you have become accustomed. But you will earn more than the gratitude of those whom you refer.

For each patient that you send our way, you will receive a **\$25 gift certificate** to any store in the Meadows or Boulevard Mall. And there is more! You may also choose to redeem the gift certificate at our office for **\$50** towards any products or services.

Making your friends happy is reward enough, but this is our special way to thank you for sharing ... and we really look forward to seeing you smile!