

Dr. Ghodsi's Word Of Mouth



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

Winter 2007/2008

fromthedentist

A Gift

For All Seasons

Every year at this festive time, our staff receives a surprise gift, and it is the same one every year. The gift I speak of is our overwhelming feeling of gratitude for you, our loyal patients. It is no small thing that you place such trust in our team of dental professionals, and we want to convey our sincere appreciation with a small gift for you...

Simply call us, and we will enter you in our draw for a free take-home whitening kit.

And while it is the season for recreation, relaxation, celebration, and appreciation, it is also the season for lists. This year, among the lists for groceries, gifts, times, places, and all those "things to do," there is one item we encourage you not to omit. Your smile!

Happy Holidays,

Dr. Sharam Ghodsi



turnthepage

Little link ... BIG connection!

TMD? Take the bite out of reality!

When is age *not* the issue?

Changing Lives..... Changing Smiles



Before

Dr. Ghodsi, a sponsor and delegate of the Women in Need Foundation, has changed the life of yet another person. Lucy, previously crowned Mrs. Lebanon, her native country, was a participant in the Mrs. Globe Pageant in Ranch Mirage, California. As a participant she won a Smile makeover by Dr. Ghodsi.

Although Lucy is extremely attractive, she did not have confidence in her smile because of chipped and stained teeth. She claims that she does not have a single smiling picture in her wedding album. The day after her consultation with Dr. Ghodsi, Lucy's future would be changed forever. First step was to design a smile that would fit her face. Veneers had to be longer for her to show more teeth.

Her teeth were then prepared and temporaries made to evaluate her smile. She loved her temporaries and couldn't believe the instant change. The impressions were sent to Microdental Lab to create eight customized Mac Veneers. And only five days later, Lucy was given a beautiful, healthy, and natural looking smile. Just in time for her to show them off at the pageant the next day.

At the pageant Lucy was given the "most inspired" award and at the stage she thanked Dr. Ghodsi for his work and said: I came here looking for a crown on my head but leave here with crowns on my teeth which I will cherish for the rest of my life. These are the best crowns I could possibly wish for." Lucy was smiling for the cameras for the entire event and the change in her confidence was incredible. Even Lucy's husband was amazed by the change this had on her. "I have never seen my wife smile so much," he told Dr. Ghodsi.



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Unhinged By Pain? Could be TMD!

Your *temporomandibular joints* – the two joints that are located in front of your ears and that hinge your jaws – are quite impressive. They can move side-to-side, back-and-forth, and up and down ... all at the same time! They get a lot of use every time you bite, chew, speak, swallow ... or grind your teeth.

Jaw clenching, teeth grinding, or an improper bite can contribute to teeth and gum pain as well as discomfort like popping, clicking, jaw tenderness, and headaches.

Temporomandibular Joint Disorder (TMD) is the official name for a host of symptoms that arise in part because of the proximity of these joints to many nerves, muscles, connective tissues, and ligaments.

Experiencing signs of TMD? Dentistry may have a solution.

Uncommonly Adaptable

Incredible implants offer flexible smile solutions

Dental implants have proven themselves time and time again since they were invented in 1952. In the beginning, many people associated them with space-age technology and considered them out of reach for ordinary people. Today, an implant can be used to immediately replace a tooth lost by a young athlete, for example. This is without a doubt the best way to minimize bone loss, the shifting of teeth, and the emotional trauma associated with an altered appearance. Dental implants look natural, can help maintain a more youthful appearance, and they are so versatile that they can be used in combination with other restorative techniques – at any age!

Here are some of the ways that dentistry can improve your smile using dental implants.

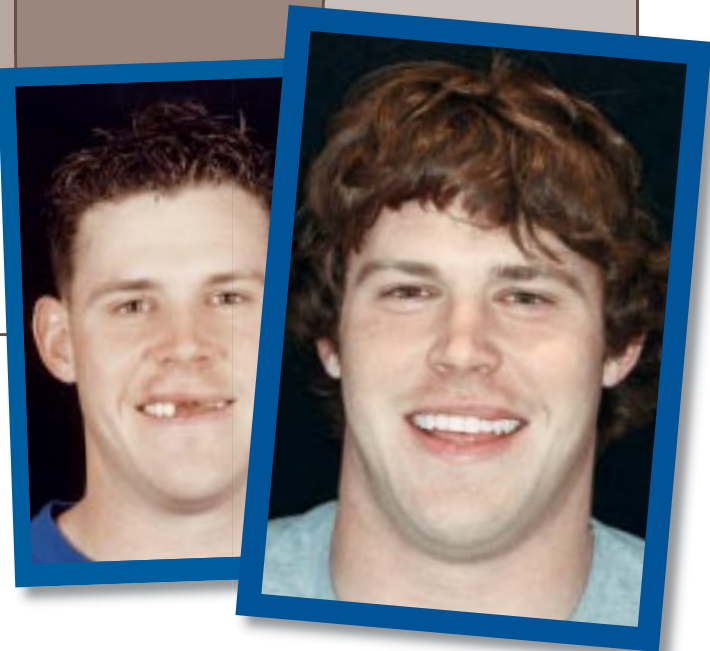
Individual implants can replace one or more missing teeth. Because it's created just for you, we can match your natural tooth enamel, tooth size, and shape, while cosmetically enhancing your smile.

If you have a number of adjacent teeth missing, implants can be used in combination with a bridge. Both restorations are so natural looking, they're virtually undetectable.

Implants can be used to secure specially modified dentures to improve your appearance and your ability to eat and speak with comfort.

One of today's many dental implant options could provide the dental solution you're looking for!

Set A Great Example



Quit today!

Did you know that exposing your child to cigarette smoke could cause cavities or delay development of their permanent teeth? Or that chewing tobacco can cause oral cancer? If you quit smoking or using tobacco, you will also reduce your risk for cavities, gum diseases, tooth loss, emphysema, all cancers, and heart attack and stroke.

Tobacco users actually cost others, as well. Second-hand smoke is harmful and health care costs families and governments. Every cigar or cigarette represents hard-earned money going up in smoke ... and along with it, opportunities for other pleasures and experiences.

Nicotine is very addictive but you can kick it ... and you'll smell great, look younger, and smile more too! And you won't be the only one to benefit: most smokers start very young, so you can set a great example.

MAKE THE Connection

PARTICIPATE IN YOUR ORAL & GENERAL HEALTH!

► **No one knows everything about gum disease and the way in which it affects your general health.** Debate and research about the precise dynamics of this interrelationship will likely continue for a long time to come. It's not clear whether there is a cause-and-effect relationship or even whether the true culprit is bacteria or inflammation or a mechanism we don't yet understand. Fortunately, you don't have to know *everything* to know a good thing when you hear it.

► **For instance, it's good to know that when you take care of your oral health, you are making a positive contribution to your overall health and well-being.** How can this be? Researchers have established links between gum disease and other ailments, and because periodontal disease can be prevented, treated, and in some cases, even reversed, you can participate actively in managing your oral health and therefore your general health.

► **Prevention (a good home care routine and regular dental visits) is your best strategy because gum disease has no symptoms in the earliest stages.** It occurs when plaque (bacterial film) builds up. By the time you experience symptoms like discomfort, bleeding, and bad breath, you will already have damaged your gums and possibly even supporting ligaments and bone. Without intervention, you could experience bone and tooth loss.



Untreated periodontal disease



Regained perio health plus veneers

Here are some links that have been demonstrated between oral health and overall health.

Pulmonary Infection: Harmful bacteria from gum infections has been linked with pneumonia, bronchitis, emphysema, & chronic obstructive pulmonary disease.

Osteoporosis: Women with osteoporosis may be at higher risk for gum disease & people with gum disease may be at a higher risk of underlying osteoporosis.

Diabetes: People with diabetes are more susceptible to gum disease which in turn can make it more difficult to control blood sugar.

Heart Disease & Stroke: People with gum disease are almost twice as likely to suffer coronary artery disease as those without gum disease.

Oral Cancer: An association has been found between serious periodontal disease & pre-cancerous lesions & oral tumors.

Pregnancy: Periodontal disease during pregnancy has been linked with toxemia, pre-term delivery, & babies with lower birth weights.

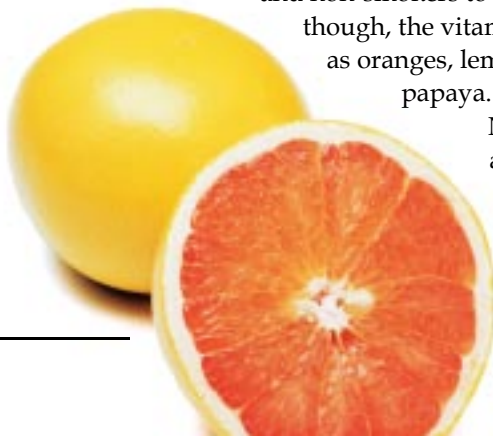
Diverse & Abundant!

Put the "C" in cuisine!

Do you enjoy the idea of belonging to an elite group? Well, along with a fruit-eating bat, a species of trout, apes, guinea pigs, and the red-vented bulbul bird, humans are among the few species that cannot synthesize their own vitamin C! Your gums need vitamin C to stay pink and healthy and to give you nice-smelling breath and a youthful appearance.

How do you get enough vitamin C? Well, you could eat two grapefruits a day like the participants in one study. The increased vitamin C helped both smokers and non-smokers to improve their periodontal health. Thankfully, though, the vitamin is abundantly available in foods as diverse as oranges, lemons, spinach, potatoes, kohlrabi, guava, and papaya.

Now, get ready to smile – because humans are special in another way! Only we humans cook. So you can get vitamin C whether you're dining vegetarian or nouvelle cuisine, Chinese, Kosher, Italian-American-Mexican, or Indian curry takeout!



fromthehygienist

More Than A Cleaning

Your hygienist & ally

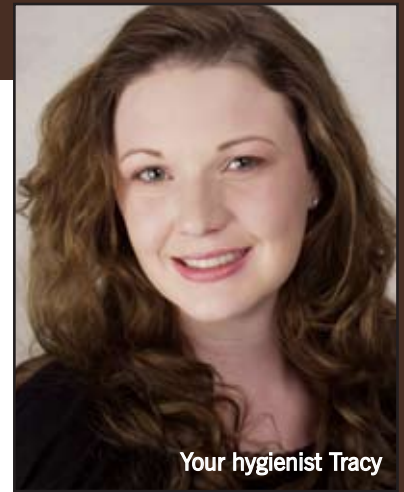
If you take good care of your teeth, you'll probably spend less time getting fillings and more time with our hygienist. Most patients refer to this time as a *cleaning*, but oral hygiene appointments can include the following **preventive** services.

- screening for oral cancer;
- applying fluoride and pit and fissure sealants;
- cleaning and scaling teeth to remove plaque, tartar, and surface stains;
- polishing teeth and restorations.

Hygienists are also responsible for relaying **educational** information...

- brushing and flossing instruction;
- nutrition counseling,
- explanations of dental treatments, and
- discussing future treatment.

So there's no such thing as *just* a cleaning. Hygiene services begin here, but they must always be followed by proper brushing, flossing, and healthy eating at home. If you're not sure how, ask your hygienist!



Your hygienist Tracy

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Complete our survey online from our website www.lastingsmiles.com and you will be entered into a drawing. Let us know how you feel about your dental experiences.

Drawing to take place on January 31st, 2008.



officeinformation

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Our wish for you

PEACE and HAPPINESS

Happy New Year from
Dr. Ghodsi, Dr. Po and Team