

# Word Of Mouth

Produced for the Patients of Golden Wellness Center

Summer 2002

## FROM THE DENTIST

### Let It Shine

While lasers were at one time just material for science fiction writers, they've become a common part of our everyday life. They zap through your groceries, they open garage doors ... and now they can detect wear and tear on your tooth's surface before it becomes a cavity.

*Diagnodent*<sup>™</sup> is a revolutionary new dental laser tool that safely and effectively detects changes on your tooth's surface that might not be visible on a traditional x-ray. When this light source is directed at your tooth, anything unusual about the tooth's surface – such as the beginnings of a surface breakdown, or the start of a cavity – causes a different type of light to be bounced back to the instrument. This light is transferred into an acoustic signal and the wavelength is then evaluated by the control unit. This lets us know what type of preventive treatment you might need. Diagnodent can even detect decay occurring under a crown, allowing us to quickly catch what could later become a problem.

We want to ensure that every tooth remains yours for life, and that your visit to our office is comfortable and pleasant. Diagnodent is a unique development that will not only reduce your need for x-rays, it will catch problems before they even get started.

– Linda J. Golden, DDS & Staff

## Practice Green

### Mercury-free dental office

For over a century, dentists have been using mercury amalgams as fillings for cavities. But over the last few years, debate has raged over whether or not the mercury in your mouth could have a toxic effect on your body. So far, no conclusive evidence has been found for the connection. However, what is absolutely conclusive is the effect of mercury when it's widely distributed in the environment. The tiniest particles of mercury released as waste into our lakes and rivers can have a serious, even fatal impact on fish, wildlife, and humans.

The health controversy over dental amalgam is ongoing, bitter, and confusing. It was once believed that mercury in amalgam became inert. Now we know that's not true. There is no doubt that mercury vapors and particles are released and swallowed into the stomach and inhaled into the lungs. In large doses, mercury vapor can cause brain damage, kidney malfunction, memory loss, and depression. But what we don't know is the effect that very low doses, like those emitted from mercury fillings, have on your body over a long period of time. As a result of the ongoing health controversy surrounding the use of mercury in amalgam fillings, our office policy will be to use *only* ceramic, porcelain, or composite amalgams that are stronger, better looking, and environmentally friendly.



The safe disposal of the old, but still active mercury has been a concern and a challenge. We've risen to this challenge by purchasing a system that is proven to remove up to 99.5% of the total mercury within dental office wastewater. The separated mercury is safely packaged and recycled. We're really pleased to be pro-active on this issue, to do our part to protect the local environment in the community we serve.

Your comfort and safety is always our priority. Becoming a *mercury-free* practice is just one more step we're taking to meet this goal.

***Thank you for all your referrals – we appreciate them!***

## Option Number One

**1** We're all aware of how plastic surgery techniques may enhance our appearance. Fuller lips, tighter chins, and sleeker cheeks are all surgical options offered by the nip and tuck experts. Dentists can easily provide many similar enhancements to your good looks and self-esteem! One leading North American cosmetic dentist put it this way, "We have the simplest, fastest, least painful procedure to enhance a person's looks. We can change people's smiles in one day to a week. By revitalizing your smile, esthetic dentistry can make patients look ten years younger." If you're considering facial plastic surgery, or if you just want to brighten up your trusty but slightly older smile, please make your first step a consultation with us.

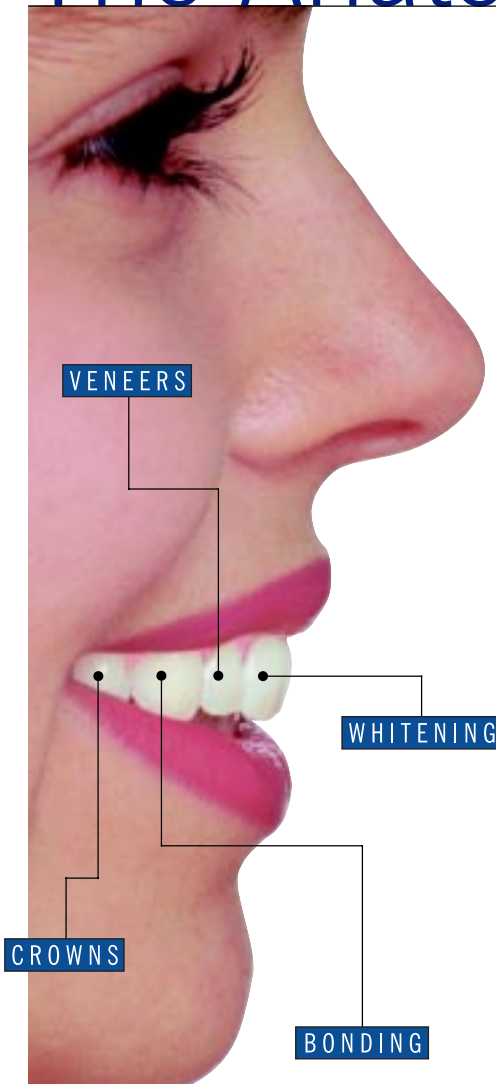
## CAREER ALERT

We all know our smiles are important to our self-esteem, even our social life. But how about to our jobs? Fully 75% of adults believe that an unattractive smile can hurt a person's chances for career success. And if someone believes your smile is hurting you in the workplace, it probably is.

Our society is more concerned than ever before with health, nutrition, fitness, and an attractive appearance. And don't think you can hide your smile under a bushel in the workplace. After all, from the distance of a football field, the only facial characteristic we can distinguish is a person's smile ... and the next office is a lot closer than that!



# The Anatomy Of A Great Smile



A simple fact: your smile is among your most important physical attributes. The effect of a sparkling, confident smile on personal, social, and business relationships has been proven to be crucial. As one New York psychologist puts it, "A warm, open, attractive smile ... translates into a potent punch of personal power."

But many of us are not confident in the power or the sparkle of our smiles. We worry that our teeth may be discolored. We may be self-conscious about a small chip in a front tooth. We might be concerned that old, unsightly fillings become visible if we make a huge, happy grin. Age itself will produce darker teeth or gums that are receding. And, let's face it, most of us are not born with those perfect movie-star teeth.

Cosmetic dentistry has made huge strides in the last twenty years, and we now have many different procedures to help your smile become a confident, dazzling part of your personality.

Tooth **WHITENING** is an easy, affordable, and painless way to brighten teeth discolored from food, nicotine stains, or root canal

treatments, or that have become darkened with age.

Worn down, chipped, cracked, or widely spaced teeth can be repaired through a process known as **BONDING** where a tooth-colored plastic is applied to your teeth and cured with a light. The result looks and feels just like the original.

Severely stained or chipped teeth may require **VENEERS**, ultra-thin sculpted pieces of tooth-colored porcelain that fit over the front of your teeth.

If your teeth have undergone root canals, are misaligned, or weak, then **CROWNS** may be the solution. Crowns combine good looks and great strength since they entirely cover the affected tooth.

We have all the technology that can give you a confident, beautiful smile.

We're here to make sure you look and feel your powerful best!



We have the technology that can give you a confident and beautiful smile.



"Instant



Orthodontics"

Your bright, happy smile is one of your most precious attributes. But as we go through life, your smile finds lots of enemies that can make it a pale imitation of the original. Discolored or chipped teeth, teeth that are pitted, misaligned, or simply crooked are among the most common conditions that may make you self-conscious about your smile. Of course, the only way to hide your teeth is to not smile, which is hardly an option.

Porcelain veneers could be the answer. Veneers are super-strong,

ultra-thin pieces of sculpted porcelain that fit over the front of your teeth. They're extremely durable, virtually painless to place, and easy to maintain, and have often been called *instant orthodontics* because they can straighten severely crooked teeth in two weeks rather than two years.

If you are ever tempted to hide your smile, please come and see us for a consultation. We're in the business of smile success!



## GREAT SMILES

As smile experts, our goal is to make sure your smile is bright, healthy, and happy! We accomplish this by carefully examining all aspects of your smile to determine the right procedure for you. Great smiles have several things in common:

**Teeth are straight and evenly spaced;**

**Teeth are white, with no stains or discoloration;**

**Gumlines are smooth and even;**

**When you smile, your top teeth show, but not the gums;**

**The edges of your top teeth follow evenly the curve of your lower lip.**

But don't worry if your smile isn't quite perfect! Our *smilemiths* can help you make it great!



## Red Carpet... WHITE TEETH

The annual red carpet *Oscar* procession is filled with flashy, brilliant, and flawless pearlies – they scarcely need any lights. So is this just more Hollywood magic; another million-dollar special effect? Actually, no. The answer may be as simple as a properly supervised teeth whitening procedure.

In the last few years new teeth whitening materials have been developed that make the procedure simple, gentle, and inexpensive. There are over-the-counter whiteners available, but we strongly recommend that your whitening program be done under our supervision. If improperly applied, whitening agents can do serious damage to your teeth and gums.

If you think your smile is a good candidate for some brightening up, call us! After a thorough oral examination, we will evaluate your particular whitening needs and will suggest either in-office treatment or a customized at-home system supervised by us. Either treatment will get your smile the whitest it can be. So let the bright lights shine!

# Green Tea, Good Tea

Civilizations the world over have all used natural herbs and plants to treat sickness and pain. Indeed, in certain societies, herbal remedies are still preferred to the more “scientific” western models. And there’s no argument about the real health benefits of many foods such as citric fruits for example.

In Asian societies green tea is consumed in about the same quantities as coffee is in North America. Which is to say *a lot*. The Chinese have believed in its benign qualities for centuries. Now dental scientists have confirmed that green tea not only halts the growth of new oral cancer cells but it actually breaks down and kills existing oral cancer cells.

The secret is that green tea is loaded with polyphenols which have about 100 times the antioxidant effect of

Vitamin C and work against oxidants, or free radicals, in oral cells that cause mutation of genes that can lead to cancer growth. They can also inhibit the growth and spread of cancerous cells, as well as killing off cancer cells without harming the host cell.

Because our mouths are an oxygen-rich environment closely connected to our blood vessels, they provide an ideal habitat for the growth and rapid proliferation of cancer cells. This is why we examine your mouth closely on each visit to determine any changes in texture or color that might indicate the presence of oral cancers. This early screening is just one more reason to make sure you don’t miss your regular checkup.

And just how much green tea should we be drinking? To fully obtain the benefits, we should have at least



four to six cups a day. And if you don’t want to drink it down, simply use it as a mouthwash. Something else that your teeth are sure to benefit from is that green tea is a natural source of fluoride, helping to strengthen your teeth’s armor against harmful plaque and bacteria, making them more resistant to decay.

Remember, more than 30,000 patients are diagnosed with oral cancers each year. Please make sure you see us for your regular checkup!

## OFFICE INFORMATION

### Golden Wellness Center

Linda J. Golden DDS, PC  
General & Holistic Dentistry

Dr. Suzanne Posner-Katz  
General Dentistry

Dr. Reid Winick

Biological Dentistry Oro-Facial Pain

444 Community Drive, Suite 204  
Manhasset, NY 11030

### Summer Hours

Monday 9:00 am – 5:00 pm  
Tue & Fri 9:00 am – 7:00 pm  
Wednesday *closed in summer*  
Thursday 7:00 am – 4:00 pm  
Saturday 8:00 am – 2:00 pm

### Contact Information

Office (516) 627-8400  
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Emergency (516) 386-9100  
Email [anygold@aol.com](mailto:anygold@aol.com)  
Web site [goldensmile.com](http://goldensmile.com)

### Office Staff

Lorrie ..... Office Manager  
Gillian ..... Office Receptionist  
Yudy ..... Head Dental Assistant  
Elianna, Jessica ... Dental Assistants  
Ilene L, Cindy, Ilene P .....  
..... Dental Hygienists  
Stefanie, Mara, Shirley, Teresa .....

..... Massage Therapists

The information included in this newsletter is not intended as dental advice. For your specific information be sure to consult our office.

## Please Help Us To Serve You Better

Canceled appointments cost all of us. When our time is not used effectively we lose our freedom to see you when you really need us. If you must reschedule an appointment, we ask that you contact our office at least **48 HOURS** beforehand. Please give our office a call at (516) 627-8400 and we will be happy to find a more suitable time for you. And when you book that appointment, please make sure that we have all the telephone numbers we may need to reach you. A little bit of forethought can save all of us a lot of precious time!



## Your Personal Recommendations Carry Enormous Influence

It’s absolutely true. Your personal recommendations can directly influence the decisions made by your family, friends, and acquaintances to a far greater degree than any advertising or promotional campaign.

It’s true in every aspect of life, from decisions on which restaurants to try and which consumer products to buy, to which professionals to use ... including dentists. When you make a specific and enthusiastic recommendation to family or friends, they will usually follow it. In fact, our dental practice is living proof. The majority of our best new patients come from the personal recommendations of our patients, like you, and not from our marketing efforts.

We truly appreciate the powerful influence of our patients, and are so thankful that they find us deserving of their continued recommendations.

Please be assured that every personal recommendation you give us and every referral you send us is not only appreciated and valued but is also recognized for the influence it represents.

*Thank you.*



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