



Golden Wellness Center's

# Word Of Mouth

Produced for the Patients of Golden Wellness Center

Winter 2002/2003

## FROM THE DENTIST

### Season's Greetings!

The holiday season is here again, and with it a chance for all our doctors and staff to give our patients and neighbors a heartfelt thank you for your loyalty and friendship during the past year.

This is a time to count blessings and to reflect on the values of family and community. For much of the last fifteen months, it may have been difficult for many of you to truly believe in the happy and good side of life. Shocking events and the threats to our society seem to be endless. But the spirit of this wonderful season should teach us that hope and goodness are still in great supply and that faith and perseverance will ensure they'll be with us always.

We hope your holidays are happy, healthy, and filled with family and friends. We look forward to seeing you again in the new year.

*Keep smiling during the holidays,*

*Linda J. Golden, DDS & Staff*



# Peace *On* Earth



*What better opportunity than the holiday season to express our sincere appreciation to old friends and to new acquaintances?  
Warm Season's Greetings  
and Happy New Year!*

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

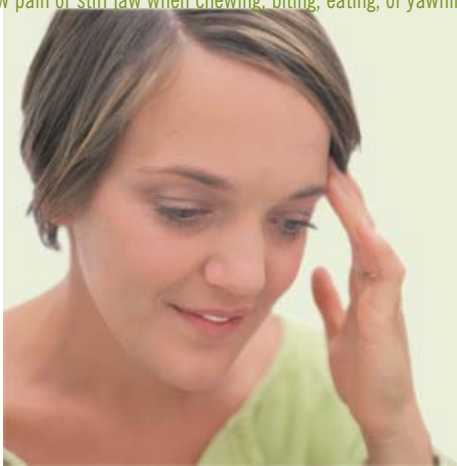
Ever thought that your jaw could audition for those *snap, crackle, pop* commercials? If the answer's yes, it could be a clue that you might have Temporomandibular Joint Disorder (TMD). The temporomandibular joints – among the most complex in the human anatomy – are located at the points where the lower jaw attaches to the skull on both sides of your face, just in front of your ears. If the joint movement deviates by only a fraction, you could be suffering from TMD which can lead to pain and discomfort.

Besides telltale clicks from your jaw, other symptoms include: earaches without an infection; ringing or a sense of fullness in one or both ears; frequent headaches; neck or shoulder pain; sensitive teeth when no dental problems can be found; jaw pain when eating, biting, or yawning.

If you have any of these symptoms, please see us soon. If TMD is diagnosed, we can design an effective treatment, and if necessary, use a team approach with specialists.

**You may have TMD symptoms if you experience the following:**

- Clicking or difficulty when opening and closing mouth
- Earaches without an infection
- Ringing or sense of fullness in one or both ears
- Frequent headaches
- Sensitive teeth when no dental problems can be found
- Neck or shoulder pain
- Jaw pain or stiff jaw when chewing, biting, eating, or yawning



# Those Teenage Years



**Teenagers rebel.** That's what they're supposed to do. But if yours gives brushing the brush-off as part of his or her rebellion, a pattern of dental neglect can be established, and serious trouble can gain a foothold.

Many teenagers go through a period when their brushing habits aren't good. Your child may benefit from a refresher course on brushing and flossing techniques. You can also speak in terms that a teen cannot mistake: "Plaque looks gross and makes your breath reek!" Because of all this, routine visits to our office are more important than ever. Teenagers will often take advice to heart much more readily from a health professional than from a parent.

Braces, oral piercing, and mouthguards can also cause conflict. Many teens reject braces. But more than 90% of reluctant teens will agree to braces once their dentist has explained the advantages.

Oral piercing, to be blunt, is a really terrible idea. Piercing of *any* oral site carries serious risk of infection, even nerve damage, altered speech, toxic shock, or stroke.

Mouthguards are an effective way to prevent tooth injuries during athletic activities. We can make a custom-fitted mouthguard that will be comfortable and will work. Make sure your teen wears the mouthguard during both practice sessions and games ... just like the pros.

## Dad! Get A Dentist!

### Men lack good oral care habits

Did you know that many men change the oil in their cars more often than they go to the dentist? Or that the average man brushes his teeth only 1.9 times per day and will lose 5.4 teeth by age 72? (If he smokes, up that to 12 teeth!)

Often men don't visit the dentist because they tend to think their teeth are invincible. And they think this despite the proven links between good oral health and longevity. And yes, one of the most common factors associated with infrequent dental checkups is simply being male.

Here are some reasons why you might try to persuade the men in your life to come in and see us to keep their smile bright and healthy.

- > His breath will improve. More than 90 million North Americans suffer from bad breath, the most common cause of which is poor oral hygiene.
  - > Early detection of oral cancer is greatly increased with regular appointments. Men are twice as likely as women to contract oral cancer.
  - > Many studies have shown the professional importance of a healthy, bright smile. Improve his image and his health at the same time.
  - > If he's a jock, he needs a custom-fitted mouthguard to protect his teeth and prevent concussions, cerebral hemorrhages, jaw fractures, and neck injuries.
- Someday, somewhere, he'll thank you for it.

# Porcelain Veneers

New techniques in cosmetic dentistry are making it more and more convenient and attractive to spruce up your smile. For centuries, porcelain has been used by artists to create the very finest (and toughest) artifacts, and in the last few years, porcelain veneers – ultra-thin, translucent shells – have become the technique of choice for treating discolored, chipped, or stained front teeth. Veneers bond tenaciously to your teeth, and can be successfully prepared and applied in just two or three appointments.

Your first appointment is devoted to diagnosis and treatment planning. It's important that you take an active role in designing your new smile! You need to know what porcelain veneers can and cannot do for your specific condition.

At your second appointment we prepare your teeth for the porcelain veneers. We lightly buff their surface to allow for the tiny added thickness of the veneer. Then we take an impression of the teeth and send it to a laboratory for the fabrication of the veneers.

When the veneers are ready, we place them temporarily on your teeth to check their fit and to get a sense of color. You can help us by checking out the esthetic results. By changing the color of the cement to be used, we can make sure we get the exact match you want. Once cemented, the color cannot be altered. To apply the veneer, the cement is sandwiched between the veneer and your tooth, and a beam of light initiates the catalyst to harden the cement.

Finally, you can enjoy your bright new smile to the fullest! If you think veneers would help you to smile more, please call us for a consultation. You'll love your new great grin!



Porcelain veneers – ultra-thin, translucent shells – are the material of choice.



This patient's diastema (space between teeth) can be corrected through the construction and placement of cosmetic veneers.



The veneer is bonded to a prepared tooth by curing it with a special light for about 60 seconds (left). With a veneer you retain the strength of your natural teeth. The enamel is only modified about 1/2 millimeter (right).



Veneers are polished and look just like natural teeth. What can take months or years of wearing braces can be corrected with veneers in as little as two to three office visits.

## Overcoming Dental Anxiety.....

These are a few tips to help make your visit to our office worry-free.

- Ask questions about procedures that cause you anxiety. If you understand what is going to happen, you'll have less reason to worry.
- Eat a light meal before your visit and don't drink coffee, tea, or cola as

they stimulate you – they don't relax you! Eating a protein snack like a lean meat sandwich will help stabilize your blood sugar and reduce irritability.

- Establish a signal, such as raising your hand, to let us know you want us to stop a procedure. It will make you feel more in control and it gives you a

chance to ask for more anaesthetic if you feel any discomfort.

- Using headphones, listen to music you find relaxing. This will muffle noises that may bother you.

Don't be afraid to ask us for a helping hand because that's what we're here for!

# Stressed Out?

## Your gums tell all!

We all have stress in our lives: the L.I.E. in the morning, the job, the mortgage, the boss, the neighbor's dog, the headlines, the weather, the teenagers... Most of us cope pretty well with these problems, and we also like to keep them pretty much private. But don't try to hide serious stress from your dentist: your gums may tell all!

Medical researchers have known for years that stress is a key negative factor in our overall health. And studies now show these marital, family, or financial problems can have



a direct effect on our oral and dental health. So if you're in the midst of one of life's serious or sad events, be prepared for some significant dental health effects. For many patients, the progression and severity of periodontal (gum) disease is greatly influenced by their high level of emotional stress. In addition, when we're under great stress, we tend to compromise our regimen of home oral care.

If you are experiencing one of these difficult times of life, please make sure to keep up your oral care, and have your dental health evaluated by us as soon as possible.

## Winter Tooth Tips

- Drink plain tea without sugar. It helps cut down on plaque and cavities.
- Brush after every meal or at least once a day before bedtime.
- Choose healthy foods like cheese and crunchy vegetables.
- If you can't brush after every meal, eat foods like carrots or apples.
- Go for brushes with soft nylon bristles and a flat surface.
- Replace your brush about every three months.
- Use a mouthguard if you play contact sports.
- Floss every day and try a waterpik
- See your dentist regularly!

## 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

### Winter Hours

Monday 7:00 am – 1:00 pm

Tue & Fri 9:00 am – 7:00 pm

Wednesday 9:00 am – 3:00 pm

Thursday 7:00 am – 4:00 pm

Saturday 8:00 am – 2:00 pm

### Contact Information

Office (516) 627-8400

Fax (516) 627-9047

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, Shari ..... Office Receptionists

Yudy ..... Head Dental Assistant

Elianna, Jessica ... Dental Assistants

Ilene L, Cindy, Ilene P .....  
..... Dental Hygienists

Stefanie, Mara, Shirley, Teresa .....  
..... Massage Therapists

## Fight That Cold

### Time to change your brush

A new study has shown that bacteria on a toothbrush can aggravate your illness. We recommend our patients change their toothbrushes every three months, or with the seasons. But it may be a good idea to do that sooner if you've recently had an infection such as sinusitis, pneumonia, or upset stomach. The study demonstrated that bacteria from your illness can stay on the toothbrush, and remain there for up to a month. That could extend your recovery time.

When purchasing your replacement, make sure to buy a soft-bristled toothbrush with round-ended bristles which are easier on your enamel and gums. Hard, worn, or frayed bristles can actually damage your gum tissue. Or consider buying a powered toothbrush. They're more effective at removing plaque, and are ideal for people with arthritis or other health conditions.

We already know that regularly replacing your toothbrush is good for the health of your teeth and gums, so fighting infection is just one more reason to invest in a new toothbrush!

## 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.

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.

