

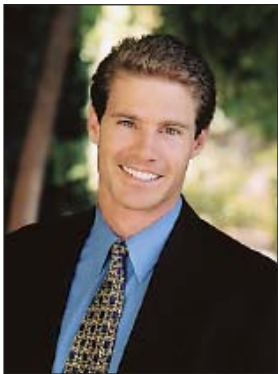


TCS *Aesthetic Dental*  
DESIGNS  
Aesthetically Speaking

Fall 2004

## Explore Your Options

A beautiful smile can impact your life



*Is it worth the effort to improve my smile? Can an attractive smile really make a difference in peoples' lives?* Those are two common and legitimate questions we're often asked when a patient is considering dentistry to improve their smile: *Can it make a difference?* All indications are that it can. *Is it worth the effort?* For most people, it is worth it. Absolutely.

In a nationwide survey, here is what North Americans perceive and believe to be true:

- 92% accept that a smile is an important social asset;
  - 87% always remember someone with an especially attractive smile;
  - 85% said that an unattractive smile makes a person of the opposite sex less appealing, and;
  - 74% accept that an unattractive smile hurts a person's chances for career success.
- So, should you make the effort to improve your smile? Only you can answer that question. If you're not completely happy with your smile then expend the effort to explore your options. We always welcome your call.

Dr. Todd Snyder



## Office Information

### We Welcome New Smiles!

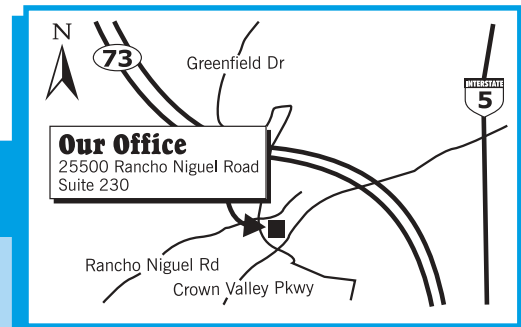
If you presently have a dentist you are happy with, please consider this information helpful. If you are looking for a dentist, please think of us.

**Aesthetic Dental Designs**  
Dr. Todd C. Snyder  
25500 Rancho Niguel Road, Suite 230  
Laguna Niguel, CA 92677-7373

**Office Hours**  
Mon/Tue/Fri 8:00 am – 5:00 pm  
Wednesday 11:00 am – 7:00 pm  
Thursday closed

Email [tcsnyder@aestheticdentaldesigns.com](mailto:tcsnyder@aestheticdentaldesigns.com)  
Web site [www.aestheticdentaldesigns.com](http://www.aestheticdentaldesigns.com)

**Call Today!**  
**(949) 643-6733**



#### Our Services Include:

- ❖ Family & cosmetic dentistry
- ❖ Tooth whitening
- ❖ Tooth-colored fillings
- ❖ Bonding & veneers
- ❖ Porcelain & composite inlays
- ❖ Emergency dental care
- ❖ Committed to excellence in dentistry
- ❖ Modern, state-of-the-art facility
- ❖ Dentistry asleep
- ❖ Visa, MasterCard, American Express, Discover, ATM, CareCredit, Dental Fee Plan, Unicorn Financial, and Wells Fargo Financial welcome



## Getting Back In The Driver's Seat



### You can control your smile destiny!

Fully half of North Americans are too fearful to pursue necessary regular dental care, a situation that can have serious implications for their dental health and overall well-being. Lack of dental care can result in chronically infected gums and decaying teeth which can affect overall health, compromise

chewing and digesting ability, and for some, contribute to a devastating loss of self-esteem.

Today's dentistry has so much to give! There are many simple, non-invasive procedures that can transform a neglected smile into a healthy attractive one, and can replace low self-esteem with beaming self-confidence.

Professional dental teams can help you to overcome the fears and uncertainty that go along with any new experience, and to overcome anxiety that is based on old expectations or past experiences.

You can control your "smile destiny." Dentistry can get you back on the road to a wonderful smile!

## Smile White Smile Bright

If you've been thinking about having a smile makeover, but you're a little nervous about where to start ... try teeth whitening.

Teeth whitening is a safe, simple, and convenient process that lightens the discoloration of tooth enamel. Under dental supervision, whitening can be accomplished in only an hour ... or a few days.

A dentist can help you to say goodbye to dull, stained teeth. Simply, safely, conveniently – from start to finish. Come in and talk to us about your options!

## Sip Another Cuppa...



### the disease fighter

New studies have found that five cups of ordinary tea boosts the body's defenses against infection. A substance called *L-theanine* can prepare the immune system to attack invading bacteria, viruses, and fungi. Tea has been linked to combating osteoporosis, lowering heart disease, and lowering cancer risk through the action of *flavonoids*, a type of antioxidant. Each of these diseases has been linked to periodontal disease.

All over the world, tea is steeped in ritual, and is conjoined with culture and history. So sit back, relax, and enjoy!

Here are some simple steps from *Twinnings* to ensure that your tea is served perfectly every time.

- Use freshly drawn cold water, ensure a de-scaled kettle and a spotlessly clean teapot.
- Teapots should be warmed with hot water, which is then poured away.
- Use the recommended number of tea bags or one teaspoon of loose tea per cup. For one person use a 10 oz tea pot, for two persons a 20 oz tea pot is recommended.
- Water should always be freshly boiled and boiling when added to tea.
- Leave to brew for 3-5 minutes and stir before serving.
- Pour a little milk into each cup before pouring the tea. Sweeten – but only if required.

# Crown and Bridge

Getting a smile boost is about more than vanity. By repairing problems like missing teeth with crowns and bridges, you can have the pleasing smile you've always dreamed about.

**Here are some common questions about crown and bridge treatment, followed by their smile solutions.**



Before & After



## **How do I know if I am a candidate for crown and bridge treatment?**

A crown is recommended for teeth that are broken or cracked, teeth that are structurally weakened by large fillings, teeth that have been weakened by root canal treatment, and teeth that are misshapen and discolored. A crown and bridge can be a preventive measure to avoid more complex and expensive treatments later.

## **What is a crown and bridge? Do they always go together?**

A crown is a restoration that covers a single tooth to help strengthen it and restore its normal shape and size. Spaces left by missing teeth can cause surrounding teeth to drift, change your bite, encourage cavities, and spoil your smile. A replacement tooth is required, and can be fixed permanently with a bridge that attaches to the teeth on either side of

the space. For extra support, one or both of the adjacent teeth may require a crown.

## **Will the crown's appearance match my teeth?**

High-tech materials result in a strong, natural-looking restoration that will be custom-made to match your smile. No one will know you have a crown.

## **What Is Oral Health Anyway?**

Oral health is sometimes easier to define by what it is *not* rather than what it is. A healthy mouth has firm pink gums, the tongue is pink and not coated, the teeth are clean and have minimal or no plaque deposits. A healthy mouth smells clean and fresh, and is free from gum diseases like gingivitis, periodontitis, and other disorders – including oral cancer.

Regular brushing and flossing combined with regular dental visits is the best means of problem prevention and oral health maintenance. Regular professional tooth cleaning is important to remove tartar (calcified plaque) and stains that may develop, especially in areas that are difficult to reach.

When we check your teeth, we see things you won't see in the mirror. We can be alerted to possible hairline fractures, impacted wisdom teeth, deterioration of restorations, the beginnings of cavities, periodontal pockets caused by gum disease, and even new decay tucked under the gumline or under existing fillings! Your gums can also tell us about impending gum disease, and other areas of your mouth may even show the early warning signs of oral cancer.

These dental problems can be treated and gum diseases may be reversed if they are spotted in the early stages. We can help you maintain and recover your oral health.



The information included in this newsletter is not intended as dental advice.

Contents may not be reproduced without permission from the publisher. © PATIENT NEWS PUBLISHING (800) 667-0268



Printed on recycled paper.

ND04-1

# Attractive Smiles

## Make lasting impressions!

- Nine out of ten adults agree that an attractive smile is an important social asset, and it also encourages a smile in return.
- From the distance of a football field, the only facial characteristic we can notice is a person's smile.

## Tooth Whitening Specials!

### Home Whitening

*We can customize whitening trays for at home use!*

**NOW** Regularly \$398  
**\$98** Offer expires: December 31st, 2004.

### In Office Whitening

*A whiter, brighter smile in just 1 hour!*

**\$100<sup>OFF</sup>**  
Offer expires: December 31st, 2004.



## Overcome Fearfulness

### Look great and feel great with dentistry

As many as 145 million North Americans avoid dental visits ... but that's changing. According to the American Dental Association, there's been a relative decline in dental fear compared to an increase in people's general anxiety levels.

**The dental office has become a kinder, gentler, place. We genuinely care. Our dental team is trained to help put people at ease with:**

- A welcoming atmosphere and relaxed environment;
- Comfortable non-surgical procedures.

**And it doesn't matter what your age or how long it's been since your last dental visit...**

**You can still experience:**

- A white, attractive smile;
- Non-surgical cosmetic and restorative treatments including composite (tooth-colored) fillings, teeth whitening, re-contouring, bonding, and veneers;
- Healthy gums and fresh breath;
- Comfortable dental appliances.

**Research shows that:**

- Wanting to look great and have a healthy smile can overcome fearfulness.
- Communicating with a dentist you trust is the first step towards getting the smile you want.

How will this benefit you? You will have the smile you've been dreaming of. You'll look and feel better, and you will socialize with confidence.

Yours in good dental health,

Dr. Todd C. Snyder

P.S. We welcome you to schedule a FREE dental consultation. We'll be happy to share our practice philosophy and to explain how we can make dentistry less anxious and more manageable for you. An informed patient is the best patient... calm, comfortable, and confident.



Aesthetic Dental Designs  
Dr. Todd C. Snyder  
25500 Rancho Niguel Road, Suite 230  
Laguna Niguel, CA 92677-7373



PRSRT STD  
U.S. POSTAGE  
PAID  
PNP 14304