

Signature Smiles

by Dr. Terry Rakowsky



Produced to improve your dental health and awareness

Fall 2006



from the dentist

Welcome!

Our new newsletter

Welcome to the very first issue of *Signature Smiles*, a newsletter designed to keep you informed of new ideas and concepts in the field of dentistry. Over the next few issues we will bring you information on areas such as cosmetics, whitening, oral cancer screening, and many other topics where dentistry has made terrific advances over the last few years. We also hope to bring you information that is particular to our office, of which you are the most important part.

This newsletter relies on your input to be successful, so please mention any topics that you would like to see included in a future issue. If you happen to receive two issues, please share one with a friend who you feel might benefit from the services and care that we provide.

Yours in good dental health,
Dr. Terry Rakowsky & Team

We're Preferred!

Your signature smiles are our reward!

We are very proud of the fact that Dr. Rakowsky has earned the status of *Preferred Dentist* from the prestigious *Las Vegas Institute for Advanced Dental Studies* (LVI). What does this mean? Dr. Rakowsky has received clinical training in the art of aesthetic reconstructive dentistry at the world's premier postgraduate dental teaching center. LVI training programs feature the most innovative and up-to-date clinical procedures taught by top experts using the latest technology...

and dentists are taught how to address individuals' unique smile concerns, hopes, and dreams. As a Preferred Dentist of the LVI, Dr. Rakowsky is a part of an extremely elite fraternity of clinicians who aspire for excellence.

In addition, Dr. Rakowsky is a member of the Academy of General Dentistry and a graduate of the world-renowned Pankey Institute. He encourages our entire team to regularly renew our commitment to providing state-of-the-art dentistry by completing courses which enable us to provide our patients with the latest advances in dental technology. *Invisalign*® invisible braces and *BriteSmile*™ in-office teeth whitening are only two of the select procedures that we can provide.

We are equally committed to honoring basic fundamental values of kindness, consideration and courtesy to each other and to every person who accepts our invitation to become a part of our practice.

We enjoy keeping you informed, and if you'd like more information on any aspect of our practice, please call us, or visit our web site at www.signaturedentalsmiles.com.




LVI Preferred Dentist

Communication is important to us - don't be afraid to ask questions!



Captivating Cosmetic Veneers

Using Deep Brain Stimulation (DBS), neurologists can produce smiles and euphoria. Smile and you'll feel good ...and because people like what they see, they'll smile right back! If you are reluctant to reveal your less-than-perfect smile, you could be missing out. Cosmetic dentistry can benefit anyone who wants to look better, feel better, and smile healthier!

With cosmetic *veneers* you can...
...look younger by filling out wrinkles...

hide severely stained teeth ... close gaps between your teeth ... improve the look of crowded or overlapped teeth without braces.

Strong, hand-sculpted porcelain veneers can give your teeth such a straight appearance that they have sometimes been called "instant orthodontics." Once bonded to your teeth, they're durable and easy to maintain. They are extremely smooth, solid, and glass-like so ... veneers look completely natural ... they reflect light like natural tooth enamel ... they mask flaws and rejuvenate smiles ... veneers resist staining from food, tobacco, and beverages like tea, coffee, and red wine... veneers reject most oral bacteria which tend to slide off their smooth surface!

Cosmetic *veneers* can give you the two things most people notice first in anyone's smile ... straightness and the whiteness and color of teeth! Please come and see us at our office for a consultation.

Balancing pHacts

BALANCE: Symmetry and balance affect your smile's appearance in more ways than one. Some substances can affect the acid balance of your smile.

ACID: Some factory workers, lab technicians, and professional wine tasters can experience teeth staining *and* erosion. For example, wine makers can taste from twelve to eighty wines per day!

ALKALINE: Competitive swimmers of any age can develop swimmer's calculus - brownish stains on their teeth. Chlorinated water's high pH factor can cause salivary proteins to break down, forming organic deposits on teeth enamel.

PREVENTION: Most patients can control exposure to these kinds of hazards. But if staining or tooth sensitivity due to enamel erosion are a problem for you, come and see us.

INTERVENTION: We can provide a professional assessment and cleaning, and suggest home care products and techniques.

Building Healthy Smiles

Your smile foundation!

Did you know that a cavity is what is left *after* tooth decay is removed? Or that the incidence of tooth decay is second only to the common cold? Decay is the most important cause of tooth loss in younger people. Periodontal (gum) disease is the leading cause of tooth loss in adults. Both are caused by the presence of bacteria.

Thanks to preventive, minimally invasive dentistry, we can help you

to control bacteria and preserve your oral health with some back-to-basics advice...

1. Brush, floss, and rinse.
2. Stay away from sugary foods.
3. Get regular checkups for your whole family to curtail decay, gum disease, and correct overcrowding or gaps that can cause problems.

Remember ... the true foundation of even the most glamorous Hollywood smile is a healthy mouth!



COSMETIC CONTOURING Too short ... too much ... TWO methods

Are you self-conscious because your teeth look too short or too long ... because too much of your gums show... because your teeth look different lengths?

Now dentistry can cosmetically contour your smile! If your gumline is uneven or if your teeth look too small, short, or square, we can restore symmetry and proportion by sculpting your gumline with a **gum lift** or **crown lengthening**. Both reveal the natural enamel hidden by excessive gum tissue.

If your teeth look too long, it could be that ageing or periodontal disease has caused your gumline to recede. The proportion of gums that appear "too short" can be restored by applying the same **porcelain veneers** that we use to hide other smile flaws.

Gum sculpting revealed the beautiful smiles of twin sisters with amazing results!



Progressive Makeovers

Supervised **teeth whitening** and **cosmetic bonding** are popular and affordable first steps toward a smile makeover that can dramatically improve your smile.

Teeth whitening is a new invention. FALSE Supervised teeth whitening which *removes* stains is completely safe, reliable, quick, and convenient because the procedure has been refined for more than 100 years. Bonding, which can also give you whiter teeth by *covering* stains, was invented in the 1950s.

Teeth whitening and bonding are minimally invasive and require no anesthetic. TRUE Not only that – but your teeth can be brightened in our office or over several weeks at home. You decide!

Age is a factor. FALSE For patients under twenty, whitening is the most-demanded cosmetic procedure. After childhood, age is not an issue, and most people can benefit because there is no upper age limit. Even children can benefit from tooth-colored bonding materials for fillings.

Teeth can be whitened up to eight shades. TRUE Whiteness depends on the intensity of staining. Our team can help you select the best option for your smile.

Bonding materials can be used to replace older, compromised amalgam fillings. TRUE Especially in your front teeth where appearance is important. Porcelain inlays and onlays are excellent options for back teeth.



These New Technologies Will Make You Smile!

BriteSmile™ Whitening: Taking It To A Whole New Level!

Scientific studies have proven that the brighter your teeth, the younger and healthier you look. So we're truly delighted to introduce a new tooth whitening procedure that is the quickest, safest, and easiest method yet invented. This innovative in-office procedure allows us to whiten your teeth up to fifteen shades in a little over one hour.

The BriteSmile™ technology was developed under the supervision of a former NASA scientist and pioneer in the development of the excimer laser used in laser vision correction. BriteSmile's own "rocket scientists" then produced a gas plasma light source. When combined with a new wavelength-specific whitening chemistry, teeth return to their optimal natural whiteness - offering our patients amazing results in just over sixty minutes!



We'd be pleased to introduce BriteSmile to you ... just in time to brighten your fall smile! Please give us a call!

Invisalign® Keeps Your Secret!

Until recently, the preferred method for straightening teeth was metal train-track braces. We are one of the first practices to offer Invisalign®, one of the most advanced components of adult cosmetics. Invisalign is a proven method for straightening teeth using a series of custom-made, nearly undetectable aligners. Each aligner is precisely calibrated and manufactured to custom-fit over your teeth and gently move them through every stage of your treatment. There are no metal wires and brackets, and you can still enjoy your favorite foods, and brush and floss easily!

Adults account for nearly 25% of all orthodontic patients to address problems such as crowded teeth, teeth spaced too far apart, protruding upper or lower teeth, and upper and lower front teeth that do not touch.

We'd be pleased to schedule your personalized consultation! Should Invisalign be the perfect solution for



your smile, you will be able to view a virtual treatment plan to see how great your straight teeth will look!

Signature Smiles

Visit us online at www.signatoredentalsmiles.com

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Office Hours

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*Doctor on call in our Doylestown office on Thursday & Friday

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Attractive Solutions
CareCredit

As your dentist we work with you to ensure that your personal financial circumstances do not interfere with your dental health care decisions. This is why we recommend CareCredit®, an affordable payment program that has a unique no-interest payment plan.

There are no up-front costs, or annual fees, no prepayment penalty, monthly payments, and the application process is easy.



Accept Our Gratitude...

For your referrals

We'd like to thank all of you for sending your family, neighbors, and even business colleagues to our office. These referrals mean a great deal to us! They tell us that we're doing a great job for you and your family, and that you trust us to do the same for other people in your sphere of influence.

That's why we are so committed to continuing education and to leading-edge technology, procedures, and materials. And it's also why we work so hard to streamline recordkeeping and claim processing to keep your visits hassle-free.

Yes, we really appreciate the new business you send us! As professionals, the real brass ring is knowing that our team is providing gentle, caring, and excellent dentistry to you and yours.