

The Beautiful Smile's Word Of Mouth

with Dr. Newingham



Winter Newsletter

Winter 2011

From The Dentist



THE TIME IS RIGHT Special thanks this season

Although I always try to extend my thanks and holiday greetings in person, I'm very happy that you're reading this newsletter so I can be sure no one is missed. Please accept my sincere best wishes for the year ahead.

It means a lot to me that you have chosen me as your dentist and this practice as your dental home. I am grateful to be able to look forward to another special year with you and your family.

*Yours in good dental health,
Dr. Justin Newingham*

Turn the Page...

What, exactly, is so funny?

Make an impact like never before!

Are you ready to be crowned?

WIN A \$10,000 SMILE!

We're excited to announce our exciting contest that will bring one of you a step closer to turning your smile wishes into a reality! You could WIN up to \$10,000 in dental treatments!

Our contest doesn't have a lot of rules. To apply, you must be our patient-of-record, over age 18, and you need to submit (by mail or email) your smile story with a recent photo by January 31st, 2011. Don't forget to include your name! The winner will be selected and notified by February 14th - Valentine's Day!

Cosmetic dentistry is part art and part science. That is a very powerful combination - one that literally has the power to positively change someone's life forever. It is profoundly satisfying at the end of the day to know that our skills have given someone their dream smile, and to be able to share the joy our patients experience - well that's a straight-up gift.

With modern techniques we can whiten your teeth, straighten their appearance, close spaces, fix chips and cracks, repair worn-out restorations ... yet glamour isn't our sole goal. Beauty, oral health, and function go hand- in-hand.

We'll be honored to accept your application and to hear your story about how your smile has affected your life and how winning this contest would improve it!



Become a winner
just by sharing
your story!



The winner
will be selected
and notified by
February 14th -
Valentine's Day!

Always accepting new patients. Visit our website!

Look Great

And save the environment too

Choose eco workout wear. Many fabrics made with organic and recycled fibers such as cotton and soy blends, and athletic footwear made from recycled rubber and vegan materials, are becoming increasingly available.

Shop locally even if you can't find the very latest eco trends nearby. You can choose partially recycled materials, minimal packaging, and you'll be saving the expense and environmental cost of travel or shipping.

Conserve post-workout water and energy with low-flow shower heads that don't release hot water until you actually step in the shower and turn the shower head's valve.

Shave with only 5-7 drops of a natural shaving oil. A tiny bottle can provide about 100 shaves, is ideal for your travel bag, and a number of brands are available online or through large retail chains.

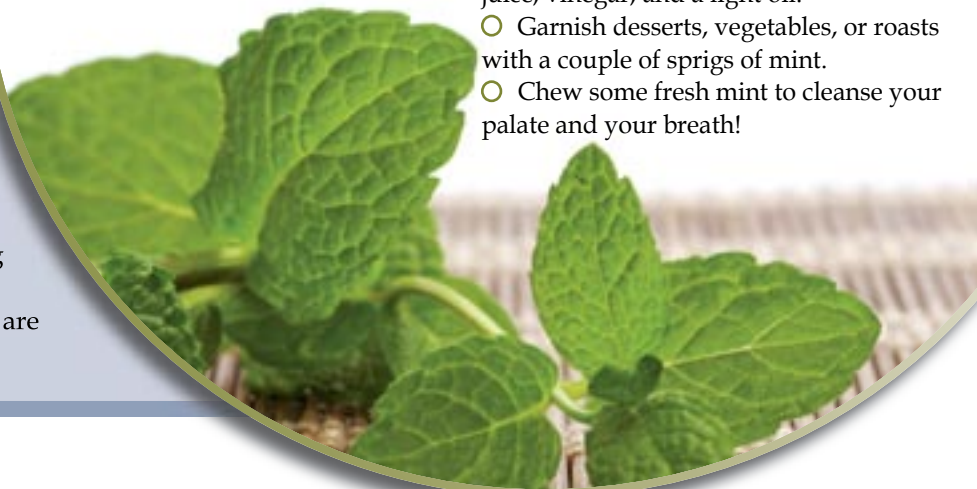
Marvelous Mint

More than a breath freshener

You probably associate mint with toothpaste or breath freshener, but it has been used as an herbal remedy and a spa soother in face packs, foot rubs, and bath soaks. Both peppermint and spearmint are very popular, especially for cooking, and if you're not a gardener, you can easily find commercially dried leaves.

7 Mint Hints For Your kitchen

- Steam vegetables with mint in the water.
- Mix chopped mint with butter for boiled new potatoes.
- Toss whole mint leaves in cooked rice before serving.
- Freeze whole mint leaves in ice cubes for tea or lemonade.
- Make salad dressing with mint, lemon juice, vinegar, and a light oil.
- Garnish desserts, vegetables, or roasts with a couple of sprigs of mint.
- Chew some fresh mint to cleanse your palate and your breath!



before



after



▲ Crowns ▼

before



after



Crown FAQs

Your best decision is an informed decision

What Is A Crown?

A crown is an artificial cover that is used to restore, protect, and strengthen your tooth and keep it healthy.

When Would I Need One?

- If you have a tooth that has been worn down by teeth grinding, an improper bite, or decay, a crown restoration could save it.
- Crowns will give cracked or broken teeth much-needed support.
- A tooth that has loosened due to gum disease can be stabilized by crowning it and connecting it to the neighboring teeth.
- Gaps in your smile can be replaced by incorporating a single crown onto the root of a dental implant placed into your jawbone.

What Are My Options?

Ceramic crowns are the most natural-looking and can be as translucent as your own enamel. They are the perfect choice for those with metal allergies, but people usually choose them because of how they look.

Ceramic-fused-to-metal crowns combine this natural look with the strength of metal underneath, but they are not as translucent as ceramic alone.

Feel free to call now. You don't have to wait for your next appointment to discuss treatment.

Defy The Trend

Subtle measures - radical results

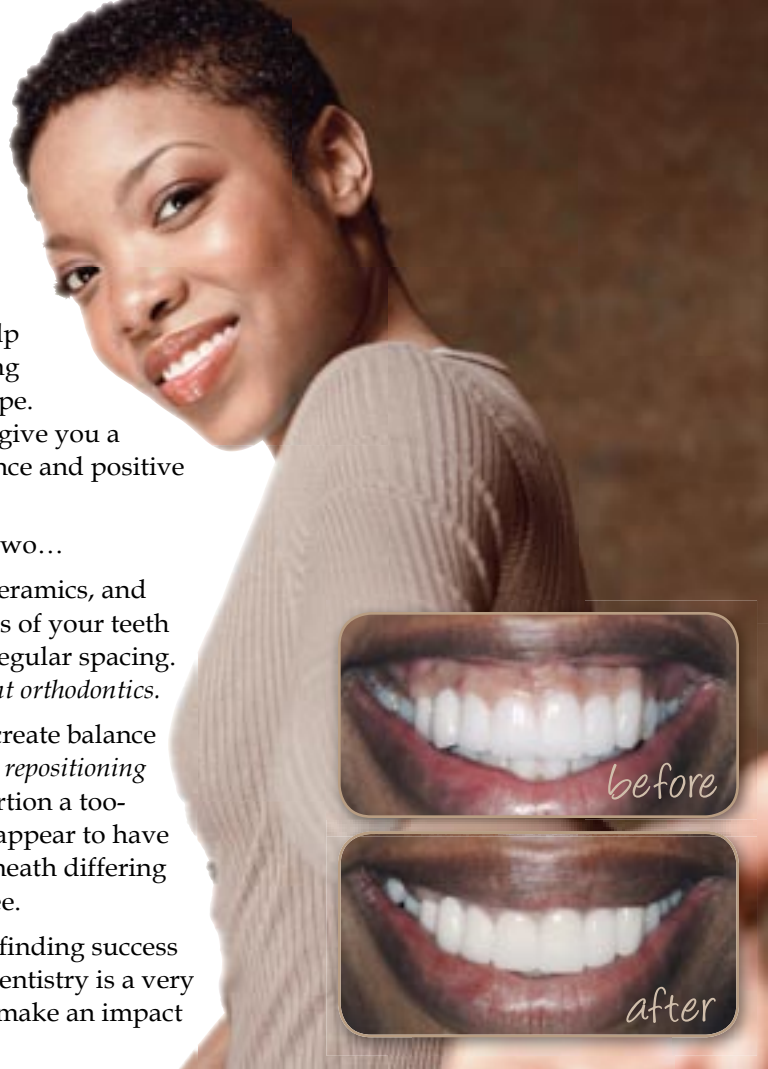
Have you seen some of the guerrilla tactics and extreme stunts people are deploying to reboot their careers? Believe us - singing telegrams or renting a hot air balloon are not your only answers! We can help you create a unique, engaging, and thought-provoking impression that will generate buzz without all the hype. For example, a subtle smile makeover can do a lot to give you a more youthful pick-me-up, and give you the confidence and positive attention you deserve.

Many cosmetic techniques involve only a visit or two...

Veneers crafted from translucent porcelains, ceramics, and other bonding materials can be applied to the surfaces of your teeth to disguise deep stains or other flaws like chips or irregular spacing. In fact, the veneering technique has been called *instant orthodontics*.

Esthetic gum re-proportioning can create balance and symmetry for your smile with techniques like *lip repositioning* and *gum recontouring*, as seen here. You can re-proportion a too-gummy smile, teeth that look too short, or teeth that appear to have different lengths because their crowns are hidden beneath differing amounts of gum tissue ... or a combination of all three.

We understand that sometimes, in today's world, finding success means getting yourself noticed. Stunt-free cosmetic dentistry is a very reliable and worthwhile investment that will let you make an impact - on your terms.



it's laughable

For millennia, Tibetan monks have laughed out loud on awakening - no joke! Seriously, though, even faking a laugh cues your body and your mind to stay calmer and more focused.

How? By shutting off stress hormones and triggering the release of feel-good endorphins. What else? We can show you how to laugh out loud enthusiastically, vigorously, and confidently day or night - with or without an audience.

Natural-looking fillings and whitening can certainly help, but it's also about getting back to basics. Brush and floss, avoid sugary snacks, and maintain regular dental visits.

We promise - once you get the hang of it, the rewards are nothing to scoff at...

- Clean attractive decay-free teeth
- Clean pink tongue
- Clean healthy gums
- Clean fresh breath.

& so
easy



And The Winner Is...

As promised, we are giving back! You may recall from last summer's newsletter when we announced our raffle-for-referral program. You refer a patient to us and your name goes in a raffle to win a night on the town. Well, our first winner is Alicia Morabito! Alicia referred her husband David to our office and, as a result, they are headed to the local modern Italian restaurant Zazio's. After dinner and drinks, they are off to the Birmingham theatre to enjoy a show of their choosing. Enjoy and thank you for your confidence in our care.



Referral Rewards Program!

Refer a friend or family member to our practice and when they become a patient you will receive

\$50 Off Any Procedure.

We will also enter your name in a raffle for a chance to win a night out on the town; movie and dinner at one of the finest local restaurants.

*Expiry date:
February 28th, 2011.*

Not to be used with any other offer(s).

office information

The Beautiful Smile

Dr. Justin Newingham
50 W Big Beaver Road, Suite 240
Bloomfield Hills, MI 48304-3907

Office Hours

Tuesday 7:00 am – 6:00 pm
Wednesday 7:00 am – 3:00 pm
Thursday 7:00 am – 6:00 pm
Friday 7:00 am – 2:00 pm
Saturday 8:00 am – 12:00 pm *
* One Saturday per month

Contact Information

Office (248) 644-1810
Fax (248) 644-4692
Web site www.drnewingham.com

Office Staff

Carolyn Office Manager
Lynne Assistant/Front Office
Karen, Carrie Hygienists
Cres, Beatrice Assistants
Mary Personal Assistant



MARY'S MINUTE

Meet Carrie

We are so pleased to introduce you to our new hygienist, *Carrie Krause*. After a long and difficult search, Carrie was chosen from a list of highly qualified applicants to join our hygiene department.

She graduated from University of Michigan ten years ago and is proficient in all phases of hygiene. Carrie is not married. So she fills her "spare time" with lots of sports. She is an athlete for all seasons. In the winter she plays ice hockey on a travel team, snowboards, and skis. She also plays volleyball, soccer, enjoys water sports, biking, hiking and camping, WHEW! Carrie also likes to read and spend time with her family.

Carrie is originally from Farmington Hills, where her mother still lives, and now resides in Clarkston. She also has a sister who is a hygienist and lives in Chicago.

Welcome to our "family" Carrie!

