



Dr. Newingham



Dr. Mayer

The Beautiful Smile's Word Of Mouth

Fall Newsletter

fromthedentist

We're Here For You! Keep smiling

If we haven't told you lately - you are valued, you are important to us, and, as smile experts, our goal is to make sure your smile is bright, healthy, and happy! That's why we encourage you to come in for your exams and to follow through with treatment plans - even in this very difficult economy.

Actually, keeping up with your appointments is an excellent money-saving strategy. The longer small problems are left untreated, the more serious the consequences to your oral health, appearance, and wallet.

No one is more aware than we are that the oral health care of your family is a necessity - not a luxury. We will do everything we can to provide as many treatment plans, scheduling, and payment options as possible for you.

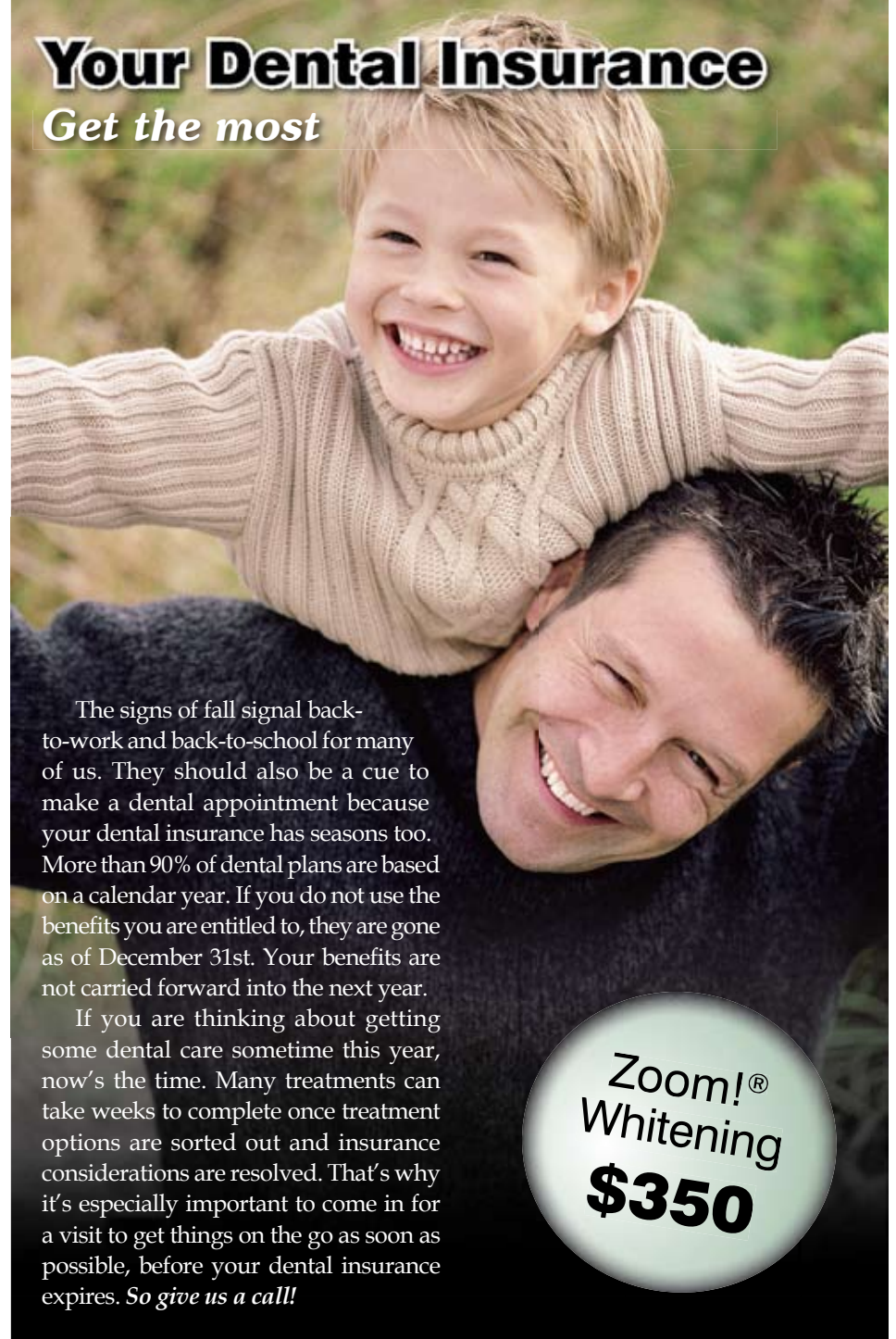
Please call with any questions.

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

turnthepage

- Brush up on brushing!
- Transform your smile!
- Slow food for health!

Your Dental Insurance Get the most



The signs of fall signal back-to-work and back-to-school for many of us. They should also be a cue to make a dental appointment because your dental insurance has seasons too. More than 90% of dental plans are based on a calendar year. If you do not use the benefits you are entitled to, they are gone as of December 31st. Your benefits are not carried forward into the next year.

If you are thinking about getting some dental care sometime this year, now's the time. Many treatments can take weeks to complete once treatment options are sorted out and insurance considerations are resolved. That's why it's especially important to come in for a visit to get things on the go as soon as possible, before your dental insurance expires. *So give us a call!*

Zoom!®
Whitening
\$350

Thank you for all your referrals. We appreciate them!

PROJECT SMILE POWER

Which of these strategies would you pick?

If the conspicuous black triangles that have opened up between your teeth are closing down your smile, it's time to take some bold action. Whether your gums have receded due to gum disease, brushing too hard, or tooth loss that your ageing restorations just can't hide, designer dentistry can open the door to a younger, revitalized – and smiling – you.

Here are some leading-edge cosmetic solutions we can provide.

Restore gums that have receded and prematurely aged your appearance. When the gums draw back, your teeth can appear much longer. Once exposed, sensitive root surfaces are susceptible to caries and can turn hot or cold foods and drinks into an endurance test. With time,

your teeth can loosen because as the gum recedes, so does the supporting bone.

Prevent or **Camouflage** visibly sunken gums caused by missing teeth. This unsightly outcome of gum and bone loss can be apparent around the edges of your older restorations. Replace them with modern, natural-looking crowns, bridges, or permanent implants that prevent bone loss as well as rejuvenate your appearance.

Sculpt your smile to make short teeth look longer and create symmetry in an uneven gumline. You may have perfectly healthy gums and teeth, but the radiance of your smile can be overshadowed by an excessive or uneven amount of gum tissue that can be permanently corrected.



Plugged In Or Unplugged

Which are you?

1. Electric toothbrushes with timers can help you to brush as long as you should (2 or 3 minutes).
2. Electric brushes with pressure sensors signal to prevent you from brushing too hard.
3. Whether you use a manual or electric toothbrush, you need to be gentle with your gums.
4. The ideal manual brush has soft rounded-tip nylon bristles.
5. Hard and medium bristles can cause irreversible damage to the gums which can lead to receding gumlines and exposed roots.
6. Worn bristles clean about 30% less effectively and provide a breeding ground for bacteria.
7. Replace your toothbrush every 2 or 3 months.
8. Remember, neither manual nor electric brushes can replace flossing.
9. The **most** important part of home dental care is **regular brushing** with *your* preferred toothbrush, combined with daily flossing.

STEP UP TO THE WINNER'S CIRCLE!



Winner Takes All!

Turn dreary into dramatic

You've stepped out of your comfort zone – now step up to the winner's circle! You've been challenging yourself to improve, to take better care of your health and your appearance, and now it's all about the possibilities. Whitening, bonding, and veneers can add sizzle to your smile and fortify your renewed and well-earned confidence.

After all, it only makes sense – the more life you live, the more your smile does! Enamel tends to darken and yellow over time, particularly if you...

- consume coffee, tea, red wine, or dark fruits and juices;
- use tobacco products.

Take charge again...

Brighten your teeth by up to eight shades quickly, reliably, and safely.

Camouflage more serious staining with bonding and correct chips, gaps, and other smile flaws at the same time!

Say goodbye to old silver fillings with bonding materials matched to your enamel or with beautiful porcelain inlays or onlays.

Go even more dramatic with beautiful **natural-looking** porcelain veneers that can...

- Make your teeth stronger, **whiter**, and more resistant to plaque-causing bacteria;
- Restore **symmetry** and **proportion** to receded gums or re-sculpt the shape of your teeth;
- **Disguise** crowded or overlapped teeth without braces.

Victory is sooo sweet. You do deserve a reward today – call us for your cosmetic consultation.

Set Your Sights On Health

Easy does it!

Eco-gastronomy. Yummy. Tired of life in the fast lane and fast, fast food? **The Slow Food Movement** was created to counteract exactly that, in the belief that the food we eat should taste good and be produced in a clean, environmentally friendly way. Protecting the heritage of local foods, tradition, and culture means that pleasurable dining – along with oral and overall health – can be yours for the asking.

No wonder that today the Slow Food Movement has spread from Italy to 132 countries. Celebrations of gastronomic and biological diversity are held in exciting and exotic centers like Turin, Toronto, and San Francisco.

Whether you travel the world or visit your local Farmer's Market... *slow down*. See the sights. Savor the incredible aromas and flavors of just-ripe just-picked and oh-so-good-for-you slow foods.



Back To School?

It's recare time!



It's an exciting time of year for your children – a fresh start, new expectations, and even a little trepidation. Remember to schedule your child's back-to-school dental exam!

We'll take this opportunity to give your child's teeth a thorough cleaning, and inspect their teeth for decay, discoloration, chips, cracks, and periodontal and orthodontic problems. Your teens may be more concerned with the look of their teeth and with the freshness of their breath. They may just need a simple reminder of the importance of good dental hygiene. If your child is sports-minded, we can fit them with a mouthguard to protect their teeth from injury. Remember, an ounce of prevention is worth a pound of cure!

We look forward to seeing your teens and little ones before the back-to-school rush!

officeinformation

The Beautiful Smile

Dr. Timothy Mayer

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.TheBeautifulSmile.com

Office Staff

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



You Are What You Eat

From your gums to your feet

According to a recent poll, 75% of periodontists recommend their patients consume more vitamin C for the health of their gum tissues and more calcium for bone health. Research has proven that people who consume insufficient amounts have higher rates of periodontal disease. Many periodontists recommend supplements to boost intake.

Happily, their advice seems to be working. In a separate poll of consumers, nearly 57% said they've improved their diet to improve periodontal health. Some foods have an adverse effect on your gums. The top culprit? Popcorn! Husks can get caught between teeth and gums, causing infection.

But don't shun popcorn ... just rinse, brush, and floss after the movie!



Our Sincere Thanks...

For your trust & loyalty

We'd like to take this opportunity to thank you for your many years of continued support for our dental practice. It's been a privilege and a great pleasure for us to be able to provide you and your family with the highest standard of dental and oral health care.

We try to treat our patients with the utmost dignity, respect, and compassion. And it's very satisfying to see just how many patients pay us the ultimate compliment by referring their friends and family to our practice. We are truly grateful for your trust.

Please continue to refer any friends or colleagues to us, and accept our genuine "thank you" for your future referrals.

