

# The Beautiful Smile's Word Of Mouth

with Dr. Newingham



Spring Newsletter

Spring 2011

from the dentist

## Better Care

The same technology used to catch criminals in the hit show *CSI*, is now available to diagnose and test for gum disease!

### What can we determine with Salivary DNA testing?

We can determine exact bacteria causing your gum disease.

Bacteria can vary from person to person. Once we determine the exact types of bacteria causing your disease, we can totally personalize your care.

### Who is at increased risk for gum disease?

It may have more to do with nature than nurture. Researchers have identified a genetic marker that makes a person 6 times more likely to get gum disease. Researchers say that up to a third of the population may carry this gene.

### Who is at increased risk for HPV related oral cancers?

Recent scientific data suggests that 50% of oral cancer in the United States is attributed to the HPV virus.

We are proud to offer you this cutting edge technology. As part of our commitment to offer you and your families the very best in oral and dental care, our entire staff has been trained in this specialty.

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

## Better Service

We are constantly striving to help you manage your busy lives, and give you the best service we can.

Welcome to the modern communication era, as we bring you e-mail and text messaging appointment confirmation for your appointments. Of course, for those of you who still prefer to hear the lovely voices of Lynne and Carolyn, you can choose phone contact!



*Always accepting new patients. Visit our website!*

# 5 TOP TIPS

## 4 Prevention

### Here's a menu to keep you smiling!

Online or off, the digital world can present some risks to the unwary. For example, research suggests that young teenagers tend to consume more sugary snacks during prolonged gaming, which in turn can increase the likelihood of tooth decay. As well, teeth whitening products which are accessible online may not be a safe choice at any age, because they could harm gums and damage teeth enamel. When it comes to good oral health, trust your dental team.

#### Here are 5 tips for every member of your family:

- See us first to make sure your mouth, teeth, and gums are healthy before starting any whitening program.
- Choose one of our supervised whitening options for safety and the maximum results only we, your dental care team, can provide.
- Stick with your maintenance schedule to keep your smile bright. No whitening is permanent and regular professional cleaning is essential to remove stains and the tartar that can cause gum disease.
- Keep sweet food, desserts, and drinks to mealtimes and brush thoroughly afterwards. It's consumption over extended time periods that heightens the risk of decay.
- Acidic food and drinks can be just as harmful to your teeth as sugar. The acid erodes tooth enamel and can make your teeth sensitive, more vulnerable to cavities, and unattractive.

Virtual reality can be a great place to visit at any age, however real-time brushing and flossing combined with dental visits are still the best for problem prevention to safeguard smiles.



## INSIDIOUS INFILTRATORS

**Fact:** Gum disease is linked to, and may impact, other serious health issues including type-2 diabetes.

Both of these diseases affect millions – children and seniors as well as those in the prime of life. Just as approximately half of type-2 diabetes sufferers have no symptoms, in the earliest stage of gum disease (called *gingivitis*), you might not even realize you have it.

#### WATCH FOR WARNING SIGNS:

- red or tender gums
- bleeding when brushing or flossing
- chronic bad breath
- receding gums
- loose teeth

Regular recare visits help us monitor developing oral health conditions that have the potential to adversely affect your overall body health. If you don't know you have a disease, you can't treat it ... but we can detect gum disease and treat it right away!

# A GREAT GRIN IS *Ageless*

## Restorations will give you reason to smile

Studies show that people in cultures that do not focus on oral health often suffer a litany of related and progressive health problems. Gum disease and tooth loss have been correlated with cognitive decline as well as hearing loss in later years, for example. Because of this, it is vitally important to ensure lost or damaged teeth are replaced or restored promptly to insure you can eat and speak properly, avoid further damage, feel good about your appearance, and maintain your positive outlook.

Ensuring healthy gums and teeth that last a lifetime begins with good oral care in childhood, but sometimes teeth can become damaged, broken, or lost. We can restore and replace teeth with beautiful esthetics at any stage of your life...

- **Inlays** are tooth-colored fillings for the biting surfaces of molars.
- **Onlays**, also tooth-colored restorations, sit on the biting surfaces and wrap over one or more cusps of molars.
- **Veneers** offer beautifully shaped straight white teeth while hiding small imperfections.
- **Crowns** cap individual teeth, lending support to compromised structure.
- **Bridges** effectively replace a lost tooth with a replacement tooth, using adjacent teeth as anchors.
- **Implants** are a secure permanent way to replace one or more missing teeth.

Call today to book your consultation to discuss solutions designed for your individual presentation, preference, and budget. Don't wait to restore your smile... Your good health depends on it.

*Call us  
today for  
solutions  
to your  
ageless  
smile!*



## **“Ascared” Of The Dentist?**

### **Not your kid!**

Kids' fear of “going to the dentist” is usually anticipatory and unfounded. Here are a few tips to help eradicate the potential for life-time dental anxiety by ensuring positive dental experiences throughout childhood.

**Show no fear.** Even if you experience anxiety, do not communicate this to your child.

**Set the bar high.**

Demonstrate excellent home care and encourage your child to practice at an age-appropriate level. Pitch in when necessary.

**Start early.** Call us to discuss the best time to start your child's dental visits, beginning with a get-to-know-us appointment, and if we complete an oral exam, you will be right by your child's side. Afterwards, make the day even more special by going out to lunch or catching a movie together.

**Instill pride.** Praise your child for taking good care of their smile ...not for their bravery.

## **Ice Cream Owww!**

### **Icy incidents**

How fast can you say *sphenopalatine ganglioneuralgia*? It's the scientific name for “brain freeze.” It happens when you eat something very cold very quickly. You can try pressing your tongue to the roof of your mouth to warm it, but it's best to eat things like ice cream slowly to avoid the discomfort which, weirdly, you feel in your forehead.

That's because when the affected blood vessels signal the largest cranial nerve, your brain interprets the pain as a headache. The trigeminal nerve is also the culprit behind many head, neck, and face aches that are actually generated by the temporomandibular jaw joint. It's no wonder that some sufferers of Temporomandibular Joint Disorder (TMD), a dysfunction of the jaw, don't think to ask their dentist.

**Ask us. We'll inform your brain, not freeze it!**



# Your Overall Health Could Be In Jeopardy

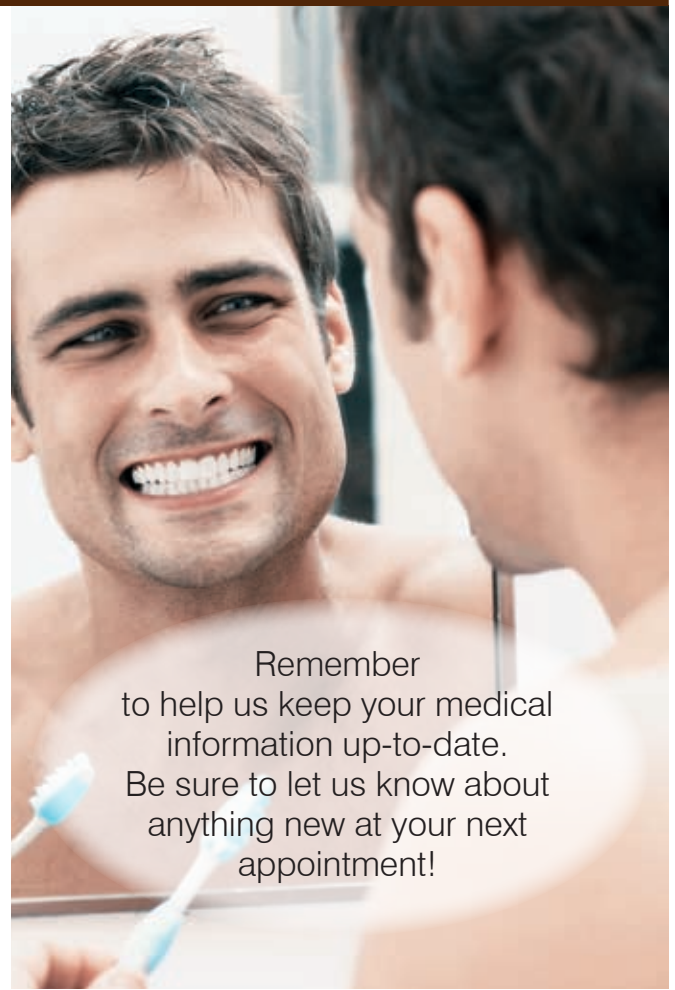
Don't discount the importance of your regular checkup

We remember all of those important dates like birthdays and anniversaries. We remember to change the oil in the car, get our hair done, and pay our taxes. But did you know that one of our most important annual events, our dental recare visit, is often forgotten, postponed or cancelled?

Cancellations or just not showing up for an appointment costs us time and prevents us from helping other patients that want treatment. But more importantly, **skipping your checkup will affect you.** We understand that you may be stretched financially, and, as a result, your recare visit can be given a low priority. However, something as simple as the early detection of a cavity can save you money down the road. The benefits do not stop there.

Beyond brightening your smile and removal of dental tartar with a thorough cleaning, we can evaluate the health of your gums (which has been linked to diabetes, stroke, premature birth, heart disease, and cancer) and **screen for serious threats like oral cancer.** So, while you might think, "It's just a checkup," your recare appointment helps to monitor and maintain your good health.

Keeping tabs on your oral health should be as important as your annual physical and will help avoid painful and costly consequences down the road. **Please check your calendar for your next appointment. If you don't have one booked, call us today!**



Remember to help us keep your medical information up-to-date. Be sure to let us know about anything new at your next appointment!

## office information

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

### Office Hours

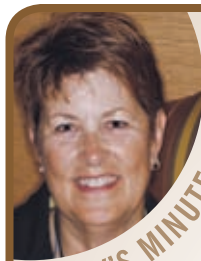
Tuesday 7:00 am – 6:00 pm  
 Wednesday 7:00 am – 3:00 pm  
 Thursday 7:00 am – 6:00 pm  
 Friday 7:00 am – 2:00 pm  
 Saturday 8:00 am – 12:00 pm \*  
 \* One Saturday per month

### Contact Information

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 Web site [www.drnewingham.com](http://www.drnewingham.com)

### Office Staff

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



MARY'S MINUTE

## Our \$10,000 Smile winner is Diane Fawcett!

As you may recall, on the cover of our last newsletter, we presented the opportunity for a deserving patient to receive a \$10,000 smile makeover. After reviewing over twenty applications, as difficult as it was, our team decided Diane Fawcett would be our winner!

Diane's smile story was one that began back in her childhood. The right combination of bad luck and hard times led to poor dental work that has not stood the test of time. We are so pleased that we can help Diane achieve the smile of her dreams. For more on Diane's story, and pictures of the final makeover, check out our website or look for it in this summer's newsletter!!



**Congratulations Diane!**