

*Dr. Newingham*

# *The Beautiful Smile's* Word Of Mouth

Spring Newsletter

Spring 2010

## **Looking To Save Time And Money?**

**Let us help, but please  
pardon our dust in the  
meantime**

Some of you may have noticed things have been a bit dusty around our office lately. Please be patient with us as we are stepping up our efforts to not only provide you with better quality care, but a more enjoyable experience while visiting. We are updating the décor as well as reinvesting in our computer systems in order to serve you better. Our new systems will integrate all of our new software so that we never have to change screens or computers while treating you. We can log all of our diagnostic recordings in one place, which allows us to track closely certain problems and act on them before major issues develop. This not only saves you time, but money as well! Part of this change will include an intra-oral camera and a cavity diagnosis system that will focus more on preventative treatment. These devices will enable us to not only diagnose cavities at their earliest stage, but also provide us with an additional form of communication between both patients and insurance companies. This, again, will save you time and money! We hope you'll both enjoy and appreciate our new additions to the office!

Please also visit our new website:  
[www.drnewingham.com](http://www.drnewingham.com)

from **thedentist**

## **Not Really Goodbye**

**Just thank you ... and see you later**

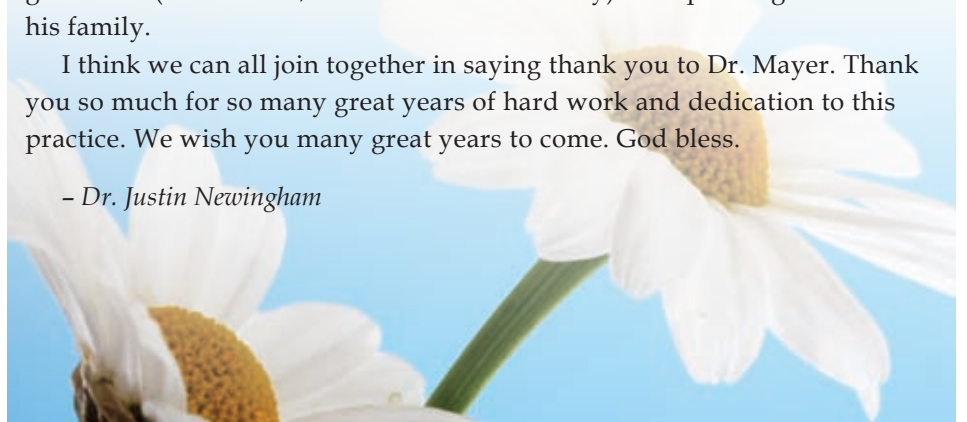
As many of you may know, back in 2007, Dr. Mayer passed the torch to me and agreed to stay on for two years. This helped to assure the transition would be a success and made certain I was able to handle the load of such a busy practice. But now, it is with sadness and appreciation, that I inform you that those two years have come and gone. Dr. Mayer, of course, is not mentioning the word "retirement", nor does he rule out the potential for a reunion with dentistry. He did unfortunately request that there be no fuss surrounding his departure, and we will honor his wishes.



Dr. Mayer is extremely thankful to all of you that made his time here an absolute thrill ride and feels absolutely blessed to have had such a wonderful patient base for so many years. He claims he will always be around dentistry in some fashion and looks forward to this new chapter in his life. Many pages in this chapter will, I'm sure, be spent spoiling his grandkids (five in total, with another on the way) and spending time with his family.

I think we can all join together in saying thank you to Dr. Mayer. Thank you so much for so many great years of hard work and dedication to this practice. We wish you many great years to come. God bless.

*- Dr. Justin Newingham*



*Thank you for all your referrals. We appreciate them!*



## White Wine

### Say it isn't so!

If you're a connoisseur of the grape, so to speak, you should know that in addition to all the good things wine has to offer, it doesn't have to be red to cause stains on your tooth enamel. Alas, white wine can also create rough spots and grooves that enable staining chemicals in tea, coffee, and other beverages and foods to penetrate deeper into your tooth enamel.

Even so, red wine, long known to stain teeth, should still be seen as more hazardous to whiteness because it contains *chromagen*, a richly colored substance.

Still, you don't need to stop enjoying wine in moderation. The best way to prevent staining caused by wine, and coffee or tea

for that matter, is to rinse often, brush regularly, and ask us about dentist-supervised teeth whitening products.

## About Bad Breath

### Don't be misinformed

How we process and cope with information has acquired its own academic discipline: *information environmentalism*. Because there is such an excess of information consuming the airwaves, we need to be conscious of – and challenge – what we're absorbing. Well, there's a lot of misinformation about bad breath out there, and that matters to millions of people who experience chronic halitosis.

No matter what the ads say, eating mints or other scented candy, chewing gums, or beverages can only temporarily mask bad breath ... not fix it.

Bad breath that lingers can be caused by:

- bacterial plaque and food particles on and between your teeth;
- untreated gum disease;
- bacteria you haven't brushed away from your tongue.

Here's good information for you. Regular dental visits and scrupulous home care can keep your breath fresh and your smile sweet!

## Your Wordless Smile Others will listen ... and look ... at you!



The image you project *is* worth a thousand words. It takes mere moments to make a first impression, and according to a UCLA study, only 7% comes from our spoken words. Body language accounts for more than half of that initial impact! Since your smile is always the first thing people notice, maybe it's time to spark up the power and turn up the volume.

**Whitening** is by far the most popular way to make over a smile from boring to beaming. Your grin can dim just from enjoying your tea, coffee, wine, or juice that gradually stains and abrades your teeth enamel.

#### We can...

- Whiten these accumulated surface stains;
- Remove stains trapped in micro-cracks in tooth surfaces;
- Remove discoloration caused by ageing, illness, medication, or heredity.

That's not all! We can help you decide on your best whitening option...

**Bonding and veneers** are completely natural-looking and can correct the appearance and function of cracked, chipped, or unevenly spaced teeth without surgery or braces.

**White fillings** can strengthen your teeth – and they'll look like you've never had a cavity.

**Crowns** can repair severely damaged teeth, and when combined with bridges and permanent dental implants, can replace gaps.

So, please – go ahead. Give yourself the gift of a great-looking makeover like the one in this after photo. Without saying a word, your smile will shout, "I'm the best I can be!"

# Your Crowning Achievement

## Making strong choices can be beautiful

Many believe that yoga offers the inner harmony and body awareness required to achieve a healthier and more-fulfilling approach to life. Getting in touch with yourself helps to define and refine your esthetic perception, deal with the moment, and look to the future with greater clarity. This can help you to find the confidence to make long-term choices that will enhance your oral health and create your strongest most-beautiful smile.

Like your choice to have a strong body and mind through yoga, choose strength, longevity, and esthetics with beautiful porcelain and ceramic crowns that look so natural no one will guess you have them. Besides being durable, they are highly resistant to bacteria, chipping, staining, and cracking.

## Crowns are versatile as well...

**1** Protect your damaged tooth by capping it with a crown.

**2** Close a gap due to decay, genetics, or an accident with a crown plus a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.

**3** Create a new tooth with a crown attached to a "root" implanted permanently into your jawbone. These *implants* can also be used to secure a denture, and several crowns can be attached to an implant bridge.

We'd be proud to help you reach your personal best and to keep your distinctive esthetic. Please feel free to ask for a consultation!



Before



Crowns

After

## WE'VE DONE THE MATH About popcorn

Believe us when we say that we understand the attraction of buttery-smelling popcorn. North Americans consume 54 quarts per person each year and about 70% is cooked and eaten at home. Sad to say, we don't recommend it.

### Here are 5 reasons why:

1. Popcorn is the #1 cause of tooth fracture.
2. Kernels get lodged in between teeth and between the cusps of teeth.
3. Hulls can get jammed under the gum and irritate the tissue, which can eventually lead to infection.
4. Sharp bits can scrape and irritate your tongue.
5. Rough edges can damage cosmetic restorations.

It's hard to give up a satisfying snack ... but why not consider fresh raw fruits and vegetables or low-salt pretzels? And if you can't always brush and floss, please rinse with water afterwards!



**BOTTOM LINE? DENTALLY SPEAKING, POPCORN JUST DOESN'T ADD UP.**

# WHAT HAS DR. NEWINGHAM BEEN UP TO?

Upon finishing school at the *University of Michigan* over five years ago, Dr. Newingham decided he would never stop learning. Shortly after graduation, Dr. Newingham started attending classes at the world-renowned *Spear Institute* under the direction of Dr. Frank Spear (pictured w/Dr. Newingham). This is an evidence based post-doctoral school for advanced dentistry that focuses on creating predictable and repeatable results for every patient. Dr. Newingham currently serves as a mentor on staff at the center in Scottsdale, AZ. In addition to the *Spear Institute*, Dr. Newingham has also been attending another prestigious school called the *Kois Center*, and is set to graduate in the spring of 2011. This Seattle, WA based school is a didactic and clinical program that teaches the latest advances in esthetics, implant and restorative dentistry. By forging these relationships with these two schools early in his career, Dr. Newingham hopes to position himself as one of their clinical instructors, learning more through teaching, enabling him to deliver the best in quality care to his patients.



## Oral Cancer Self-Examination

1. Lift your upper lip and check for discoloration or sores on your lips and gums. Then repeat for your lower lip.
2. Check your inner cheeks for white, red, or dark patches. Use your finger to feel the cheek surface for lumps or roughness.
3. Look at the roof of your mouth. Any changes?
4. Check your tongue – top, side, and bottom – for any color changes or swelling.

## officeinformation

**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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Fax (248) 644-4692  
Web site [www.drnewingham.com](http://www.drnewingham.com)

### Office Staff

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



## Early Start Treatment

### Plan for the year

Spring is a time of new beginnings. And, if you are like most, your insurance policy was just renewed for the New Year. That makes now a great time to get an early start on your treatment plan for this year.

Since your benefits are brand new, you want to be able to make the most of them. But it's best to plan early, so we can work around your summer fun and avoid the inevitable rush for last minute treatments at the end of the year. We would be happy to work with you and build a treatment plan that suits your smile desires, your insurance coverage, and your schedule.

Enjoy the new beginnings – and a new smile. Call us to get the most from your insurance benefits today.



## Don't Do-It-Yourself

### Leave it to us

Everyone knows the value placed on a brilliantly white smile. It's something we all strive for. The problem arises when deciding how to get it. Although whitening kits are available over-the-counter for use at home, this really is one of those things that is best performed under our professional supervision.

The dangers of at-home whitening start right at the very beginning. That is, not everyone should undergo whitening treatments – and we can tell you if you're one of them. You could see no results, cause damage to your teeth and gums, or even risk your overall health.

We can tell you if you are a candidate for whitening and can help you choose the right procedure for your needs. So, please think twice before opting for unsupervised whitening. It could cost you more in the long run.