



# Aesthetic Dental Associates Word of Mouth

Winter 2005

## BriteSmile™

### Taking whitening to a whole new level!

We take pride in delivering to our patients the best, most caring, and up-to-date dental health care available.

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 which, when combined with a new

wavelength-specific whitening chemistry returns teeth to their optimal natural whiteness – offering our patients amazing results in just over sixty minutes!

As well, the BriteSmile system uses a special gel that contains only 15% hydrogen peroxide, as opposed to traditional whitening methods that contained up to 30% peroxide, which often resulted in a great deal of sensitivity. And independent scientific studies have proven that the BriteSmile procedure does not cause structural changes in enamel, is safe to enamel, and is not caustic or corrosive.

Please call us soon to learn more about BriteSmile. We'd be pleased to introduce it to you ... just in time to brighten your spring smile!



## Office Information

**Scientific studies have proven that the brighter your teeth, the younger and healthier you look.**

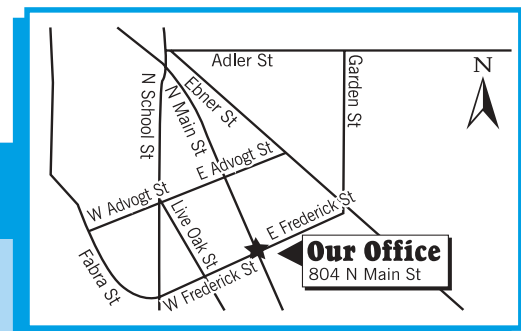
**See page 4 for details on how we can brighten your smile!**

**Aesthetic Dental Associates**  
Brent A. Hallum, DDS  
Shelley N. Sproull, DDS  
804 N Main Street  
Boerne, TX 78006-1626

### Office Hours

Monday 8:00 am – 4:00 pm  
Tuesday 9:00 am – 5:00 pm  
Wednesday 8:00 am – 4:00 pm  
Thursday 9:00 am – 5:00 pm  
Friday 8:00 am – 4:00 pm

**Call Today!**  
**(830) 249-8407**



### Our Services Include:

- ❖ Cosmetic dentistry
- ❖ Tooth whitening
- ❖ Emergency dental care
- ❖ Relaxing & friendly environment
- ❖ New patients welcome
- ❖ Modern, state-of-the-art facility
- ❖ Nitrous oxide sedation
- ❖ Children's play area
- ❖ Payment plans available
- ❖ Most insurance plans accepted
- ❖ Visa, MasterCard, American Express, Discover, CareCredit, and Dental Fee Plan welcome



## Getting Back In The Driver's Seat



### You can control your smile destiny!

Fully half of North Americans are too fearful to pursue necessary regular dental care, a situation that can have serious implications for their dental health and overall well-being. Lack of dental care can result in chronically infected gums and decaying teeth which can affect overall health, compromise

chewing and digesting ability, and for some, contribute to a devastating loss of self-esteem.

Today's dentistry has so much to give! There are many simple, non-invasive procedures that can transform a neglected smile into a healthy attractive one, and can replace low self-esteem with beaming self-confidence.

Professional dental teams can help you to overcome the fears and uncertainty that go along with any new experience, and to overcome anxiety that is based on old expectations or past experiences.

You can control your "smile destiny." Dentistry can get you back on the road to a wonderful smile!

## Smile White Smile Bright

If you've been thinking about having a smile makeover, but you're a little nervous about where to start ... try teeth whitening.

Teeth whitening is a safe, simple, and convenient process that lightens the discoloration of tooth enamel. Under dental supervision, whitening can be accomplished in only an hour ... or a few days.

A dentist can help you to say goodbye to dull, stained teeth. Simply, safely, conveniently – from start to finish. Come in and talk to us about your options!

## Sip Another Cuppa...



### the disease fighter

New studies have found that five cups of ordinary tea boosts the body's defenses against infection. A substance called *L-theanine* can prepare the immune system to attack invading bacteria, viruses, and fungi. Tea has been linked to combating osteoporosis, lowering heart disease, and lowering cancer risk through the action of *flavonoids*, a type of antioxidant. Each of these diseases has been linked to periodontal disease.

All over the world, tea is steeped in ritual, and is conjoined with culture and history. So sit back, relax, and enjoy!

Here are some simple steps from *Twinnings* to ensure that your tea is served perfectly every time.

- Use freshly drawn cold water, ensure a de-scaled kettle and a spotlessly clean teapot.
- Teapots should be warmed with hot water, which is then poured away.
- Use the recommended number of tea bags or one teaspoon of loose tea per cup. For one person use a 10 oz tea pot, for two persons a 20 oz tea pot is recommended.
- Water should always be freshly boiled and boiling when added to tea.
- Leave to brew for 3-5 minutes and stir before serving.
- Pour a little milk into each cup before pouring the tea. Sweeten – but only if required.

# Crown and Bridge

Getting a smile boost is about more than vanity. By repairing problems like missing teeth with crowns and bridges, you can have the pleasing smile you've always dreamed about.

**Here are some common questions about crown and bridge treatment, followed by their smile solutions.**



Before & After



## **How do I know if I am a candidate for crown and bridge treatment?**

A crown is recommended for teeth that are broken or cracked, teeth that are structurally weakened by large fillings, teeth that have been weakened by root canal treatment, and teeth that are misshapen and discolored. A crown and bridge can be a preventive measure to avoid more complex and expensive treatments later.

## **What is a crown and bridge? Do they always go together?**

A crown is a restoration that covers a single tooth to help strengthen it and restore its normal shape and size. Spaces left by missing teeth can cause surrounding teeth to drift, change your bite, encourage cavities, and spoil your smile. A replacement tooth is required, and can be fixed permanently with a bridge that attaches to the teeth on either side of

the space. For extra support, one or both of the adjacent teeth may require a crown.

## **Will the crown's appearance match my teeth?**

High-tech materials result in a strong, natural-looking restoration that will be custom-made to match your smile. No one will know you have a crown.

## **What Is Oral Health Anyway?**

Oral health is sometimes easier to define by what it is *not* rather than what it is. A healthy mouth has firm pink gums, the tongue is pink and not coated, the teeth are clean and have minimal or no plaque deposits. A healthy mouth smells clean and fresh, and is free from gum diseases like gingivitis, periodontitis, and other disorders – including oral cancer.

Regular brushing and flossing combined with regular dental visits is the best means of problem prevention and oral health maintenance. Regular professional tooth cleaning is important to remove tartar (calcified plaque) and stains that may develop, especially in areas that are difficult to reach.

When we check your teeth, we see things you won't see in the mirror. We can be alerted to possible hairline fractures, impacted wisdom teeth, deterioration of restorations, the beginnings of cavities, periodontal pockets caused by gum disease, and even new decay tucked under the gumline or under existing fillings! Your gums can also tell us about impending gum disease, and other areas of your mouth may even show the early warning signs of oral cancer.

These dental problems can be treated and gum diseases may be reversed if they are spotted in the early stages. We can help you maintain and recover your oral health.



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**Limited Time Offer  
Great For Gift Certificates!**

**\$100 off**

When one BriteSmile™ Treatment is purchased.

**\$125 off**

each when two or more BriteSmile™ Treatments are purchased at the same time.

**Call Today!**

**(830) 249-8407**

Expires March 1st, 2005.

Mention Priority Code:0408-FCTX

BRITE SMILE™

Associated Teeth Whitening Center

**Free Consultation!**

Regularly \$92

Includes:  
Complimentary dental exam, 4 bitewing x-rays, and dental consultation.

now  
**FREE**

Offer ends:  
March 1st, 2005.



# Your Hygienist

**Your ally for more than just a cleaning**

If you take good care of your teeth, you'll probably spend less time in our office getting fillings and more time with our hygienist. And even though most patients usually refer to this time as a *cleaning*, it's important you realize that oral hygiene appointments routinely include the following services.

**Diagnostic:** This means examination of your teeth to find decay, cavity-detecting radiographs, and an assessment of your gum tissue. Our hygienist also looks at your biting, chewing and swallowing patterns, reviews your medical history and reassesses your overall treatment, evaluating areas such as cosmetic enhancements for your smile.

**Preventive:** This could mean screening for oral cancer, checking blood pressure, and applying fluoride and pit and fissure sealants. The hygienist also cleans and scales teeth to remove plaque, tartar and surface stains, and polishes fillings and crowns.

**Educational:** This could include brushing and flossing instruction, nutrition counseling, explanations of dental treatments, and answers to questions about future treatment such as orthodontics and periodontal therapy.

So there's no such thing as *just* a cleaning. And remember: no matter how much we can do for your teeth, the most important part is what you do for your teeth at home. Hygiene services begin in our office, but they must always be followed by proper brushing, flossing, and healthy eating at home. If you're not sure how, ask your hygienist at your next appointment.

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