



# A *Fresh* Approach to your **Healthy Smile**



with Dr. Michael Tsotsiashvili

Produced to improve your dental health and awareness

Fall 2010

## from the dentist

### Yes, Summer Is Over *Back to school!*

As fall slowly sneaks in and kids head back to school, it's a good time to remember to protect kids' teeth. Increased rough-and-tumble outdoor activities during recess, gym class, and sports can put them at risk. Kids' smiles mean a lot, so it's important to take extra steps to protect them.

If your child plans to play any contact sport such as football, basketball, or soccer, visit us before the season starts so we can fit a protective mouth guard. Then you can cheer from the sidelines without worrying about their teeth.

As always, the number-one rule is to play sensibly. If your child is due for a checkup and cleaning after a busy summer, book today! We want you and your family to enjoy safe, healthy smiles, and look forward to seeing you soon!

*Dr. Michael (and Timur)*



## Sedation Dentistry

### Taking Anxiety And Fear Away!

Despite the great advances in dental science and technology over the past few years, some patients still feel significant fear and anxiety about going to the dentist. That's why we are excited to announce that our **office is certified to offer oral sedation** to all our patients. Anxious and phobic patients often discover that sedation dentistry provides the ideal relaxing solution for maintaining good dental health.

Oral sedation dentistry means you will be given oral medication (pills) prior to your dental treatment, which will make you feel no anxiety, no fear, and no pain during your appointment. It is very safe and poses no risk to your health. Almost anybody is a good candidate for oral sedation.

One of the major benefits of sedation dentistry is that people feel like their dental procedure lasts only a few minutes, when in fact it might have taken hours to perform. Since patients can often undergo treatment for longer at one sitting, multiple procedures can be completed in fewer visits. Most patients feel that they have slept through the appointment, and have no recollection of the procedure.

**Sedation dentistry isn't limited to patients who have dental anxieties:** it's perfect for patients who have difficulty sitting for long periods of time, who have uncontrollable gag reflexes, fear of needles or injections, or for those who fear the sounds of dentistry.

**For further information, please give us a call! Sedation dentistry may be just what you need to achieve optimum oral health!**

*A healthy smile will last a lifetime!*

# 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.

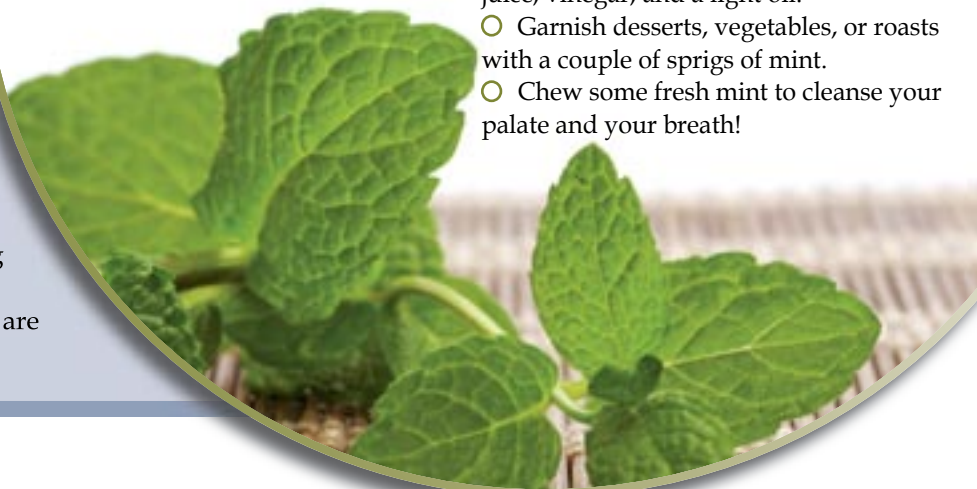
# Marvelous Mint

## 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

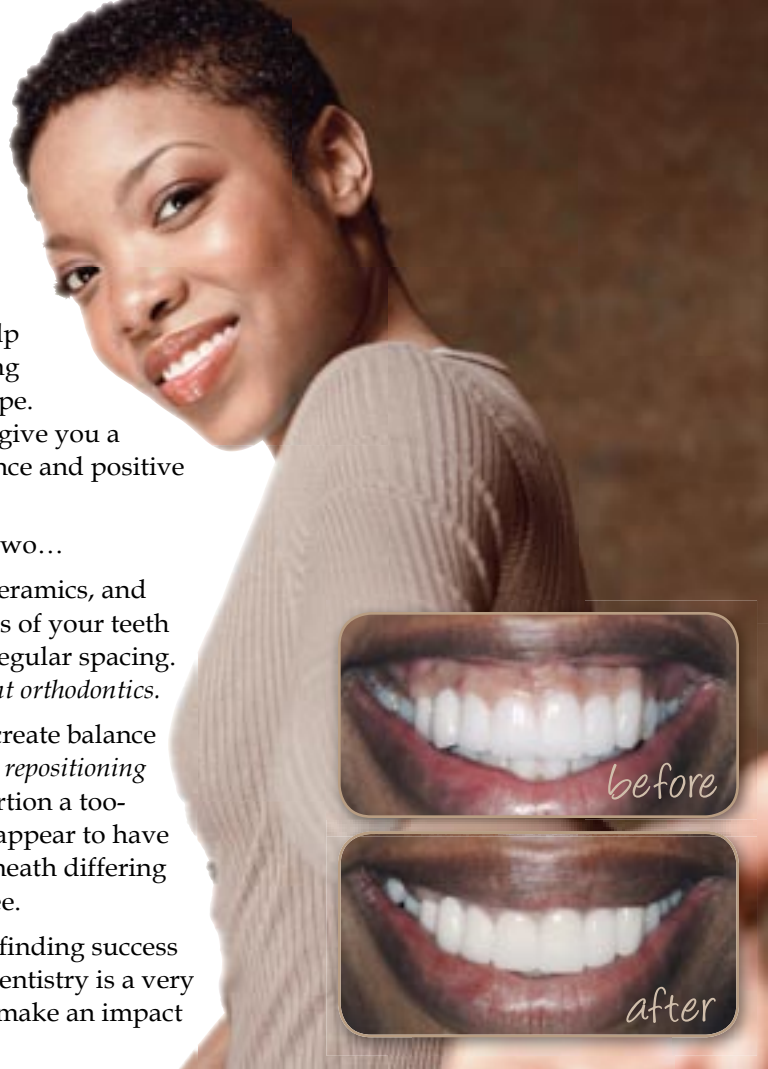
Have you seen some of the guerrilla tactics and extreme stunts people are deploying to reboot their careers? Believe us - singing telegrams or renting a hot air balloon are not your only answers! We can help you create a unique, engaging, and thought-provoking impression that will generate buzz without 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





# Genetic Dental Traits

*Treatment is great - prevention is better!*

A notorious example of a hereditary dental trait is the *Hapsburg Jaw*, the result of generations of royal intermarriage. Poor Carlos II of Spain had such an extreme prognathism (protruding lower jaw) that he was unable to chew his food. Thankfully for most of us, hereditary dental traits, although common, are not severe and are readily treatable. These include malocclusions (bad bites), gaps, soft tooth enamel, caries (decay), and periodontal diseases.

Until recently, our understanding has relied on common sense - usually a parent or relative shares the same characteristic. Studies of extraordinary cases like the Hapsburg Dynasty have proven valuable to geneticists, along with twin studies and other research models. Today, quantitative genetic analysis and molecular genetics allow us to confirm what has been largely intuitive.

Great potential now exists to develop preventive strategies for patients. For example, up to thirty percent of the population may be genetically susceptible to periodontal (gum) disease. An exciting new finger-stick blood test can identify this genotype, and those who test positive can step-up their preventive measures like brushing and flossing, cleanings, and ongoing

professional monitoring.

Environment, oral hygiene, lifestyle, and pre-existing health conditions will always play their part in your oral health. If you are concerned about a hereditary trait like chalky teeth, bad gums, jaw alignment or bite problems, crowding or empty spaces, please give us a call. We can help!



## office information

**Old Oakland Dental**  
Dr. Michael Tsotsiashvili  
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Oakland, CA 94607-4034

### Office Hours

Monday 8:00 am - 5:00 pm  
Tuesday 7:00 am - 4:00 pm  
Wednesday 8:00 am - 5:00 pm  
Thursday 8:00 am - 5:00 pm  
Friday 8:00 am - 1:00 pm

### Contact Information

Office (510) 832-3713  
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Email [info@oldoaklanddental.com](mailto:info@oldoaklanddental.com)  
Web site [www.oldoaklanddental.com](http://www.oldoaklanddental.com)

### Office Staff

Jacqueline..... Dental Hygienist  
Yelena ..... Dental Hygienist  
Sandy..... Office Manager

*Communication is important  
to us - don't be  
afraid to ask questions!*



## THANK YOU! FOR YOUR REFERRALS

A patient referral is the highest compliment you can pay us. We'd like to thank all of you for sending your family, neighbors, and even business colleagues to our office. These referrals mean a great deal to us! They tell us that we're doing a great job for you and your family, and that you trust us to do the same for other people in your sphere of influence. That's why we are so committed to continuing education and to leading-edge technology, procedures, and materials. And it's also why we work so hard to streamline recordkeeping and claim processing to keep your visits hassle-free.

*Yes, we really appreciate the new business you send us!*

## SMILE BRIGHT WITH OUR *Fall Whitening Special*

Sometimes no matter how diligently you brush, or how deftly you handle your floss, you just can't seem to brighten that dullness in your smile. Don't despair. Modern dental treatment can give your smile a reason to brighten up. Cosmetic whitening materials can actually lighten discoloration on your teeth.

If you think your smile is a good candidate for some brightening up, call us to make an appointment. After a thorough oral examination we'll be able to design a whitening treatment that will get your smile the brightest it can be. And there's even more reason to smile: for a limited time we're offering a:

**\$200  
OFF  
In-Office  
Whitening**

**Only \$299 for a limited  
time only. Regularly \$499.**

Offer expires October 31st, 2010