

Dr. Mark G. Pelletier's SMILE FILE

Produced to improve your dental health and awareness

Summer 2010

fromthedentist

Summer Is Smile Season *Wish you were here*

This is one of the seasons I love the most. Everything we were longing for at new year's has arrived – it's warm, it's bright, and nature's at its best. And we still have plenty to look forward to.

Some of you will be participating in graduations or weddings, others will be heading out of town, and for sure, most of us will be enjoying outdoor family activities like barbecues and sports.

Whatever your plans, my team and I want you to enjoy this wonderful time of year safely. If looking your photogenic best is a priority we'll be happy to fit you in for a teeth cleaning or whitening.

Call soon. We don't want you to miss out on anything!

Yours in good dental health,

Dr. Mark G. Pelletier

turnthepage

How can you make a difference?

What e/se we've learned from monkeys...

Blast that belly fat!

Get Green!

Smile fitness from the inside out

Summer days are salad days. That's a good thing – and for reasons that might just surprise you. In *Hypertension* magazine, there was a recent article about a study that proposed that the nitrates released by beets and green vegetables not only appear in your saliva but are converted orally into nitrite. Nitrite helps to lower blood pressure and improve circulation. Could a healthier diet and a healthier mouth help your overall wellbeing?

It seems obvious that your self-image and self-esteem can be affected by tooth decay, tooth loss, and gum disease, but science suggests there's more at stake. Gum disease in particular may play a role in systemic diseases including diabetes. That's why the salad study is so intriguing.

Think about it. A healthy diet and thirty minutes of daily exercise can help to protect you against cardiovascular diseases. Well, so could the few minutes a day it takes to brush, floss, and rinse – especially when combined with regular dental visits. If you're not confident about your home care routines, we'll be



Healthy Gums



Periodontitis

happy to give you a refresher.

And don't you think it's interesting that healthy food, fitness, and nice teeth and gums all make you look better too? That's why you can always look forward to fun informative articles about these important subjects in my future newsletters.

Enjoy summer fun in the sun... munch some brunch ... and keep your smile healthy too!

Are you taking full advantage of the insurance policy you're paying for?

Schedule your dental visit now – through summer to the end of the year – because before you know it, your insurance benefits will be expiring.

Call our practice for details on your insurance policy!

Call NOW To Benefit Later!

INSURANCE QUESTIONS?

CALL NOW TO BENEFIT LATER.
SEE OUR INSURANCE CARD INSERT!

Thank you for all your referrals – we appreciate them!

When You Lose You Win

What you need to know
about belly fat

Trying to get rid of a swelling waistline? Go for it. Although it makes up less than 5% of total body fat, belly or visceral fat burrows around the heart, pancreas, and other organs. And it's different from other types of fat because it produces inflammatory compounds that can raise your risk for heart disease, diabetes, and some types of cancer, lung diseases, and dementia. Gum disease has been linked to inflammatory diseases too.

And it's getting more complicated...

Research suggests that oral bacteria may contribute directly to the development of obesity which is also inflammatory in nature.

How's that?

Your mouth contains billions of bacteria which if not removed by regular brushing and flossing will cause inflammation and infection.

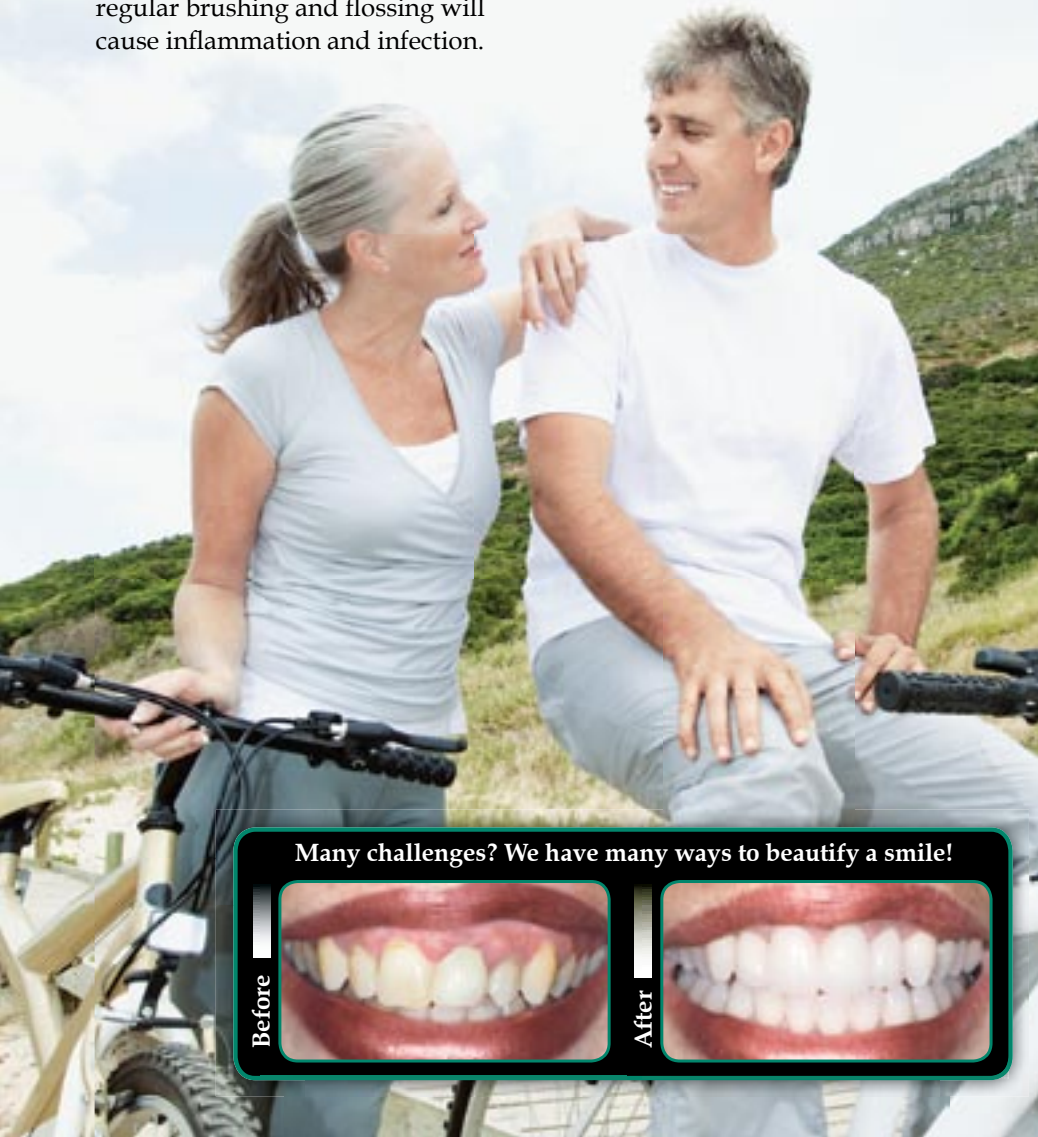
Gum disease is also the most common cause of adult tooth loss and it has been estimated that most adults have it to some degree.

How will you know?

Initially you probably won't because gum disease appears silently. So keep your recall appointments. Some of the early warning signs are swollen and tender gums, bad breath, and gums that bleed when you floss.

Is there any good news?

Lots. You can halt and sometimes reverse gum disease with early diagnosis and treatment combined with daily brushing and flossing. And there's more. Consistent moderate exercise helps you lose deep abdominal fat – even when your scale doesn't show weight loss!



Many challenges? We have many ways to beautify a smile!



Oral Cancer Bites

Start early & win!

Oral cancer victims are getting younger. Many of these young adults don't smoke, chew tobacco, drink, or have diabetes or HIV. Scientists suspect another culprit – the *human papilloma virus* (HPV). Most types of this virus are relatively harmless – they cause warts, for example. However, some transmittable forms have been linked to oral cancers.

Regardless of cause, visual monitoring is essential for early cancer detection at any age. Starting in your mid-teens, get into these preventive habits...

A Check your tongue, lips, cheek lining, and gums.

B Let us know about sores or ulcers that bleed easily or do not heal, white or red patches or lumps that don't go away, and lingering soreness.

C Share with us any difficulty you have with chewing, swallowing, or speaking.

Make self-screening your life's work. With early detection, most oral cancer can be cured.

Reality Checks

We can tell you why it is what it is!

We're happy to say that most dental problems can be treated successfully ... but we need you to keep your regular recall appointments so that we can help you maintain your oral health and your best smile.

Here's why. Our team is trained to detect oral clues that might point to future problems or even possible health issues in other parts of your body. At every recall appointment, we check you for:

- the beginning of cavities, including decay hidden under the gumline or under existing fillings;
- gum disease which can lead to tooth loss;
- bad breath which is usually caused from sources in the mouth;
- hairline fractures;
- impacted wisdom teeth;
- sensitive teeth which could indicate enamel erosion, a loose filling, or an infected inflamed nerve;
- changes in the size, shape, color, and feel of your tissues;
- early signs of lip cancer and tumors in your saliva glands, palate, and tongue;
- canker sores and injuries to the mouth caused by utensils and even by toothbrushes.

You see? Working together, we can help keep your mouth healthy and free from cavities, gum disease, and other disorders including oral cancer.

The bonus is that in addition to having clean teeth, pink firm gums, an uncoated tongue, and fresh-smelling breath, you can take advantage of many of the exciting cosmetic options available to you right now!



LIKE NIGHT & DAY

What a difference!

Some simple adjustments to your nightly routine can be a step forward in living a healthier lifestyle *and* reducing your carbon footprint.

- ◆ If you take really long showers, you could save more water and energy by soaking in the tub until you're clean, relaxed, and ready for bed. If you don't like baths, use a timer or energy-saver shower head.
- ◆ Floss, brush, and gently scrape your tongue to remove bacteria and improve your oral and overall health.
- ◆ A slightly cooler bedroom temperature can improve sleep, conserve energy, and save dollars, so lower your thermostat, open a window, or install an energy-efficient fan.

Monkey See...

Monkey do?

Female long-tailed macaque monkeys in Thailand have been observed teaching their young how to use strands of hair to clean between their teeth. If monkeys can floss, so can you!

If you're not flossing, you're missing about a third of your tooth surfaces. Even if you were fasting, you'd still need to brush and floss which is the only way to prevent the buildup of the naturally and constantly occurring bacterial plaque and tartar that can cause gum disease.

There's definitely a perfect technique for you. You might prefer waxed floss to unwaxed. Floss holders and threaders are handy. Wider floss and dental tape are excellent if you have gum recession and bone loss.

To hone your technique, don't go to the zoo ... come see us for a demo!

A Bright Clear Future

Technologies that may be right for you

Whitening At Its Best

We're proud to announce that we now offer the radical in-office whitening system called Zoom!®. It's safe, effective, and fast. It's ideal for anyone looking for immediate results, and the perfect choice for the busy individual.

The Zoom! procedure begins with a preparation to isolate your lips and gums. We then apply Zoom! gel which is activated by a specially designed light. You'll be amazed with the results!



Fact:

Teeth whitening is the highest-demanded dental procedure for patients aged twenty to fifty.

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Invisalign® Keeps Your Secret

We're one of the first practices to offer Invisalign®, one of the most advanced components of adult cosmetics. It's a proven method for straightening teeth using a series of custom-made, nearly undetectable aligners. Each aligner is precisely calibrated and manufactured to custom-fit over your teeth and gently move them through every stage of your treatment. No metal wires! No food restrictions!



Adults account for nearly 25% of all orthodontic patients! The most common problems? Crowding, spaces, and protruding teeth. After consultation, we take an impression of your teeth and submit it to Invisalign. Using the latest 3-D computer technology, our instructions are translated into a series

of medical-grade plastic aligners. You can even view your own virtual treatment plan when you start, so you can see how great your straight teeth will look!

If you think you're a candidate for Zoom! or Invisalign, call us for a consultation. We want you to feel happy and confident about your smile!

Save Money Now

In 2010 we are facing more challenges in uncertain economic times. There are however many ways you can save money on your dental visits.

Prevention is the cheapest way to keep you teeth healthy and beautiful. Remember to brush twice a day and floss daily.

Visit your Hygienist at your recommended intervals, at least twice a year. It not only keeps your teeth and gums health and clean, but also allows us to catch any cavities while they are small.

Fluoride treatments at any age can strengthen your teeth and help prevent cavities. Ask us how!

If you need dental work Don't Wait! There is only one thing for certain: it will get more expensive and more invasive with time. Small cavities become big ones; big cavities turn into root canal treatments and crowns, or missing teeth and implants. So save money and call now! Call (803) 781-7901 for your appointment!

PS Ask us how a nightguard could save you thousands in dental bills!

Zoom Whitening Special

Regularly \$719

Now Only \$495

Expires August 31st, 2010



officeinformation

Premier Aesthetic Dentistry

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Office Hours

Monday	7:30 am	–	5:00 pm
Tuesday	8:00 am	–	5:00 pm
Wednesday	7:30 am	–	5:00 pm
Thursday	7:30 am	–	5:00 pm
Friday	by appointment		

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Office Staff

Dottie ... Financial & Front Desk Manager
Debbie.....Registered Dental Hygienist
Pamela Certified Dental Assistant
Kathie..... Collections Coordinator
Jessica.....Scheduling Coordinator

CareCredit®



Understanding Insurance

Are you covered?

Sometimes understanding exactly what your dental insurance covers can be confusing and frustrating. It also makes it difficult to plan how you would like to use the benefits you are entitled to. Please let us help!

We have years of experience dealing with insurance and can explain your benefits, and help you plan the best way to make the most of them ... like making sure you effectively use your allotted calendar-year coverage. Did you know that most insurance plans expire December 31st, making unspent benefit dollars disappear?

We're here for *you* and will do everything we can to help you achieve your smile goals – while taking full advantage of your insurance coverage. Call today to arrange an appointment to review your plan.