



Dr. Jagruti Patel's

# Word Of Mouth

Produced for the Patients of Dr. Jagruti Patel

Summer 2009

## fromthedentist

### Floss! Floss! Floss! Never forget!

Some reports suggest that daily flossing can actually add *seven years* to your life! If you're not flossing, you're missing about 35% of your tooth surfaces. Research has shown that flossing, along with brushing, is the only way to prevent the buildup of plaque and tartar that cause periodontal disease. To encourage a regular flossing regimen, it's important to find the flossing device that works best for you. Some people find that waxed floss is easier to use than unwaxed. You can try different floss thicknesses, or even dental tape – a wider floss that works wonders for people who've had bone loss and gum recession. Floss holders can also make a big difference, and threaders are designed for use with bridges. Ask us for a flossing refresher and product recommendations!

*Yours in good dental health,*

*Dr. Jagruti Patel*

### Good News!

We have flexible payment plans available to help you achieve your goals ... talk to us today about your options!

## A Warm Summer Welcome To All Our Patients!!

**Thank you for sharing a milestone year with me!**

These past few years have been life changing for me personally and professionally, with a move across the country, and a new practice! Thanks to my wonderful new team and my patients, the transition has been easy. I would also like to extend a special thank you to *Dr. Laura Plue* for giving me the opportunity to be a part of your families. I am privileged to receive her trust, and I would like to extend a warm and special welcome to all of her patients.

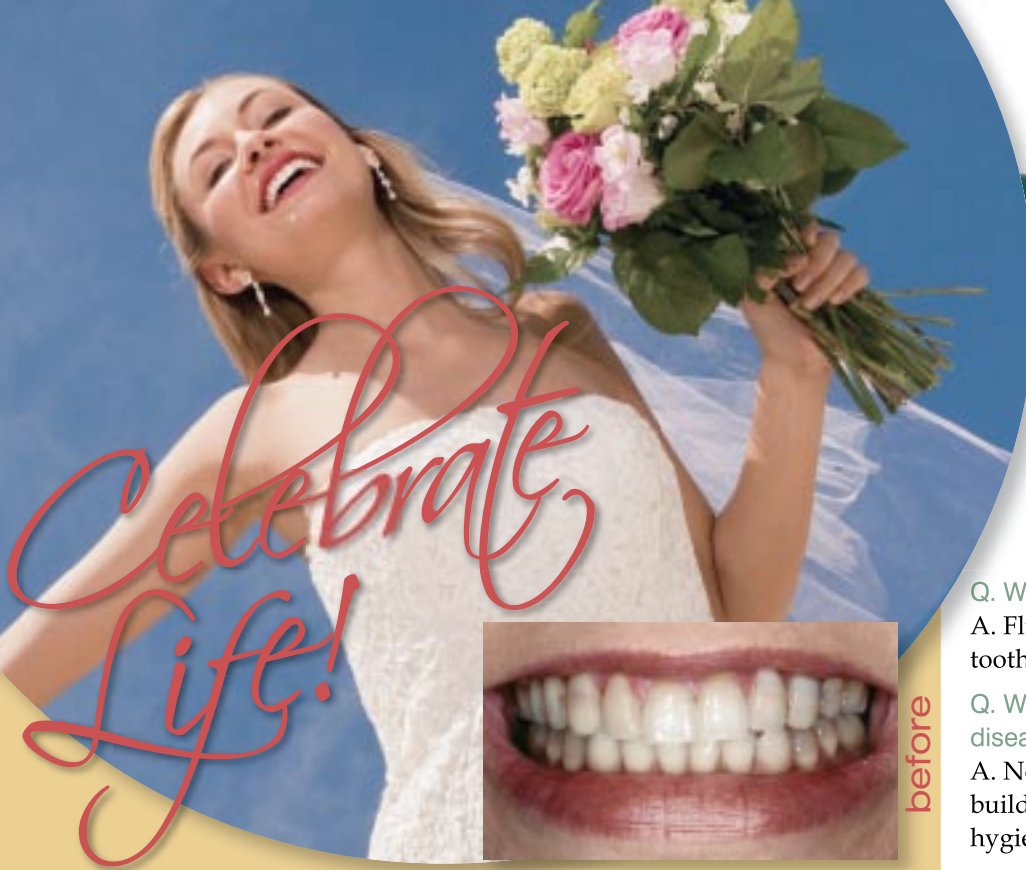
My sincere thanks to *Charlene*, our *Dental Hygienist*, who has been with this practice for so many years and has played a very vital part during this transition. As most of you already know, Charlene is very committed to making sure you receive the outstanding dental care that you deserve.

It's also my sincere pleasure to introduce to you my *Office Manager Maria*, and *Liz*, my *Dental Assistant*. Maria comes with 30+ years of experience in Front Office management. She would love to address any concerns or questions regarding your appointments or accounts. Liz, our Dental Assistant, loves to make sure patients are comfortable & ensure they have a pleasant dental visit. If you ever have any questions regarding your treatment, Liz would love to explain it to you.

Through all my years practicing Dentistry, I've focused on increasing patient comfort and building trust by giving my patients individual attention and addressing their concerns. My goal is for all my patients to have beautiful and healthy smiles for a lifetime. I always welcome suggestions and feedback. Most of all, I'd like you to know that my team and I will continue to work hard for your loyalty and continued trust.



**We welcome new smiles!**



*Celebrate Life!*

Everybody wants to put their best smile forward. According to a national study, teeth are the number-one facial feature that people would change... three out of four adults think that a nice smile is important to landing their dream job ... 84% think that an attractive smile is important for meeting Mr. or Ms. Right. It seems that we associate a pleasing smile with many of life's passages. Celebrating these milestones means family, friends, and ... photographs. Are you ready to get ready?

*Sometimes even subtle changes can turn a nice smile into a sensational smile - often in only one or two visits...*



before



after

**Share your smile with the one you love!**

## FAQtually Speaking

### About toothpaste

**Q.** What does fluoride toothpaste do?

**A.** Fluoride fights tooth decay and strengthens tooth enamel.

**Q.** Will tartar-fighting toothpastes prevent gum disease?

**A.** No. They only help reduce *additional* tartar buildup *above* the gumline, so regular flossing and hygiene visits are essential.

**Q.** Are whitening toothpastes okay for sensitive teeth?

**A.** No. Most contain a higher level of abrasives. Use a toothpaste for sensitive teeth instead.

**Q.** Does *The American Dental Association* test toothpastes?

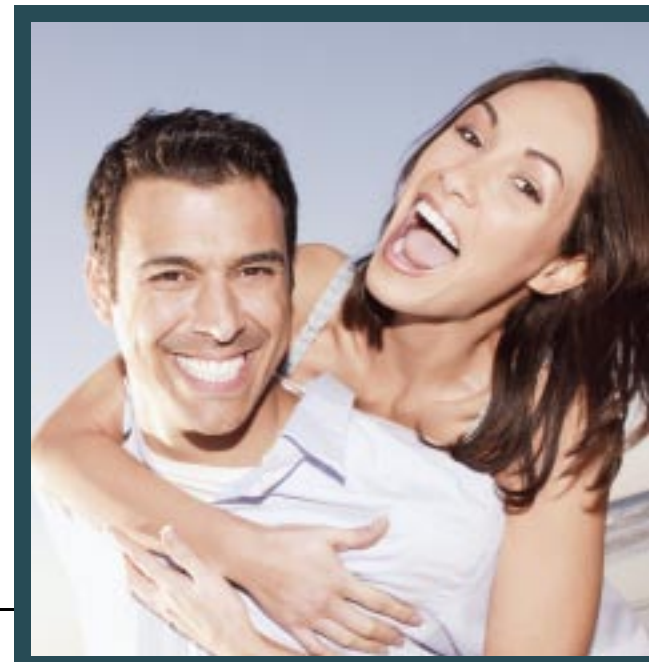
**A.** Yes. The *ADA Seal of Acceptance* means they meet specific criteria for safety and effectiveness.

**Q.** Do children's toothpastes need to taste good?

**A.** Yes. This encourages brushing, but use a pea-sized amount and don't let them swallow.

**Q.** How often should I use toothpaste?

**A.** You should brush *at least* twice daily with toothpaste for 2-3 minutes and floss daily.



*Whitening* *Bonding*  
*Tooth-colored inlays/onlays*

*Create an even more dramatic impact. We can match your natural tooth enamel, tooth size, and shape, while cosmetically enhancing your smile...*

*Dental implants*  
*Veneers* *Crowns*

Whether you want your best milestone smile for a graduation, wedding, or The Big 4-0 - give us a call as soon as you can. You'll have your great new look in no time!



# Are You Symptom Free?

Are you ready for biology's next revolution? *The Human Oral Microbiome Database* has been created to provide scientists with comprehensive information on oral microbes. That's good news for you because gum disease is no minor infection. It can change your appearance, your ability to eat, your social life, and your general health. It has been called the *silent disease* because you can have it and be symptom-free. Being young is no protection.

Learn how  
to avoid  
the Silent  
Disease

## Here are some more facts you need to know...

- Up to 30% of people may be genetically susceptible to gum disease and six times more likely to develop periodontitis, its most serious form.
- Periodontitis is the leading cause of tooth loss among adults. It can destroy jawbone and supporting tissues as well as your appearance.
- Unnatural-looking indentations left by missing teeth and bone loss can compromise the esthetics of replacement teeth.
- Research has linked gum disease to other health problems including heart disease and stroke, respiratory diseases, cancers, osteoporosis, diabetes, and complications during pregnancy.
- Surveyed U.S. dentists say gum disease is a more pressing oral health concern than tooth decay by a 2-to-1 margin.

Millions of people don't know  
they have gum disease.

**Could you be one of them?** Stay as healthy as you feel by keeping up with your home care routines and maintaining your regular appointments. It could give you a revolutionary advantage.

## De-Escalate!

### Reclaim your world

It's a wonderful world we live in. Yet the excitement and challenges of even the best things in life can create tension. Teeth clenching and grinding are common symptoms of stress which over time can escalate into Temporomandibular Disorder (TMD), a painful problem of the jaw joints. Of course, dentistry can provide relief with oral appliance therapy, but a strategy for self-care will help keep you at ease for the long term.

Martial arts for relaxation? Absolutely. **Aikido**, **Tai Chi**, and **Qi Gong** combine meditation and movement to improve posture, balance, coordination, endurance, and flexibility.

**Yoga** is popular, very do-able, and doesn't require special equipment.

Proper breathing, exercise, relaxation, diet, positive thinking, and meditation are tried and true. TMD is *all* about taking the pressure off.

## 4 Your Health

Too much information! Hardly a day goes by without yet another announcement about lifestyle, health, and longevity. Sifting through the pieces may make it seem complicated, but apparently it's simpler than we think. Researchers say that by combining the following four modest and achievable lifestyle changes, you could prolong your life by 14 years.

- 1** Give up smoking. You could gain an 80% improvement in health. Smoking has been linked to gum disease as well as oral and other cancers.
- 2** Eat five fruits and vegetables daily for a healthy mouth and body.
- 3** Keep active for cardiovascular health, strong bones, and stress relief.
- 4** Drink moderately. Alcohol has been linked to oral cancer, especially when combined with tobacco.

Fourteen extra years of oral and overall health. That should keep you smiling!



# A Bright Clear Future

Technologies that may be right for you

## Invisalign® Keeps Your Secret

We're pleased 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!



## 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!

*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!*

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



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## officeinformation

### Dr. Jagruti Patel

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Suite 114A  
San Diego, CA 92130-2171

### Office Hours

Monday 7:00 am – 3:30 pm  
Tuesday 12:00 pm – 6:00 pm  
Wednesday 7:00 am – 3:30 pm  
Thursday 7:00 am – 3:30 pm  
Available for Emergencies - Friday, Saturday,  
& Sunday

### Contact Information

Office (858) 792-2511  
Fax (858) 792-4121

### Office Staff

Maria ..... Office Manager  
Charlene ..... Registered Dental Hygienist  
Liz ..... Registered Dental Assistant

*We love to treat Children and  
therefore have introduced late  
hours on Tuesday*



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## The Perio Connection!

### Calcium's secret

Research has confirmed the importance of calcium for your teeth and bones. According to a study published in the *Journal of Periodontology*, calcium deficiencies are also directly linked to periodontal (gum) disease, a leading cause of tooth loss.

Researchers discovered that people who consume less than the recommended daily amount of calcium are almost twice as likely to have periodontal disease, an infection caused by bacteria that accumulate between the teeth and gums. About 75% of people don't meet their daily calcium needs.

Dairy products such as milk, cheese, yogurt, and ice cream are the best sources of calcium. Other good sources include leafy green vegetables, canned sardines, salmon with edible bones, cereal, and tofu.

Your health care provider will help you determine your ideal calcium requirement.



**LEFT:** Without brushing and flossing, bacteria have the potential to damage your gums which could eventually lead to tooth loss.

**RIGHT:** Research has shown that we see teeth as whiter when they are surrounded by pink gums.