

Jared W. Ruminson, DDS

DENTAL • EXCELLENCE

• NEWSLETTER •



Produced to improve **Your** dental health and awareness

Winter 2007/2008

fromthedentist

Welcome To Our Newsletter

Welcome to the very first issue of *Dental Excellence*, a newsletter designed to keep you on top of new ideas and concepts in the field of cosmetic dentistry, dental health and education. Over the next few issues we will bring you information on areas such as whitening, veneers, implants, dental bonding, and many other topics where cosmetic dentistry has made terrific advances over the last few years. We will bring you information on technology and updates that are particular to our practice, of which you are the most important part.



Please mention to us any topics that you would like to read about in a future issue. And if you happen to receive two issues of our newsletter, please share one with a friend who you feel might benefit from the services and care that we provide.

Yours in good dental health,

Dr. Jared W. Ruminson

turnthepage

You can get the look of luck!

Make a connection!

Guilt-free habits to keep!

The Next Generation

Cerec 3D™ smile restoration technology

We're very proud to offer you *Cerec 3D™*, the latest generation of *Cerec™*, the world's most advanced dental restoration system. With it we can manufacture lifelike porcelain crowns, veneers, inlays, and fillings right here in our office. Previously, these types of tooth reconstruction required at least two or three appointments. Now, entire procedures take place in only one office visit.

Cerec 3D uses Computer Aided Design/Computer Aided Manufacturing (CAD/CAM) technology that allows us to obtain a full 360° perspective of your mouth, take an accurate three-dimensional picture of the damaged tooth, then transfer it to a color computer screen. No more impression goop!

Our ability to design your restoration is optimized by the realistic 3D CAD program images. The CAM program accurately and precisely mills the restoration while we monitor the process. Our final step is to bond your finished restoration in place. All in one visit... without temporaries!

The strong ceramic material is matched to your tooth color, translucent



like natural enamel, and biocompatible. Because it is unaffected by heat and cold, you'll be able to enjoy hot and cold treats without sensitivity.

No goop ... no temporaries... no metal ... no waiting. Cerec 3D is completely reliable. Worldwide over six million Cerec restorations have been placed: that's one every twenty seconds for nearly twenty years.

Cerec 3D could transform your smile! Please call for a consultation.



Wishing You And Your Family A Happy Holiday Season From Dr. Ruminson's Office



Thank you for all your referrals - we appreciate them!



Fight Oral Cancer

Is that a piece of food caught in your teeth? *Made you look!* And a good thing too. Sometimes patients are so nervous about what they'll find – especially oral cancer – that they just don't want to see. But visual monitoring is essential for early cancer detection. It's important that you check your mouth and 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.

Show & tell

With early detection, most oral cancer can be cured, yet 70% are identified at an advanced stage. That's why we always check your tongue, lips, cheek lining, and gums at every regular visit.

Screening for oral cancer is a team effort. We rely on you ... and you know you can count on us.

Success! What's *luck* got to do with it?

Lucky people smile twice as often and engage in more eye contact than unlucky people do. According to scientists, this leads to more social engagements, which in turn generates more chances for positive experiences. Cosmetic dentistry can give you the confidence to smile more ... maybe that's all the luck you need!

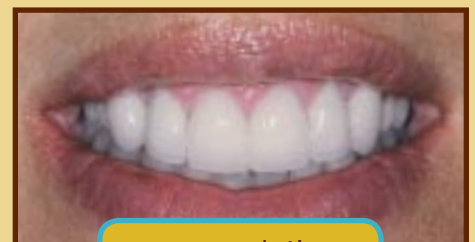
Whether you're looking to network socially or professionally, here are some cosmetic options...

- **Sparkle-up your smile** with teeth whitening. If you're considering

cosmetic dentistry for the first time, this simple procedure can produce striking confidence-building results.

- **Illuminate the shadows** with white fillings. Replace dark, older fillings with new natural-looking materials that can be matched to your enamel.
- **Generate a younger, more attractive smile** with bonding or veneers which offer value-added benefits! They can cover the deepest stains, repair cracks, chips, and rough edges, plus disguise gaps, re-proportion, and balance the appearance of your smile without braces.

- **Add strength and beauty** to your smile with natural-looking crowns. If your teeth have been weakened by root canal therapy, multiple fillings, or trauma, porcelain crowns will restore strength and improve appearance.
- **Create a more balanced and symmetrical gumline** with veneers or gum sculpting. Whether your gums have begun to recede or you have been longing to reveal the beautiful enamel under too much gum, we have a technique that will work for you.



crowns & veneers

veneers

gum sculpting & veneers

IN A HEARTBEAT

Prevent periodontal disease

Periodontal or gum disease has been called the *Silent Disease* because initially there are no symptoms. If your gums are red, sometimes bleed when you brush, feel tender, or look swollen ... these are symptoms of periodontal disease. If your mouth tastes unpleasant ... that's another symptom. If your gums have receded... you may have had gum disease for some time. Receding gums, and bone and tooth loss, are unattractive alternatives to healthy gums. But there's more at stake! Gum disease has been linked to cardiovascular and other systemic diseases.

👉 **Studies have found oral bacteria from gum infections in arterial plaque, and have also shown that therapy for periodontal disease lessens inflammation throughout the body.**

👉 **Poor oral health has been identified as a stronger predictor of heart disease than other risk factors such as low levels of good cholesterol, high levels of a clotting agent, and high levels of certain fats in the bloodstream.**

👉 **Long-term and short-term studies continue to clarify the links between oral bacteria, inflammation, and systemic diseases.**

The Surgeon General in his *Report on Oral Health in America* said that the mouth is the gateway to the body, that you cannot be healthy without oral health, and that oral and general health are inseparable. Together, we can prevent and sometimes reverse gum disease. Brush, floss, and keep regular preventive, diagnostic, and maintenance dental appointments.

Sjogren's Syndrome?

Saliva has been called the barometer of the body. Among many things, it can reveal cavity and gum disease risk factors. For some individuals, like those with *Sjogren's Syndrome*, it's the lack of saliva that creates challenges and discomfort when speaking, eating, and swallowing.

Sjogren's Syndrome is an autoimmune disease caused by inflammation in the glands of the body. Inflammation of the salivary glands can lead to mouth dryness which can lead to swallowing difficulties, dental decay, gum disease, and mouth sores. While Sjogren's Syndrome appears to be inherited, about 20% of adults experience *xerostomia* – or dry mouth – that can be triggered by more than 650 drugs and several diseases, and which appears in some menopausal women. Are you one of the 20%? Let us help.

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Great Habits...

Will keep your smile happy!

You know that excessive sweets and big second helpings aren't good for you. Neither are dental cavities. If you really have a sweet tooth, try to remember that cavities don't respect age or attitude... only good habits. Once you get into a routine, you may not need to worry about cavities again!

- 1 **Brush** at least twice a day – to remove food and plaque film from your teeth, gums, and tongue.
- 2 **Floss** once a day – to remove the plaque film from between your teeth where your toothbrush can't reach.
- 3 **Rinse** – plain water can be a great help after snacks or meals when you simply can't brush. It helps saliva, your natural buffer, to keep cavity-causing bacteria to a minimum.
- 4 **Visit us** – your dental team – regularly. Prevention is the best way to keep cavities away.



No Need To Wait...

When there are Lumineers in your future!

tooth enamel. As if that weren't enough, in most cases, your new smile can be created in only one or two dental visits. These revolutionary cosmetic veneers have been clinically proven to last for 18-20 years.

Why is this so important? A beautiful smile has become the new social barometer for many people today. A smile is the first thing people notice when they meet you – before they notice your eyes! An independent study revealed:

Most attractive smile characteristics?

- ◆ Straightness
- ◆ Whiteness and color of teeth
- ◆ Cleanliness of teeth

Least attractive smile characteristics?

- ◆ Discolored, yellow, or stained teeth
- ◆ Missing teeth
- ◆ Crooked teeth

Lumineers are the veneers of choice. They can give you the smile you've always dreamed of: a smile that looks clean, healthy, straight – and even

glamorous. Dr. Ruminson has recently been trained and certified to become a qualified Lumineers dentist. So if you've been waiting to try veneers, don't wait any longer. Please call today to see if you are a candidate.



For centuries, porcelain has been used extensively by artists. In the last few years, porcelain veneers – some as thin as contact lenses – have become the technique of choice for treating discolored, chipped, or stained front teeth. In some cases, veneers can even replace traditional braces. Lumineers™ by Cerinate® Porcelain are unique because for most patients, there is no discomfort, no needle, no drilling ... and no loss of

Dentistry In Cyberspace

Our new website

As part of our continued commitment to communicate with our patients, we are happy to announce our new Internet web site. The address is www.DrRuminson.com. In addition to helping us with our continuing education, the Internet will provide another medium in which we can discuss dental health and answer any of your questions. At our web site you can view various articles on dental health and new technologies and send us email. Feel free to comment or ask questions about any of our services via email. You can access our email from the web site or email us directly at frontoffice@DrRuminson.com. We'll get back to you as soon as we can.



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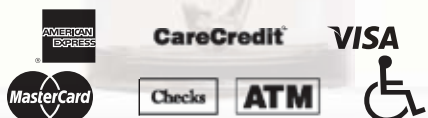
Mon-Thu 8:00 am – 5:00 pm
12-1 closed for lunch

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Leading-Edge Laser

We are excited about the positive effects of the *Odyssey® Diode Laser*– our new patient-friendly diode laser! It provides you with comfortable, preventive, minimally invasive treatment options and benefits including:

- bacteria reduction –between the teeth, in gingival pockets, and under the gumline;
- elimination of bacteria that could otherwise interfere with the long-term outcome of root canal treatment;
- painless removal of cankers and relief from denture sores;
- recontouring a “too gummy” smile to expose beautiful enamel hidden by too much gingival (gum) tissue;
- virtually no discomfort.

A laser produces and amplifies light, and the *Odyssey® Diode Laser* wavelength has been precisely calibrated for minimally invasive, preventive, soft-tissue applications. This leading-edge technology is just one more way that we're making your visits more comfortable while increasing the level of care we provide.