

EL DORADO HILLS COSMETIC & IMPLANT DENTISTRY

COSMETIC • FAMILY • IMPLANTS • LUMINEERS™ • INVISALIGN® • WHITENING • LASER • CEREC® • TMJ • RECONSTRUCTIVE • GENERAL • SPORTS

JARED W. RUMINSON, DDS

DENTAL • EXCELLENCE

• NEWSLETTER •



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

Winter 2008/2009

fromthedentist

Our Sincere Greetings

To our most valued

Peace, hope, and joy are sentiments that can never be expressed often enough. Another is



our heartfelt gratitude to you, our patients, who have made the growth of our thriving practice possible through your loyalty and friendship.

It's truly astonishing to think how quickly yet another holiday season has arrived. Before we all get too caught up in what seems like an endless flurry of activity, we'd like to take a moment to reflect on the year that has just passed. There's no doubt in the minds or hearts of our team that the bonds of friendship and trust we share with our practice family make everything easier.

We are honored by your ongoing loyalty and patronage and look forward to sharing another year with you.

Wishing you a safe, healthy, and happy holiday,

Dr. Jared W. Ruminson & Team

Yes! We Will!

Answers to core questions

Here's how we answer the top three questions that the people you refer to our practice like to ask us...

Will you take time to provide personal attention to me? Yes. We pride ourselves in creating a warm, supportive atmosphere and building trusting relationships.

Will you provide instruction and explain preventive and home care techniques? Yes. We are committed to preventive care. The best patient is an informed patient.

Will you provide fee and payment plan information before treatment? Yes. We'll also help you prioritize treatment that's essential, can be phased, or is elective.

*'Tis the season for brushing and flossing.
We wish you Happy Healthy Holidays.*

Tell Us...

What do you think?

When it comes to oral health, your teeth can tell us a lot about what's right and what wants more attention. But patient needs often have to do with matters that we can't detect on radiographs or during examinations.

Your visit starts the moment you walk in the door, so it matters to us that you feel welcome and that you are happy with our care. What do you think about our staff, office environment, treatment, pricing, educational information, referrals, and scheduling? What would you like us to change?

We're constantly trying to upgrade care and improve our services. Please let us know how we are doing. Next time you come in for a checkup and we ask you to open wide ... tell us what you think. When it comes to your mouth, we're all ears! Please see our *patient comment cards* and *expect the best cards* in the patient reception room.

Thoughts On The Importance Of Smiling:

Three quarters of adults believe that an unattractive smile can hurt a person's chance for career success.

We sincerely appreciate you, your smiles, and your referrals of family and friends. Thank you for your trust and confidence in us!

More Power To You

Make the right connections ... and smile!

Homophily is the natural tendency of people to associate and bond more strongly with people who are similar to them. So what can we do to help you connect with all those *other* beautiful people? Well, according to research, a cosmetically enhanced smile will make you appear more attractive and popular with the opposite sex, as well as more intelligent, interesting, successful, and wealthy!

Together, we can choose cosmetic options that will enhance your natural smile foundation and make your smile sing out success! We can...

- Brighten your teeth with whitening, bonding, or porcelain veneers.
 - Rebuild chips and cracks and close gaps that make you self-conscious.
 - Straighten and even out the appearance of crooked, crowded teeth.
 - Reproportion tooth shape, length, and width to ideally balance your features.
 - Recontour an uneven or too high/low gumline.
 - Correct a receding gumline that exposes roots and makes your teeth look longer - and you look older.
 - Widen your smile to fill in the gaps at the corners of your mouth.
 - Diminish lip lines and make your lips appear fuller by adding volume.
- And there's even more that we can do...
- We can maximize the dramatic impact of whichever cosmetic procedure you choose. How? By helping you achieve clean teeth and pink healthy gums with a strong supporting bone structure.

Nothing makes a connection better than optimal oral health and a high-powered smile.



crowns & veneers

Brighten



gum sculpting & veneers



Reproportion



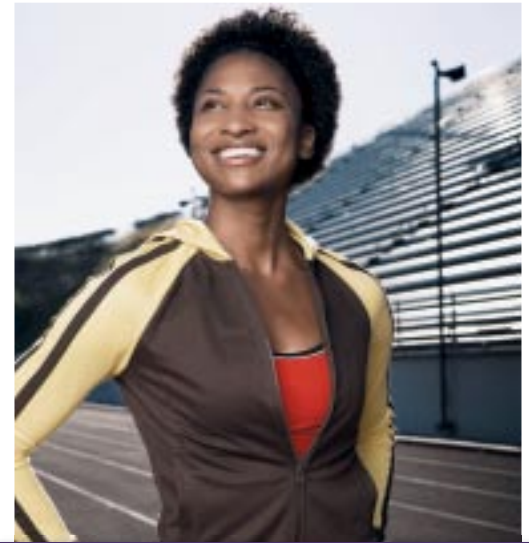
orthodontics & veneers



Straighten



A Crown F



Take Heart! & Save your smile

In the earliest stage of gum disease, you won't even know you have it. Early on, it's reversible with home care and regular dental treatment, but in later stages it can lead to tooth loss and only professional dental intervention can help. Studies have linked gum disease and cardiovascular diseases and stroke - the number-one killers of men *and* women.

Stay fit and keep your mouth *and* heart healthy!

- Exercise regularly to increase blood flow, strengthen your heart, control your weight, stress, and risk of high blood pressure, cholesterol, and diabetes.
- Eat fruits, whole grains, vegetables, low-fat dairy products, and sources of protein, legumes, and Omega-3 fatty acids.
- Don't use tobacco, a risk factor for oral cancer, tooth loss, and heart disease.
- Get regular medical and oral health screenings.
- Keep smiling!



For All Reasons

Prevent...
Protect...
Impress!



For many people, appearance is *the* greatest inducement to sustaining oral health. Who among us does not want to make a great first impression at a job interview, look fabulous in photos, and shine at significant moments like weddings? Beautiful crowns can help you do all that and more. They are the most popular restoration not only because they can create a natural-looking improved appearance for discolored, misshapen, or missing teeth, but because they prevent and protect to save smiles!

Crowns can...

- Prevent a cracked tooth from getting worse;
- Strengthen and halt further damage to a broken tooth, either...
 - one that has undergone root canal therapy or
 - one with a large filling or fillings.

In fact, when your custom dental crown is created, it becomes your tooth's new outer surface. Technicians incorporate precise measurements to suit your bite, jaw movements, and anatomy. Durable metal or metal camouflaged with white porcelain can be used, and all-porcelain materials can exactly match your smile's enamel.

Attaching multiple crowns to a natural-looking bridge is an excellent technique for replacing several missing teeth. It can prevent drifting teeth, challenges to eating and speaking, and increased risk for tooth decay and gum disease.

And the bonus: avoid the premature wrinkles and age lines that may accompany an altered bite. Your smile will look even more attractive!



Modern crowns & veneers turn a smile into ... a SMILE!

Where does your smile rate on our whiteness scale?



5 THINGS about teeth whitening

1. *Not all of your natural tooth enamel is the same color...*

- your front teeth are usually whitest
- molars tend to be in-between
- eye teeth are commonly darkest

2. *Discoloration can be caused by:*

- coffee, tea, red wine, colas, or tobacco
- heredity
- illness and medications
- ageing

3. *Structural changes occur over the life of your teeth and affect their whiteness...*

- young teeth are whiter and usually have a highly opalescent enamel with milky brightness
- older teeth are darker with a more translucent, thinner enamel and a grayish appearance

4. *People perceive teeth as whiter and more attractive when they are contrasted against pink, healthy gums.*

5. *We don't add whitening to your teeth - we remove stains to brighten your teeth enamel by up to eight shades!*

Bollyfood

It's hot, hot, hot!

The whole world is charmed by the flamboyant extravaganzas produced by Bollywood, India's unique counterpart to the Hollywood film industry. Another cultural export, famous Indian curry dishes, aren't merely gorgeous, aromatic, and appetizing. It seems they have the potential to improve your oral and overall health.

Turmeric, a yellow spice that gives Indian curry powder its distinctive color, contains a compound that appears to relieve or suppress Alzheimer's symptoms.

Curcumin, an antioxidant known to benefit periodontal health, also found in turmeric, has been shown to help prevent tumors.

Curry leaves, common in South Asian cooking, release fragrant essential oils when chewed or combined with water. They are an ingredient in some mouthwashes and can help to reduce caries and chronic bad breath.

Want to spice it up a bit? Explore your Asian grocery!

Staff Team Members In The Spotlight

Nusha, with her warm and welcoming smile, looks forward to serving her patients as a Registered Dental Hygienist. She has worked with *Dr. Ruminson* over the past four years. Nusha has worked in the field of dentistry as a R.D.H. for over ten years. She is committed to giving her patients excellent dental hygiene care and treatment. Nusha enjoys educating and motivating her patients to personally strive for better oral health care. Her favorite aspects of dentistry are "I love to see the end result and beautiful smile." Nusha's specific focus in dentistry is "getting people into better oral health and educating patients about their oral health."



Nusha

Angela enjoys working with her patients as a Registered Dental

Assistant. Her smile shows her enthusiasm in giving you exceptional quality of care before, during and after your treatment. Angela has worked alongside *Dr. Ruminson* for over a year and a half. She has been a R.D.A. for the past ten years and worked in the dental field two years prior to that.



Angela

Angela's favorite aspects of dentistry are "seeing how a patient reacts to

a positive result", and "making patients feel comfortable about being in the dental office". Her specific focus in dentistry is "making temporary crowns, in-office bleaching treatments, and spending one-on-one time with patients." Angela enjoys spending time with her husband, dog and family. She enjoys bike riding and the outdoors. Angela says "since moving from the Bay Area to Folsom, they love this welcoming area."

What's Happening?

In September, we ventured to Lake Tahoe for our annual staff and family weekend. The weather was nice as we played on the beach, with sand volleyball, scavenger hunt, laughter, and good food included.



In October, our office was visited by 30+ kids from the Teddy Bear Inn Preschool & Childcare Center. Their teacher – our patient, Barbie Brilliant, was dressed in her Winnie the Pooh suit and the kids were adorable in their costumes. Dr. Ruminson enjoyed handing out special Halloween goodie bags and toothpaste! He reminded them to brush and floss every day to keep the "cavity bugs" away!

office information

**EL DORADO HILLS
COSMETIC & IMPLANT DENTISTRY**

Jared W. Ruminson, DDS
993 Governor Drive, Suite 104
El Dorado Hills, CA 95762

Office Hours

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

Contact Information

Office (916) 941-1515
Email info@EDHdentist.com
Website www.EDHdentist.com

Office Staff

Chere'..... Patient Care Coordinator
Michelle..... Patient Care Coordinator
NushaDental Hygienist/RDH
TeresaDental Hygienist/RDH
JulieDental Hygienist/RDH
Angela Dental Assistant/RDA
Holly Dental Assistant/RDA



Patient Appreciation...

A patient referral is the highest compliment you can pay us. A personal recommendation from a friend is the most credible form of advertising.

We'd like to show our appreciation for your trust. For each person who stops by our office in the months of February and March, to fill out a Patient Appreciation Card, we will enter your name into a draw for Whitening Trays with a Take Home Bleaching Kit (a \$350+ value) or a Triumph Smart Guide Electric Toothbrush System (\$120 value).

Thank you...

If you're thinking of telling someone about our office, pick up a couple of our business cards, write your name on the back and pass them out to friends or business colleagues who you feel might enjoy the benefits of this office. When your referral comes in for their new patient appointment, we'll reward you for your positive word of mouth.