

dr **AZIMI** DDS

modern dentistry. downtown las vegas.



Produced to improve your dental health and awareness

Winter 2010

fromthedentist

Best Wishes
Thanks for 2009

As we look ahead to 2010, I would like to thank each of you for your continued loyalty over the past year. I speak for everyone in our practice in telling you how much we appreciate and enjoy your visits. We always enjoy hearing your news about family activities and personal experiences. We hope you look forward to those visits too.

Your oral health is our first priority and we are committed to providing a comfortable, friendly environment so that you, our patients, enjoy a relaxed, positive experience.

We wish you and your family good health for 2010 and look forward to seeing you in this New Year.

Here's to a great 2010!

Dr. Afshin Azimi

Invisalign Special

It's the virtually invisible way to straighten your teeth with braces.

\$500 Off!

Offer expires May 31st, 2010.

An Ounce Of Prevention

Good oral health will save you money

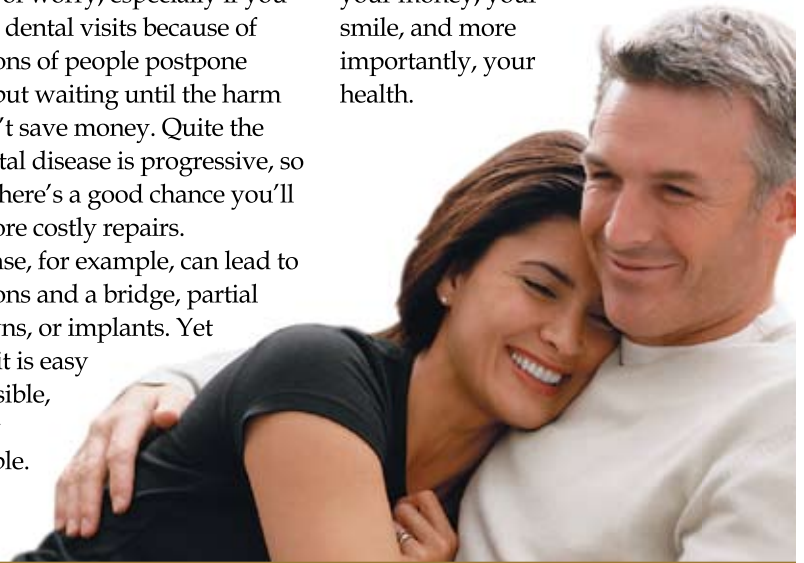
There's an old adage that a penny saved is a penny earned and in the current economy, that saying is truer than ever. Saving money is hard work and it does happen one penny at a time. But like most apparently simple observations, this one has its complications. Sometimes cutting back to save money just means paying out more of your hard-earned dollars down the road.

Concern about potential costs creates an extra layer of worry, especially if you already avoid dental visits because of anxiety. Millions of people postpone dental visits, but waiting until the harm is done doesn't save money. Quite the contrary. Dental disease is progressive, so if you delay, there's a good chance you'll incur even more costly repairs.

Gum disease, for example, can lead to tooth extractions and a bridge, partial denture, crowns, or implants. Yet caught early, it is easy to treat, reversible, and definitely more affordable.

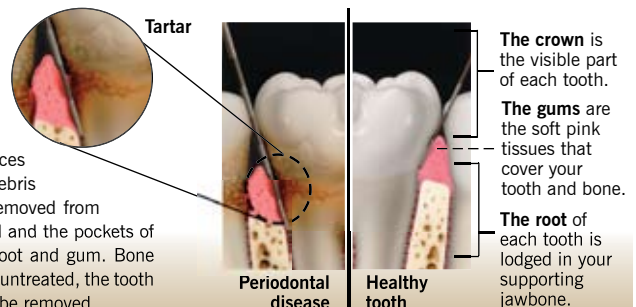
Not only that, but the links to gum disease and systemic illnesses are strong and may include heart disease, diabetes, respiratory diseases, cancers, and a host of inflammatory disorders including arthritis.

Whether you're thinking about putting off your dental appointment because of the economy or because you're fearful about visiting the dentist, we're here to listen and to help you. The choices you make today will save your money, your smile, and more importantly, your health.



Periodontal Disease vs Healthy Tooth & Gums

Gingival pockets are the small spaces between your teeth and gums where debris collects. If plaque and tartar aren't removed from these pockets, gums become inflamed and the pockets of bacteria extend deeply between the root and gum. Bone and gum tissues deteriorate and, if left untreated, the tooth becomes loose and falls out or has to be removed.



Laugh ... you never know who's falling in love with your smile!

PROJECT SMILE POWER

Which of these strategies would you pick?

If the conspicuous black triangles that have opened up between your teeth are closing down your smile, it's time to take some bold action. Whether your gums have receded due to gum disease, brushing too hard, or tooth loss that your ageing restorations just can't hide, designer dentistry can open the door to a younger, revitalized – and smiling – you.

Here are some leading-edge cosmetic solutions we can provide.

Restore gums that have receded and prematurely aged your appearance. When the gums draw back, your teeth can appear much longer. Once exposed, sensitive root surfaces are susceptible to caries and can turn hot or cold foods and drinks into an endurance test. With time,

your teeth can loosen because as the gum recedes, so does the supporting bone.

Prevent or **Camouflage** visibly sunken gums caused by missing teeth. This unsightly outcome of gum and bone loss can be apparent around the edges of your older restorations. Replace them with modern, natural-looking crowns, bridges, or permanent implants that prevent bone loss as well as rejuvenate your appearance.

Sculpt your smile to make short teeth look longer and create symmetry in an uneven gumline. You may have perfectly healthy gums and teeth, but the radiance of your smile can be overshadowed by an excessive or uneven amount of gum tissue that can be permanently corrected.



Plugged In Or Unplugged

Which are you?

1. Electric toothbrushes with timers can help you to brush as long as you should (2 or 3 minutes).
2. Electric brushes with pressure sensors signal to prevent you from brushing too hard.
3. Whether you use a manual or electric toothbrush, you need to be gentle with your gums.
4. The ideal manual brush has soft rounded-tip nylon bristles.
5. Hard and medium bristles can cause irreversible damage to the gums which can lead to receding gumlines and exposed roots.
6. Worn bristles clean about 30% less effectively and provide a breeding ground for bacteria.
7. Replace your toothbrush every 2 or 3 months.
8. Remember, neither manual nor electric brushes can replace flossing.
9. The **most** important part of home dental care is **regular brushing** with *your* preferred toothbrush, combined with daily flossing.

STEP UP TO THE WINNER'S CIRCLE!



Winner Takes All!

Turn dreary into dramatic

You've stepped out of your comfort zone – now step up to the winner's circle! You've been challenging yourself to improve, to take better care of your health and your appearance, and now it's all about the possibilities. Whitening, bonding, and veneers can add sizzle to your smile and fortify your renewed and well-earned confidence.

After all, it only makes sense – the more life you live, the more your smile does! Enamel tends to darken and yellow over time, particularly if you...

- consume coffee, tea, red wine, or dark fruits and juices;
- use tobacco products.

Take charge again...

Brighten your teeth by up to eight shades quickly, reliably, and safely.

Camouflage more serious staining with bonding and correct chips, gaps, and other smile flaws at the same time!

Say goodbye to old silver fillings with bonding materials matched to your enamel or with beautiful porcelain inlays or onlays.

Go even more dramatic with beautiful **natural-looking** porcelain veneers that can...

- Make your teeth stronger, **whiter**, and more resistant to plaque-causing bacteria;
- Restore **symmetry** and **proportion** to receded gums or re-sculpt the shape of your teeth;
- **Disguise** crowded or overlapped teeth without braces.

Victory is sooo sweet. You do deserve a reward today – call us for your cosmetic consultation.

Set Your Sights On Health

Easy does it!

Eco-gastronomy. Yummy. Tired of life in the fast lane and fast, fast food? **The Slow Food Movement** was created to counteract exactly that, in the belief that the food we eat should taste good and be produced in a clean, environmentally friendly way. Protecting the heritage of local foods, tradition, and culture means that pleasurable dining – along with oral and overall health – can be yours for the asking.

No wonder that today the Slow Food Movement has spread from Italy to 132 countries. Celebrations of gastronomic and biological diversity are held in exciting and exotic centers like Turin, Toronto, and San Francisco.

Whether you travel the world or visit your local Farmer's Market... *slow down*. See the sights. Savor the incredible aromas and flavors of just-ripe just-picked and oh-so-good-for-you slow foods.





Let's Get Motivated

Follow through - your smile is worth it

A lifetime of excellent oral and dental health is within the reach of most of us, even if we've had some history of neglecting our teeth. And perhaps the first and most important step we can take is to set realistic routines for at-home care of our oral health.

For a good home care program to work we need to find ways

to motivate ourselves to make certain we follow through. Certainly, understanding some of the consequences of oral health neglect can have a galvanizing effect. For example, research suggests that gum disease, which affects roughly three out of four adults, may be associated with increased health risks. Long term and short term studies have made associations between gum disease and stroke, heart disease, diabetes, and osteoporosis, just for starters. And knowing that paying just minutes of attention a day - brushing twice, and flossing once - will help you keep your own teeth all your life is a powerful incentive.

Healthy lifestyle choices can also be inspiring: exercise, good nutrition, and moderate alcohol intake are all important parts of our overall and oral health. Still, there really is no substitute for a strict smile regimen of cleaning, flossing, and rinsing, along with a program of regular dental checkups.

Give us a call, and let's get you started! The ultimate reward? Your own beautiful smile, greeting the world every day! ... Now there's motivation!

And The Winner Is... You!

Thanks, Babe!

Sports icon Babe Ruth was a humanitarian and pioneer in early cancer research. Suffering from a rare form of oral cancer, Ruth participated in a risky and experimental drug trial without promise of success. Thanks to volunteers like Ruth and the work of dedicated scientists, you can benefit from decades of accumulated knowledge about oral cancer...

42,000

new diagnoses of oral cancers and throat cancers annually

75%

head and neck cancers begin in the mouth

3

most common risk factors: tobacco, alcohol, & especially both together

25%

of oral cancers appear in non-smokers who have no other risk factors

60%

tongue cancer increase in adults younger than 40 years

80%

of diagnosed patients will survive with early diagnosis

5

minutes to receive a comprehensive oral cancer examination that could save your life

office information

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Office Hours

Monday 10:00 am - 7:00 pm
Tuesday 7:00 am - 3:00 pm
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Thursday 7:00 am - 3:00 pm
Friday 8:00 am - 3:00 pm*
*Every other Friday

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Accept Our Gratitude...

Thanks
For your referrals

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! As professionals, the real brass ring is knowing that our team is providing gentle, caring, and excellent dentistry to you and yours.

