

dr | AZIMI | DDS

modern dentistry. downtown las vegas.



Produced to improve your dental health and awareness

Winter 2009

fromthedentist

Dear Patients And Friends,

I have the best job in the world. Each day I am grateful for the opportunity to practice and teach dentistry. And I wouldn't be here without you, the patients and friends of Team Azimi. Thanks to each of you for supporting me, both in my former practice and this one.

I firmly believe each of us has a purpose and destiny. I feel privileged to share this journey with you and to be a part of your life. In the new year I plan to express my thanks more frequently and I'm starting with this letter of thanks to all those who have supported me in the past.

If you're unaware of the benefits of referring new patients to our office, please read the accompanying newsletter article regarding our generous referral policy. Also, we're sponsoring a contest right now for patients who refer new patients. Those who meet the guidelines will be entered into a drawing for a four-day, two-person Hawaii vacation!

We invite you to visit News.DrAzimi.com for a description of the current Hawaii vacation giveaway. Our newsroom also includes regular updates from Team Azimi.

Although the sluggish economy has caused all of us to tighten our belts, please don't ignore your dental health. We are more ready and capable than ever to provide you with personalized, professional dental services. We hope you won't let anything stand in the way of a beautiful, healthy smile.

Thank you for your continued support. We look forward to seeing you soon, welcoming your referrals and sending one of you to Hawaii early next year!

Sincerely,

Dr. Afshin Azimi

February's For Kids

National Children's Dental Health Month

In February, for over sixty years, dentists, parents, and children all across America observe National Children's Dental Health Month. This all began as a one-day event in Cleveland, Ohio on February 3rd, 1941, and the first national observance of Children's Dental Health Day was held on February 8th, 1949. It has since grown into a month-long celebration. Our message of the importance of oral health goes out to millions of children and adults in communities across the country, and includes such events as health fairs, dental office tours, and visits to the classroom by dentists and hygienists.

One of the reasons for this special annual event is that many people are still unaware of the important role early dental care plays in our children's overall health. We strongly recommend that parents take action early to ensure the health of their children's teeth because attitudes and habits established at an early age are critical in maintaining good oral health throughout life.

Please make sure we see your child within six months of the eruption of the first tooth, and certainly no later than the child's first birthday. Preventive care such as cleanings and fluoride treatments provide your child with "smile insurance" for a lifetime!

If you wish any further information on any aspect of your child's dental and oral health, please call us. We'd be happy to help in any way we can!



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

Set The Trend

Select your cosmetic veneer option

There's a definite trend among men who choose to revitalize their appearance in the competitive workplace. They're opting for non-surgical procedures that increase facial volume and require only minimal or no downtime. For many, veneers are the non-surgical cosmetic option of choice. Here's why.

When veneers are bonded to your teeth, they can be matched to both the color and natural contours of the rest of your smile, and you can...

- ▶ **Look younger** by adding volume to the lower third of your face and minimizing fine wrinkles.
- ▶ **Camouflage** exposed roots and restore esthetic proportions to your smile.
- ▶ **Close gaps** between your teeth.
- ▶ **Repair** chips and cracks.
- ▶ **Straighten** slightly crowded or overlapping teeth without braces.
- ▶ **Brighten** your teeth and cover even severely stained teeth.

Veneers are hand sculpted from beautiful ceramics by trained technicians. Built-in translucence mimics natural enamel and allows some of the inner light to shine through.

Veneers really are *super* natural! Once applied, they act as a shield for your teeth. Porcelain material is highly resistant to oral bacteria and to permanent staining from smoking, coffee, tea, and food.

Men and women who want to look more successful and more energized in *any* environment can enjoy the advantages of even, straighter-looking, whiter teeth!

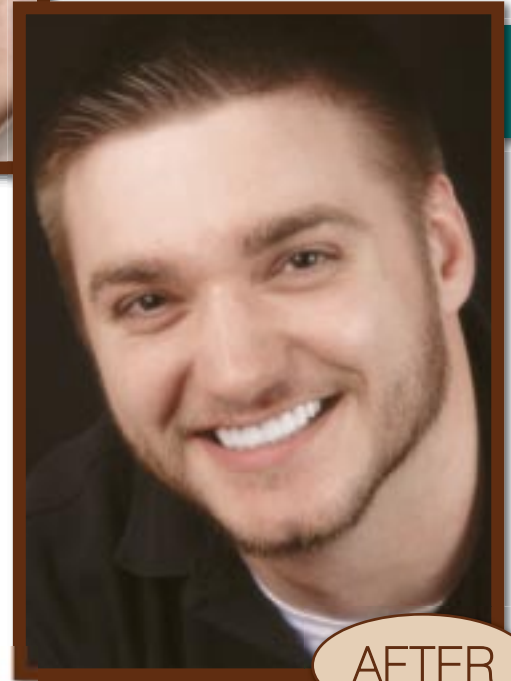
Please come and see us at our practice for a cosmetic veneer consultation.



BEFORE

look younger
close gaps
repair
straighten
brighten
camouflage

VENEERS



AFTER

Avoid Gum Disease

Here's how...

Chances are you will be affected by gum disease at some point in your lifetime. Initially it often appears without symptoms, but it is progressive and is the leading cause of tooth loss in adults. Furthermore, without treatment, bone loss in your jaw is inevitable and can alter your facial appearance, speech, and diet over time.

What We Can Do

Perform regular exams and cleanings to remove plaque, the disease-causing biofilm that builds up on your teeth and can harden into tartar.

Provide brushing and flossing instruction and explanations about your oral health needs.

What You Can Do

Schedule and keep regular dental examinations and cleanings to ensure the health of your smile! Remember, with early diagnosis, gum disease can be reversed!

Commit to a smile-saving routine of proper brushing, flossing, and healthy eating at home.





2 Quick Fixes Ready? Set. Go!

Your face is *the* most looked-at part of your body. And your mouth is the first feature that everyone looks at! Dramatically enhancing your smile can instantly lift your self-confidence, and you can even get transformative results over your lunch break.

These two tried and tested procedures will let you see a new you in no time and without invasive surgery...

Whitening - We can design and supervise whitening that may lighten your teeth by up to eight shades! Safe, reliable, and predictable teeth whitening technology may even remove stains caused by illness or medication.

White Bonding - We can cover the deepest stains by bonding material directly onto your teeth, and we can use it to replace older stained or silver fillings! Choose one technique or two ... it's up to you!

What's On Your Menu?

Smile savers!

Brushing and flossing to remove yellowing plaque is an essential strategy to keep your brightest smile. But for at least some of the time, start dining *white... and light!*

Add low-fat milk to sugar-free coffee or substitute with skinny lattes.

Swap black tea for green which has beneficial antioxidant properties.

Switch from stain-producing desserts like blueberry or cherry pie to fresh or baked apples, pears, or gooseberries.

Rethink soy and Worcestershire sauces and consider yogurt or trans-fat-free oils flavored with white vinegars, herbs, or garlic.

Replace red wine with white, and dark berry juices with light.

Avoid...

- hot and cold liquids that expand and contract tooth structure, creating fine lines and cracks into which stains can penetrate;
- regular consumption of acidic foods and drinks that can soften enamel and encourage staining.

Suit Yourself!

4 ways to restore your smile

You know, when even one of your teeth becomes severely damaged or is lost altogether, it can affect more than your appearance and self-confidence. With time, your speech can be affected and your food choices limited. That's why restorations including fillings, crowns, bridges, and implants were invented. They can restore natural-looking form and function.

Here's how restorations work.

A **filling** is a restoration that repairs part of a damaged tooth. When modern composite or ceramic materials are combined with precision techniques, fillings can fit and fill most types of cavities without removing large amounts of healthy enamel. And they can be color-matched to look completely natural.

A restoration that strengthens and protects the tooth is called a **crown** and you may have heard it called a cap because it actually caps the entire tooth.

A **bridge** is a combination of crowns and artificial teeth that closes a gap left by a missing tooth (or teeth), restoring your smile and redistributing the workload.

An **implant** is an artificial crown and root which is permanently implanted right into your jawbone. Once placed, it acts like a natural tooth to avoid bone loss and prevent drifting of surrounding teeth. Different implant types and techniques are available to provide individual solutions, from replacing one tooth to anchoring dentures securely.

Whatever your need, restorative treatments can save time, money, and your smile!

IMPLANT & VENEERS



COMPOSITE FILLINGS





Mercury & Moms-To-Be

FDA concerned about silver fillings

For several years, pregnant women have been cautioned about the dangers of eating fish with high levels of mercury. Mercury readily passes the placental barrier and concentrates in the red blood cells of the fetus. At birth, infants are also susceptible to mercury exposure through breast milk.

Now the Food and Drug Administration (FDA) is concerned about mercury found in amalgam (silver-colored) dental fillings, saying the mercury may have neurotoxic effects on the nervous systems of developing children and fetuses. While the American Dental Association (ADA) believes amalgam fillings remain safe for patients based on many

fillings, to be completed by mid-year 2009.

When amalgams are placed in or removed from teeth, they release mercury vapor; mercury vapor is also released through chewing. If you're interested in exploring the alternatives to dental amalgams, we'd be pleased to talk with you about composite fillings that resemble the natural tooth color.

Until the FDA report is completed, we encourage all of our pregnant patients to continue to see us and discuss options with us. Remember that dental care is particularly important during pregnancy because gingivitis and other oral health problems may be linked to pregnancy complications. We'll keep you posted as information is available.

And in the meanwhile, if you are expecting, be sure to get lots of sleep now... Life will soon be a little different!



government studies and scientific reviews, the FDA is conducting a review of mercury contained in

officeinformation

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Office Hours

Monday 10:00 am – 7:00 pm
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Friday 8:00 am – 3:00 pm*
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Referral Rewards

...Including Hawaii!



It is with great delight that we remind you about our terrific Referral Rewards Program and Promotion. As you know, our whole Dr. Azimi team is committed to helping you achieve optimal health through wellness check-ups and excellent dental care. And, we are honored each time you entrust our team with the care of your family and friends.

Our Referral Program

To show our sincere appreciation – when you refer new patients you will receive:
A \$35 gift toward Azimi dental services to be used as desired for services (not products)

A \$20 gift card – usually to Starbuck's, but you can let us know if you'd prefer something else.

That's \$55 to you, to thank you for your vote of confidence in our team.

And there's more ... *Hawaii!*

Our Referral Promotion

Simply refer eight new patients over the age of 17 between now and March 15th, 2009 and you'll be entered into our drawing for a **two-person Hawaii vacation!** Winter never looked so good. You'll receive two round-trip tickets between Las Vegas and Hawaii and one room accommodation for four days/three nights at a luxury Hawaiian resort. *Details are posted at DrAzimi.com.*

Just send us two new adult patients each month – November through March – and you could be on your way to luau heaven before it starts heating up in Las Vegas!

We would love to thank you in this special way.