



Word Of Mouth

By Dr. Rolando Cibischino



Produced for the Patients of Dr. Rolando Cibischino

Fall 2011

from the dentist

Welcome to the cool breezes of the fall. I hope everyone had a great summer but I know many of you experienced some hardship in the aftermath of Irene. I know we were able to help some of you but if anyone in our family of patients needs help, please call our office and we will do our best. I keep you all in my prayers.

We set up our new website, I hope everyone was able to log on and check it out. I have been involved with study clubs that have lately concentrated on temporomandibular dysfunction and its treatments. There are eight of us from around the country that have been meeting regularly. It has been very enlightening, to say the least. I was also involved in Pankey Access Days where we went to Elizabeth, NJ to treat the poor. That was sad and uplifting at the same time.

My wife and I are officially Empty Nesters as our boys are in Florida (Marco), Philadelphia (Matthew) and Pittsburgh (Brett). We are excited to enter into our second phase of life.

I want to take this opportunity to thank all of you for being part of my family of patients. I strive to listen to your concerns and give each and every one of you the best treatment there is. I appreciate the trust you have given me and my team. If you know of anyone that can benefit from our care, please tell them about us.

See you all soon,
Dr. C

turn the page

Do you have *Hourglass Syndrome*?

The Fountain of Youth ... is here!

Workout for your tastebuds!

A Time To Give Thanks

Don't Fall Behind!

Use your benefits

We know that by now, you understand that any advice we give to you is out of genuine concern for your well-being. Whether we recommend a treatment plan, suggest a lifestyle change, or encourage you to use up your annual insurance benefits, our sole motive is to help you achieve optimal oral health.

As we get further into the year, time starts to run out for you to make the most of your insurance before it expires on December 31st. We will start to remind you more often as the days pass, but only because we don't want you to lose valuable benefits which won't carry over to next year.

Please take a moment to check your remaining insurance benefits ... then book an appointment to make the most of them!



Visit us at www.smilebeautification.com

Tick Tock

Forget the clock!

Even things that are supposed to simplify life, like computers, can become a source of anxiety. One survey team coined the phrase *Hourglass Syndrome* to describe the frustration participants reported while watching the little hourglass icon spin. You know - as you wait ...and wait ... and wait for the connection.

When you experience frustration you could be grinding your teeth and clamping your jaws without realizing it. That can wear down your teeth, place stress on your gums, create aching jaws, and even headaches that seem unrelated.

No matter what it is that gets you going, try to get in touch with your unique signs and symptoms. That way you'll know better when it's time to de-stress, and you'll feel better in no time!



Look Younger Without Surgery!

Ask us about your dental facelift options



One of the things we are seeing more often is patients choosing dentistry as a non-surgical alternative to a face-lift. It's a great option and it's one that can produce excellent results whether you're a mature adult who requires more volume to soften wrinkles, or a younger person whose appearance is prematurely aged because teeth have worn down from grinding and clenching, or from bone loss due to gum disease, for example. The secret is to select the right cosmetic techniques to reshape and re-proportion the face, rather than just focusing on the mouth.

Veneers made from bonding materials and ceramics can be applied to the teeth to do more than mask enamel stains, cracks, and fill small gaps. They can also create greater facial volume and add length which can open up your bite, making you look instantly younger.

Crowns made from natural-looking materials to match your own tooth enamel can protect and strengthen teeth and fill in gaps from tooth loss. Combining them with permanent dental implants and crown-and-bridge restorations can create a more youthful esthetic and proportion to your face.

Cosmetic Dentistry:

The non-surgical alternative to a facelift!

The results of a smile makeover can help you look significantly younger ...without undergoing plastic surgery. If you think you might be interested, we'd be happy to talk to you about your smile and show you options we think will work for you.

Smiles That Go Miles

Home and pro care

A healthy beautiful smile is one of your best assets. It tells people you are conscientious, approachable, and responsible. And frankly, it ramps up your “attractive quotient.” Isn’t it a relief that keeping your smile clean and healthy takes so little daily effort and just a small portion of your personal home care budget? You know the at-home routine: brush at least twice a day, floss every day, eat sensibly, don’t smoke, exercise, and get sufficient sleep. Easy.

By having your teeth professionally cleaned by us at least every six months, you give us the opportunity to keep abreast of your oral health – preventing, detecting, and remedying a number of unwelcomed and harmful conditions such as gum disease, halitosis, cavities, cancer, and even perhaps identifying systemic disease that may be reflected orally. Plus fresh professionally polished teeth. Beautiful.

VIVACIOUS VENEERS

Once we’ve decided together that cosmetic veneers are the best option for you, the fun begins! In addition to your great new look, we’ll take into consideration your face shape and the proportions and symmetry of your face and smile.

We’ll look at these elements...

- overall dimensions of your face
- midline position of your teeth relative to the midline of your lips and face
- position and fullness of your lips
- tilt, angle, and curves of your teeth
- color of your teeth enamel
- contours of your gumline.

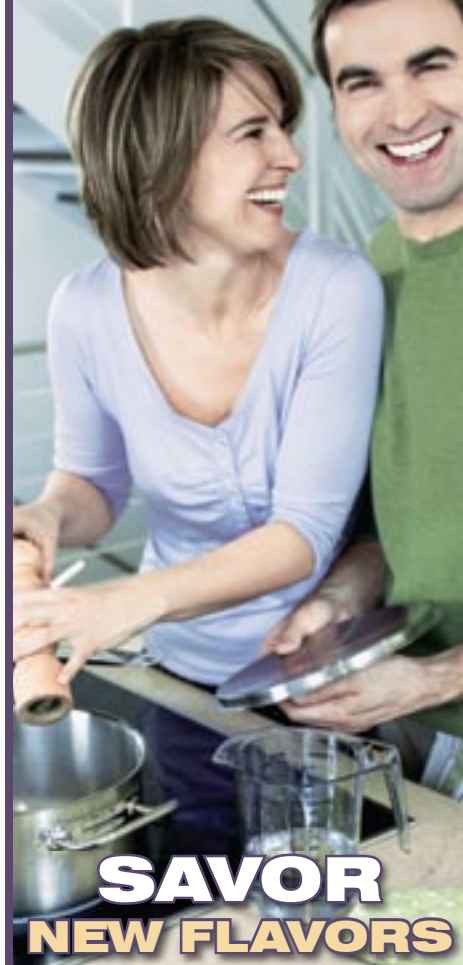
Based on these dimensions, your occlusion (bite), and your preferred smile color, contours, and proportions, we can move on to decide what size, shape, and type of veneers will best complement your smile.

A new smile in just a little while

Veneers can immediately provide you with whiter, even, straighter appearing teeth by...

Camouflaging

- pitted, worn, and dingy or yellow teeth due to enamel erosion, foods, beverages, age, or medications
 - gaps that trap food and make you feel self-conscious about smiling
 - overlaps and crowding that create an accordion appearance, especially in profile
 - unsightly chips or cracks that catch on dental floss and attract stains like magnets.
- ### Reproportioning
- an uneven or too-gummy gumline
 - teeth that appear too long due to receding gums
 - poorly shaped or sized teeth that don’t suit the proportions of your smile
 - worn down teeth from clenching and grinding or enamel erosion.



SAVOR NEW FLAVORS

Train your taste buds

Ever since you were a kid, you’ve known that sugar is bad for your teeth. Even so, who can resist a sweet now and then? But people with high blood pressure, diabetes, cardiovascular diseases, and other health challenges sometimes have to adjust their diets and retrain their taste buds to appreciate flavors they might otherwise avoid.

The transition need not be painful...

- Experimenting with aroma, texture, shape, and color can all improve anyone’s dining experience.
- Scientists say humans can detect six distinct tastes: sweet, sour, salty, fat, bitter, and umami, which means “savory” in Japanese. You can mix ‘n’ match foods and seasonings that are more healthful and yet appeal to your palate.
- Nutritionists say your taste buds will adjust in only 3-5 servings!

Your health, your teeth, and all of us salute your good taste!

Lasting Impressions

A dazzling smile can ignite a room

A wonderful smile can project strength, confidence and beauty. Dentists can now change the way your teeth look and the way you feel!

Fortunately, esthetic dentistry is not reserved exclusively for the rich and famous. On the contrary, it is an investment in your long-term health and well being.

Here's a glossary of some of our most popular treatments and what they can do for your smile ... apart from making a lasting impression!

Whitening Whitening trays are used to erase ugly stains and replace dark and yellow discoloration with a brighter, whiter smile.

Bonding Teeth that are stained, cracked, chipped or spaced unevenly can seriously dull your smile. We can now correct many of these flaws with **bonding**, using a tooth-colored plastic to contour or reshape your teeth.

Veneers More severe stains and chips may require **veneers**, extremely thin but strong porcelain or acrylic shells that can be layered over the front surfaces of natural teeth to improve their appearance.

Crowns A **crown** fits over a severely damaged tooth to restore its normal shape, color and size. Nothing beats the durability and strength of gold, metal or porcelain crowns.

Implants If your smile is suffering because of missing teeth, implants can be an esthetically pleasing alternative to dentures and bridges.

Call if you have any questions about these or any other esthetic treatments available.



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Thanks For Everything

We would like to extend our appreciation to all of you who remember that we always gladly accept new patients and send referrals our way. Referring your family, friends, and the people you work with means a lot to us personally and professionally, and we go all-out to provide the same quality service and care to your referrals as we give to you.

As our way of saying thanks, we will be happy to provide you with a \$50 account credit for every referral you send that becomes a patient of record.

Thank you again for coming back time after time, and we hope you'll continue to tell others great things about us!

Check Us Out!

Our new website is up and running and we thank all of you who have taken the time to provide us with your positive feedback. If you haven't been online – check us out at www.smilebeautification.com.

Our goal, first and foremost, was to create a user-friendly website where you could...

- access information about treatment and procedures we recommend,
- access your account on-line to confirm or reschedule appointments,
- simply to communicate with us when you don't have time to make an actual call.

If you haven't already provided us with your up-to-date contact information – call today so we can activate your on-line account. We look forward to hearing from you soon!

