



NYC SMILE DESIGN

Making A Lasting Impression

Produced for the Patients of NYC Smile Design

Winter 2006

Smile Makeovers by Drs. Tabib & Mello

Daniela
our latest life
change Makeover

What a difference a confident smile makes. Daniela, a research scientist working in a New York laboratory, had the usual concerns about her less than perfect smile. And since quality has always been her mantra, she was determined to fix some minor problems. Slight chips in her teeth had been caused by normal wear and tear like biting down on a fork and knocking a glass against a front tooth. Then there was the small gap between her two front teeth. Technology and huge advancements in cosmetic dentistry, she knew, now made it possible to alter the size of her teeth – which she felt were too small – and fix her imperfections.

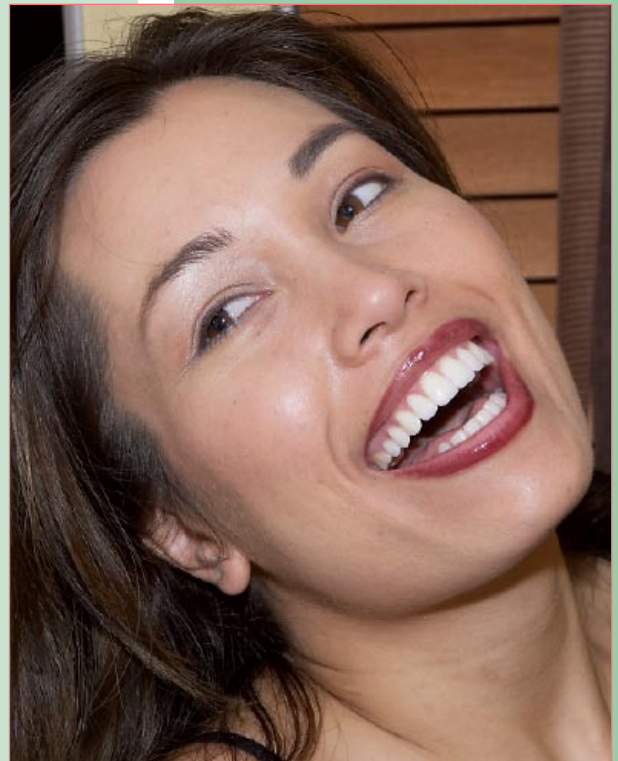
She identified three top cosmetic dentists in New York and scheduled a consultation with each of them. A passionate advocate of good customer service, it was NYC Smile Design that stood out among the crowd, offering the quality and level of care she demanded. “The people at NYC Smile Design were so nice, right from the beginning. That made a lasting impression on me,” she says. “They even gave me their personal phone numbers if I needed anything or had any questions.”

One of the options Drs. Mello and Tabib offered Daniela were veneers, which Daniela learned would last longer than bonding and stay white. Through her research, Daniela discovered that NYC Smile Design was also affiliated with the best Ceramist (veneer-making lab) in the

area, another point in favor of the quality she felt she deserved.

Veneers are expensive, so Daniela put her self-improvement project on the back burner for several months. Then a neglected cavity degenerated into her needing a root canal and crown. That was just the nudge she needed, and she decided then and there to complete the smile makeover with Drs. Mello and Tabib.

Now, several months later, Daniela says she feels “more glamorous and more confident.” And while her fellow scientists at the lab occasionally ask if she’s had her teeth whitened, it is actually strangers who stop her on the street and say, “Wow, what a smile!”



Thank you for all your referrals – we appreciate them!

The Forgotten Feature

Don't let your lower teeth spoil your smile

Your lower teeth are special. They are the first to come in – and the first to be forgotten. Have you ever seen a dazzling smile dim when stained, worn, uneven lower teeth come into view? That doesn't have to happen to you. Here are some popular cosmetic techniques to get your bottom teeth – and your entire smile – in tip-top shape.

If... stained or metal fillings are ageing your smile, consider white composite fillings and tooth-colored porcelain inlays that are so natural looking, they are virtually invisible.

If... your teeth are stained and discolored, consider teeth whitening. It is the number-one cosmetic dental procedure because it is so easy and so effective! Say goodbye to stains from food, beverages, nicotine, root canal treatments ... and age!

If... your teeth are chipped, cracked, or spaced, consider bonding materials that cover these flaws. They're tooth-colored, and look and feel just like your own enamel. Also consider porcelain veneers which are ultra-thin, hand-sculpted shells which cover the front surface of teeth.

If... your teeth have been weakened by root canal therapy, clenching, grinding, or an impact injury, consider metal-free crowns which entirely cover the affected tooth to restore appearance and function. They're strong restorations, with a very natural look.

Each of these esthetically pleasing techniques whitens or protects or strengthens your smile. The restorations even resist the bacteria that cause gum disease. You can double the wattage of your smile with a cosmetic dental makeover – from the bottom up!

Dry Brushing Works

Brush without toothpaste first

According to the *American Dental Association*, adults are flossing and brushing more. Other research reports that brushing *first* without toothpaste or water can reduce plaque deposits by 67% and gum bleeding by 50%! Dry brushing your teeth first adds only 90 seconds to your home care routine. Here's how it works.

- Starting with the inside surfaces of your teeth, place your dry brush at a 45° angle so it's half on the gum and half on the tooth.
- Gently vibrate the toothbrush bristles in a forward and backward motion, working some of the bristles under the gum.
- Brush the inside surfaces of your teeth, the outside, and the biting surfaces.
- **Repeat the process – this time, using toothpaste and water.**

Always floss daily and clean your tongue. If you can't brush, rinsing with water after eating can reduce bacteria by 30%.

Art conservators have restored stained, darkened masterpieces using information from the library of the *American Dental Association*. Modern teeth whitening techniques are considered both gentle enough and powerful enough to restore some drawings that were formerly considered "lost causes."

Did you know?

Breaching The Barrier

Hospitable microbes encourage gum disease



Archaea. är'kè-ə

Now you know a word that hasn't even made it into many mainstream biology textbooks. You might want to remember it though. It may have important implications for the future of your oral health.

Archaea is a class of microbes that look like bacteria but are actually completely different. Commonly found in nature, they have never been associated with disease. But now, for the first time, these microbes have been

linked with periodontal (gum) disease. The more abundant the archaea in the mouth, the more severe the gum disease. Scientists suspect that the archaea microbes do not directly cause gum disease but contribute to it by creating a friendly environment for the bacteria that do cause it.

When bacteria are allowed to build up on your teeth, they create plaque, an invisible sticky film that can harden into tartar. Over time, tartar damages your gums which are a natural barrier that protects the inner tissues of your mouth. When this barrier is breached, harmful germs can cause bone loss, tooth loss, and may even enter your bloodstream.

How can you prevent progressive periodontal disease? Don't let your home care routine lapse. Brushing morning and night, flossing once a day, getting enough rest, and eating nutritiously are important steps for good dental care. Be sure to maintain your regularly scheduled visits with us to help control the bacteria-producing plaque and tartar buildup on your teeth and below your gumline.

Dispelling The Myths

Don't let anxiety interfere with your life

Avoiding dental visits can actually interfere with your life because poor oral health can negatively affect your overall health. Here are some misconceptions people have about their dental anxiety.

Myth: Dentists don't like to treat fearful patients.

Fact: Our team will welcome you. We understand your need for trust, and we are committed to building a relationship with you.

Myth: In today's world, avoiding the dentist is rare.

Fact: Studies suggest that about 20% of people worldwide are afraid of the dentist. That is more than a billion people!

Myth: There's something wrong with me if I'm afraid of the dentist.

Fact: Fear is an emotion. People who are anxious about dental visits are as normal as anyone else.

Together we will create the care strategy that works for you.

Gain Your Health

Quit smoking

Since tobacco use is the leading cause of oral cancer, it's definitely worth it to rise to the challenge. Weight gain has been cited by many smokers as the primary reason they won't quit.

First, it's been estimated that you would have to gain about 125 pounds to put your health at a comparable risk to smoking. The average weight gain after quitting is only 5-10 pounds.

As your energy levels increase, you will begin to feel better and more interested in physical activity...

- A moderate increase in physical activity can help keep weight off.
- Eliminating 200 calories of food intake per day may negate the extra calories acquired from not smoking.

Strive for success by planning a diet and fitness program *before* you quit. And never take a "pass" on your regular oral health exams.



People Will Look

Get ready to smile back with cosmetic dentistry

People really do look at your mouth first. That's got to impact your self-consciousness meter ... but that can be a good thing! With these cosmetic dental procedures, we can help you to feel great about your smile - and your oral health - every time you catch someone smiling back at you!

The most popular treatments are all but invisible, very patient-friendly and can improve your smile without surgery and in only one or two visits...

- Replace unattractive stains and

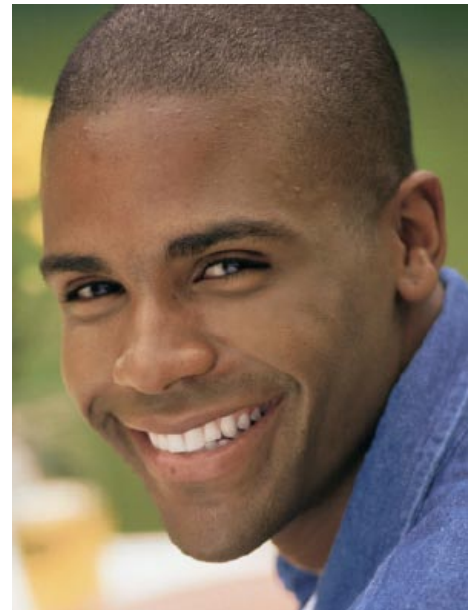
discolorations with a pleasing and radiant smile by teeth whitening.

- Say goodbye to dark, outdated silver fillings and match your natural tooth enamel with white composite, porcelain, cast glass, or resin inlays and onlays.

- Improve the appearance and proportions of teeth that are stained or chipped, or that overlap or are uneven, with cosmetic veneers. Veneers are extremely thin but strong porcelain shells that are layered over the front

surfaces of natural teeth. They can be designed to improve the proportions of your smile.

- Strengthen and renew the appearance of teeth that have had root canal treatment or extensive repair with a natural-looking crown that fits over a tooth to restore its



normal shape, color, and function.

- Recapture your confidence by replacing missing teeth with implants. They can be an esthetically pleasing alternative to dentures and bridges that will allow you to eat, speak, and socialize naturally. Replacing missing teeth can prevent future problems with shifting that can affect your appearance.

office information

NYC Smile Design
Dr. Elisa Mello
Dr. Ramin Tabib
 8 East 84th Street
 New York, NY 10028-0404

Office Hours
 Mon & Tue 8:00 am – 5:00 pm
 Wed & Thu 10:00 am – 6:00 pm
 Friday by special arrangement only

Contact Information
 Office (212) 452-3344
 Fax (212) 412-9005
 Emergency (917) 701-5287
 Email info@NYCSmileDesign.com
 Website www.NYCSmileDesign.com

Office Staff
 Christine Office Manager/
 Financial Coordinator
 Yael Dental Assistant
 Stephanie Dental Assistant

Enhanced Patient Financing



We are pleased to announce that our patient Tara Bray Smith has written a critically acclaimed book. Her work has appeared in *Granta* among other publications. She lives in Brooklyn, New York. *West of Then* is her first book.

Janet Maslin, The New York Times wrote;

A tender story that lays bare the anguish, candor, and humor of growing up a half-step off the beat, *West of Then* is a striking literary debut from a perceptive and original writer. By turns tough and touching, Smith's modern detective story unravels the rich history of the fiftieth state and the realities of contemporary Hawaii -- its sizable homeless population, its drug subculture -- as well as its generous, diverse humanity and astonishing beauty. In this land of so many ghosts, the author's search for her mother becomes a reckoning with herself, her family, and with the meaning of home.



West of Then:

A Mother, a Daughter, and a Journey Past Paradise by Tara Bray Smith Published by Simon & Schuster October 2004