

Dentally Speaking

..... with Dr. David Shorten

Fall 2010

State Of The Art!

Cerec 3™ smile restoration technology

We are very proud to be able to offer you the world's most advanced dental restoration system. With the Cerec 3™ system we can manufacture lifelike porcelain crowns, veneers, inlays, and fillings right here in our office. CEREC is derived from CERamic REConstruction, i.e. the replacement of missing tooth substance with ceramic material. It's tooth-colored, translucent, and biocompatible.

Previously, tooth reconstruction required at least two or three appointments. Now, with the Cerec 3 system, the whole procedure takes place in only one office visit.

With a special electronic camera we take an optical impression of your prepared tooth. The image appears on a computer screen which allows you to view the process in action. The restoration is then designed from a three-dimensional scan and precision-milled from a porcelain block. Because the scan offers such exceptional detail, the Cerec 3 is able to create an extremely accurate restoration. There is no gap through which bacteria can penetrate and cause dental decay.

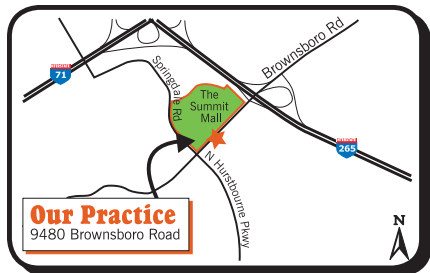
The restoration is almost as strong and long lasting as natural dental enamel. The ceramic material is biocompatible and not affected by heat and cold, so you'll be able to enjoy cold treats and hot drinks with no sensitivity.

Due to its revolutionary technology, Cerec is the clinically best-researched method of tooth restoration. There have been over one million successful Cerec smile restorations performed worldwide since its introduction in 1985!

Call Today! 502-423-9103



We're in your neighborhood!



Springhurst Family & Cosmetic Dentistry
Dr. David Shorten
9480 Brownsboro Road
Louisville, KY 40241-1118

Office Hours

Monday 9:00 am – 5:00 pm
Tuesday 9:00 am – 5:00 pm
Wednesday 8:00 am – 4:00 pm
Thursday 9:00 am – 5:00 pm
Friday closed

Email dr_shorten@bellsouth.net
Web site www.springhurstdentistry.com

Our Services Include:

- Cosmetic dentistry
- Mercury-free fillings
- Bonding & veneers
- Gum treatment
- Relaxing & friendly environment
- Committed to excellence in dentistry
- New patients welcome
- Modern, state-of-the-art facility
- Payment plans available
- Visa, MasterCard, American Express, Discover Network, CareCredit, and checks welcome



Call Today!
(502) 423-9103

\$100 OFF

Any Cerec Crowns

...that are completed before
October 31st, 2010.



How Susceptible Are You?

Get to the root of the matter

There's a type of decay you may not have heard about. It can occur when the roots of your teeth have been left exposed by receding gums which are often caused by progressive gum disease. But recession is more frequently the outcome of brushing too hard. So root decay is associated not only with older adults, but with younger people who are susceptible too.

Once exposed, the soft roots of your teeth are even more defenseless against the acids formed by sugars than vulnerable teeth enamel. Yet believe it or not, root decay can be easier to treat. Why? Softer tissues can absorb healing fluoride more easily than tougher enamel.

Adequate fluoride, choosing alternatives to sweets, plus brushing and flossing and regular dental visits can help with *all* types of cavities.

From The Inside Out

Radiate confidence & personal power

There's a well-known, extremely well-documented scientific phenomenon called *the attractiveness effect*. You know – attractive kids get higher grades, and attractive adults get paid more. Now research shows that personality and grooming can boost high school grade point averages even more than beauty. This makes sense. When you look good you feel good, and just acting outgoing even if you don't feel it makes you happier, more optimistic, energetic, and confident.

Here's how cosmetic dentistry can light up your smile – and your charm quotient!

If you try to hide your stained, discolored, or dull-looking teeth ... you might only need a safe and effective dentist-supervised **whitening** treatment to get rid of stains.

If your teeth are worn, chipped, cracked, or poorly positioned ... dentistry can restore, reshape, and strengthen your teeth with natural-looking **crowns** or **bonding** techniques that are cosmetically pleasing. They'll make your smile brighter too!

If you have gaps between teeth ... bridge them with beautiful **enamel-colored crowns** or permanent **implants**. Camouflaging smaller gaps with **veneers** will enhance and re-proportion your smile.

There is nothing more charismatic than a genuine smile straight from the heart. If you're ready to match up the natural charm and potential you carry within with your warmest most-appealing smile, cosmetic dentistry can help. Please phone for a consultation and we'll show you how.



Don't Lose Out

Sometimes there's more than one price to pay

Can you really afford future lost workdays because you keep delaying necessary dental treatment you know you need? According to research, more than 80% of North American adults are fearful of dentistry, and more than half say it could keep them from going to see the dentist. Millions won't show up even for simple cleanings or preventive treatment that can keep their smiles healthy. Yet dental problems can often be taken care of quickly and easily if dealt with early enough. Don't let oral health problems like these keep you down.

■ Gum disease is progressive and can lead to...

- wobbly teeth
- bleeding gums
- sensitivity to hot or cold
- worn-down teeth
- toothache
- jaw joint discomfort
- receding gums
- lost teeth
- bad breath
- uncomfortable bridges and dentures
- misaligned teeth

Our dental team can help you avoid or treat any of these potentially serious problems by...

■ **Explaining** how many non-surgical techniques can improve jaw alignment, restore facial symmetry, correct bite problems, and replace missing teeth.

■ **Screening** for tooth decay and gum disease, and showing you home-care techniques that will keep your smile healthy and bright.

Please replace anxiety with action. Treatment can help you to feel more comfortable, look better, and socialize with greater assurance.



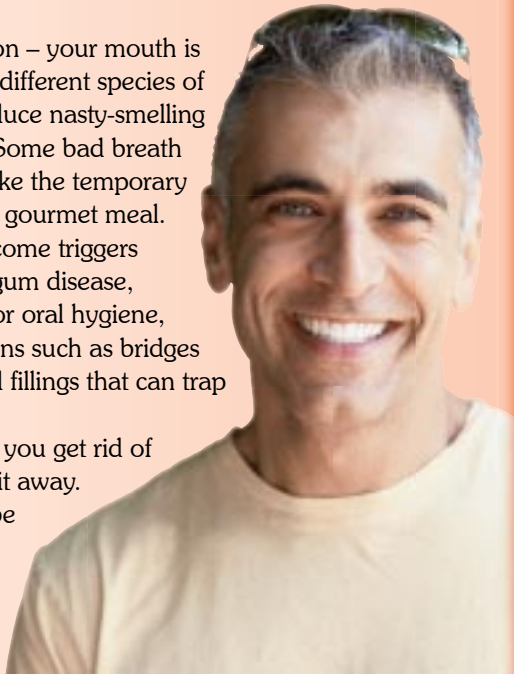
Halitosis Stole Your Harmony?

Take a breather

Like laughter, belting out a show tune is a super way to reduce the damaging effects of stress hormones on your body. But if the rest of the choir is moving up wind – look out – you may have bad breath!

Halitosis is common – your mouth is home to hundreds of different species of bacteria that can produce nasty-smelling volatile compounds. Some bad breath is to be expected ... like the temporary sacrifice for a garlicky gourmet meal. Longer-lasting unwelcome triggers include tooth decay, gum disease, insufficient saliva, poor oral hygiene, badly fitting restorations such as bridges and dentures, and old fillings that can trap bacteria.

Dentistry can help you get rid of bad breath and keep it away. Then you can relax, be proud, and sing out loud!



Spa-licious Tea Baths

You'll feel delectable

Herbal bath bags or bath tea bags are mixtures of aromatic herbs that can benefit your skin, relax you, and soothe aches and pains after a hard day.

Here's a super-simple recipe using teas you have on hand...

- Take 4-6 favorite herbal tea bags such as
 - soothing lavender
 - reviving peppermint
 - comforting chamomile
 - restoring lemon verbena.
- Tie in cheesecloth or very fine netting in case of a tear.
- Hang the sachet on your tap, making sure the hot water runs through it until the tub is filled.
- Lay back and let the bag float in the tub with you.

You'll enjoy it so much, you'll want to make pretty organza or muslin drawstring gift bags, and share them with your friends!

Free To Choose CareCredit

CareCredit is a convenient, monthly payment program for yourself and your family, specifically designed to pay for healthcare expenses not covered by insurance including co-payments, deductibles, and elective treatment and care.

With CareCredit you can start treatment immediately and pay over time with low minimum monthly payments. Or, you can pay for treatment and care over 3, 6, or 12 months with no interest – as long as you pay the minimum monthly payment each month when due and the balance in full by the end of the agreed period.

Applying is quick & easy: Ask us for an application. Complete and sign the application. Return to our practice for submission. Please ask us for more information, as we'll be happy to help in any way we can.

For A Brighter, Healthier Smile Call Today!

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TREAT PERIO DISEASE

From the comfort of your own home

Gum disease is a serious issue that has been linked to diabetes, osteoarthritis, stroke, cardiovascular diseases, and some forms of cancer, as well as pre-term births. Unfortunately, studies have revealed that this issue has reached epidemic levels, with eight of every ten American adults experiencing some form of periodontal disease. But with the non-invasive treatment option of *Perio Protect*[®], there is no reason to be one of them.

The Perio Protect treatment uses custom-made trays, similar to those used for teeth whitening, to hold medication directly on the infected tissues. The trays are comfortable and lightweight, and you can wear them in the comfort of your own home without interrupting your regular activities ... a solution that fits any lifestyle.

The FDA-approved *Perio Protect Method*[™] is no "one treatment suits all" type of solution. Every aspect of the treatment is designed to meet each patient's unique needs. From the custom-fitted trays, to the medication that is specifically tailored to treat unique periodontal issues, to the length of time needed to wear the trays each day ... your dental care provider will carefully plan appropriately.

By treating the source of periodontal disease, Perio Protect could protect you from tooth loss and enhance your appearance. If you're one of the millions of Americans who suffer from bleeding, sore, or puffy gums, maybe it's time for a Perio Protect consultation. Call us today!