

Brookside Dental

NEWSLETTER

Produced for the Patients of Brookside Dental

Winter 2004/2005

fromthedentists

Brookside Dental Wins Community Involvement Award

Brookside Dental was announced on October 29th, 2004, by the Better Business Bureau as the Community Involvement Business of the Year Award Winner for Western Washington in the small business category (50 or fewer employees).

Sponsors of this award were US Bank and Kiel Mortgage. The Better Business Bureau serving Oregon and Western Washington annually presents awards to businesses recognized for excellence in the marketplace. Robert W.G. Andrew, CEO and President of the Better Business Bureau said, "The Business of the Year Awards is designed to honor businesses like Brookside Dental... (their) dedication to patients, employees and the community they serve is admired."

"The Business of the Year Awards Program is helping to illuminate the importance of corporate conscience and responsibility to upholding a fair and honest marketplace." The doctors provide gentle family dentistry and exceptional cosmetic dentistry in a relaxed state-of-the-art dental facility. Mr. Andrew stated, "The Business of the Year Awards program attracts hundreds of entries from businesses of



Left to Right: Dr. Gilbert Pauley, Roslyn Beckwith, Dr. Cynthia Pauley, Dr. Patricia Pauley, Dr. Carrie Magnuson, Mikiko Schmuck. Roslyn and Dr. Cindy are holding the BBB Award presented to Brookside Dental as the 2004 Community Involvement Business of the Year.

all sizes in Western Washington."

Brookside Dental was the only medical-dental business chosen to be one of the 21 finalists to compete for the BBB 2004 *Business of the Year* honors.

The doctors and staff of Brookside Dental are honored to have received this award and we thank our wonderful patients that nominated us for this award.

BETTER BUSINESS BUREAU
Business of the Year Awards
2004
PRESENTED BY U.S. BANK

New Web Site is "Live"

Check us out at
www.brooksidedental.com

or email us at
smiles@brooksidedental.com

Thank you for all your referrals. We appreciate them! Visit our web site at www.brooksidedental.com!

Beauty & Perception

The word "esthetics" comes from the Greek *aisthetis* which means perception through the senses. We judge beauty with all of our senses, and appearance, in particular, with our eyes.

You may not have noticed the slight but significant facial differences that contribute to our perception of masculinity and femininity. In dentistry, the biting edges of men's teeth are usually straight while women's tend to be curved. The second incisors (teeth on either side of the front teeth) are wider on men and narrower on women. The eye-teeth tend to be more dominant in males, and male tooth enamel tends to be thinner, affecting color.

Taking these differences into account is just one of the ways that we help you to achieve a balanced, natural smile that matches your perceived ideal.

Oral Health Tips For Jet Setters

You can take your good habits with you!

Whether for business or pleasure, an overnight or extended stay, many people travel year-round. Thanks to the global village, even business travel can take us to exotic locales.

In one study, 91% of the participants continued with their home oral care routine while they were traveling. Excellent news. Brushing, flossing, and rinsing are still the best strategy to prevent periodontal disease, the leading cause of tooth loss among adults, and a contributor to systemic diseases like diabetes, osteoarthritis, and cardiovascular disease.

Here are some travel hints – all are valuable whether you're at home or away.



Crooked

...due to shifting and crowding. Adults can often avoid braces with **bonding** and **veneers**, restoring alignment, balance, and symmetry.

Smile Concern.

Shape

Veneers reshape teeth and are matched to your tooth color.

Discolored

...due to silver amalgam fillings. Modern **composite** or **white filling materials** that match your natural tooth color are virtually invisible.

Stains

...due to age, smoking, coffee, tea, and red wine. **Whitening** can safely and comfortably brighten teeth. **Bonding** with a tooth-colored plastic, or applying porcelain **veneers** can whiten while hiding flaws and improving tooth shape.





Your LIPS Speak Volumes

Your lips frame your teeth, drawing attention to, and even enhancing, your smile. That may be why women who don't usually wear makeup often wear lipstick. Men are also paying attention to their lips. In one study, 30% of men used lip moisturizers at least once daily.

Lip cosmetics may enhance the frame, but cosmetic dentistry can complete the picture. Non-surgical dental techniques like bonding and veneers can actually plump out tissues and reduce lines and fine wrinkles for women *and* men, adding the appearance of volume to lips. Teeth whitening can safely add sparkle and glamor to any smile.

So whatever your gender, consider enhancing your smile!



Say Goodbye To Wrinkles

Great news! If you quit smoking, you can avoid premature wrinkling.

Science has long known that long-term smoking causes wrinkles to appear earlier on smokers' faces than non-smokers', and earlier on women's faces than men's.

Research shows that **the gene that is implicated in wrinkles from sun exposure is highly active in smokers and silent in non-smokers.**

The gene is involved in destroying collagen, the structural protein that gives skin its elasticity. Everyone should wear sunscreen, but smokers in particular because of this highly active gene. Smoking can also damage skin

through the dehydrating effects of nicotine and through constriction of the skin's vascular structure.

There are other esthetic reasons to quit smoking. The smell gets in your hair. **Smoking stains teeth and contributes to bad breath.** But most importantly, and much beyond esthetics, smoking has been **linked to heart disease, periodontal disease, and cancers, including oral cancer.**

We provide a **free oral cancer examination** as part of your regular dental appointment. And **we can remove yellow nicotine stains from your teeth.** But only *you* can stop smoking.

Smile Solution!

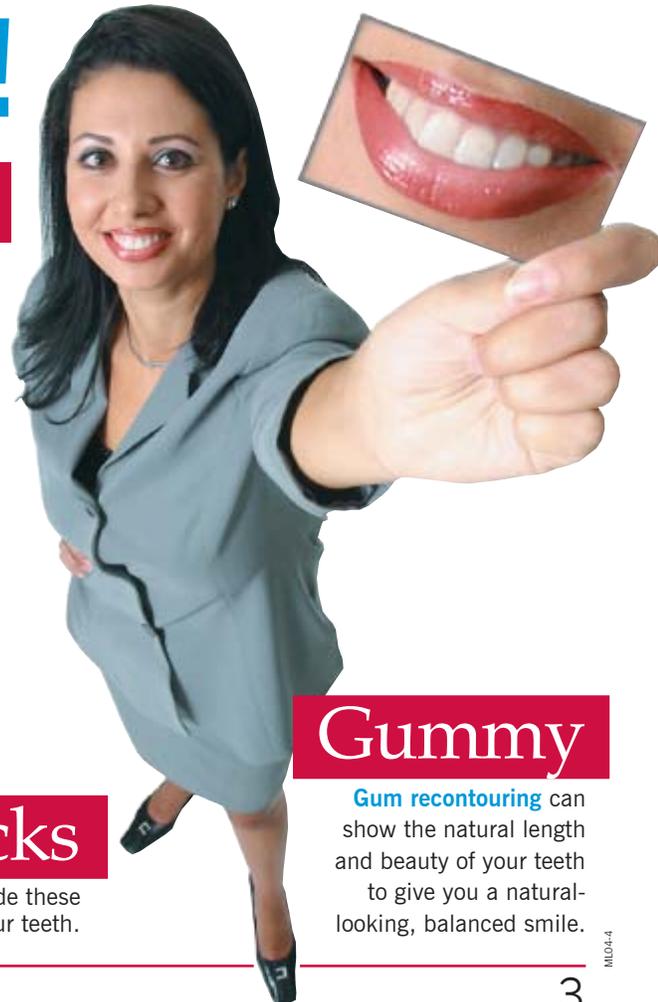


Missing

Implants have become the treatment of choice for millions of people who have replaced teeth while actually strengthening bone. **Crown and bridge** treatment can close gaps by cementing a replacement tooth or teeth between two crowns that cover existing teeth.

Chips & Cracks

Bonding and **veneers** can hide these flaws and strengthen your teeth.



Gummy

Gum recontouring can show the natural length and beauty of your teeth to give you a natural-looking, balanced smile.

Heads Up On Hearts

Gum disease can predict heart disease

Research suggests that periodontal (gum) disease is a stronger predictor for heart disease than other standard markers. These markers include high levels of fibrinogen (a clotting factor), or low levels of good cholesterol, or high triglycerides which are a form of fat in the bloodstream. In fact, people with periodontal disease are almost twice as likely to suffer from coronary artery disease that can lead to heart attacks and stroke as those with healthy gums.

What to do? Floss. That's right ... dental floss could save your life.

Dental floss is the only way to remove tartar and plaque between the teeth where your brush can't reach.

What else? Brush regularly and keep your regular recare visits. There are no symptoms when periodontal disease begins, but we can diagnose it and treat it early.

No symptoms? That's right. Swollen, bleeding gums usually only show when plaque, an invisible sticky film of bacteria has hardened into tartar. Once plaque has been allowed to build up and calcify, only we can remove it. In the meantime, your



health and appearance will be affected.

My appearance? Red, receding gums, bone loss, and missing teeth result if gum disease is left untreated. Periodontitis also causes bad breath.

...Now that we all know gum disease causes cardiovascular diseases, if you think you're due for a recall appointment or you have symptoms of periodontal disease, please give us a call!



LEFT: Without brushing and flossing, bacteria have the potential to damage your gums which could eventually lead to tooth loss.

RIGHT: Research has shown that we see teeth as whiter when they are surrounded by pink gums.

office information

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Office Hours

Monday 8:00 am – 6:00 pm
Tuesday 8:00 am – 6:00 pm
Wednesday 8:00 am – 6:00 pm
Thursday 8:00 am – 6:00 pm
Friday *By Appointment Only*

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Web Site www.brooksidedental.com

Brush • Floss • Smile

DISCOVER



Sticky Business

Benefits of chewing gum

Most people, unless they are experiencing tooth or jaw discomfort, have used chewing gum to relax, avoid snacking or smoking, and to reduce ear discomfort when flying. Gum can help moisten your mouth and help clean your teeth after meals. It also comes in many breath-freshening flavors.

One popular cinnamon-flavored chewing gum temporarily eliminates more than 50% of the anaerobic bacteria that causes bad breath. It contains *Cinnamic aldehyde*, an essential oil which is the active ingredient that inhibits disagreeable odors.

Gums with *xylitol* help to prevent periodontal disease and cavities. Some chewing gums assist with the remineralization of tooth enamel, while others whiten teeth.

Whatever you choose, *always* stick to sugar-free gum!

Peer Recognition

Dr. Patricia Pauley Selected Twice

The *Seattle-King County Dental Society* elected Dr. Pat Pauley as a 2004-2005 Delegate to the *Washington State Dental Association*



(WSDA). Delegates to WSDA have an important function in helping decide the types of programs WSDA will champion such as dental access for underserved people and areas.

The *University of Washington Dental School* selected Dr. Pat Pauley to their student Admissions Committee. The committee is composed of both dental faculty and private practitioners, like Dr. Pat, who have helped make the UW Dental School exceptional by excelling in dental education, research, patient care and service.

Visit our web site at www.brooksidedental.com

