

Something To Smile About



Produced to improve your dental health and awareness

Fall 2010

from the dentist

Understanding Insurance

Are you covered?

Sometimes understanding exactly what your dental insurance covers can be confusing and frustrating. It also makes it difficult to plan how you would like to use the benefits you are entitled to. Please let us help!

We have years of experience dealing with insurance and can explain your benefits, *and* help you plan the best way to make the most of them ... like making sure you effectively use your allotted calendar-year coverage. Did you know that most insurance plans expire December 31st, making unspent benefit dollars disappear?

We're here for *you* and will do everything we can to help you achieve your smile goals - while taking full advantage of your insurance coverage. Call today to arrange an appointment to review your plan.

*Yours in good dental health,
Drs. Alan & Joel Rauchberg*

We Welcome New Patients

Our practice wants you to refer us to your family, friends and colleagues.

Did you know that the highest compliment you can give us is referring our practice to people you care about? Yes, your trust means the world to us, and fuels our commitment to raise the bar even higher on providing you and yours with excellent dental care. From implementing the latest technology, procedures, and techniques, to being flexible in scheduling appointments and offering supportive payment options.

Starting September 1st your referrals of friends and family could win you an iPad™! Call our office for further details!

*Trust in
those who
have earned
your trust
and earn
their trust in
return.*



We would like to extend a big thank you to all of our patients who made our Invisalign® Open House a huge success!

We always look forward to this event and are pleased to announce that our next Invisalign Day will be held on

Wednesday, October 20th, 2010 from 2pm - 7pm

Call our office today for more details.



Visit our web site at www.rauchberg.com

Look Great

And save the environment too

Choose eco workout wear. Many fabrics made with organic and recycled fibers such as cotton and soy blends, and athletic footwear made from recycled rubber and vegan materials, are becoming increasingly available.

Shop locally even if you can't find the very latest eco trends nearby. You can choose partially recycled materials, minimal packaging, and you'll be saving the expense and environmental cost of travel or shipping.

Conserve post-workout water and energy with low-flow shower heads that don't release hot water until you actually step in the shower and turn the shower head's valve.

Shave with only 5-7 drops of a natural shaving oil. A tiny bottle can provide about 100 shaves, is ideal for your travel bag, and a number of brands are available online or through large retail chains.

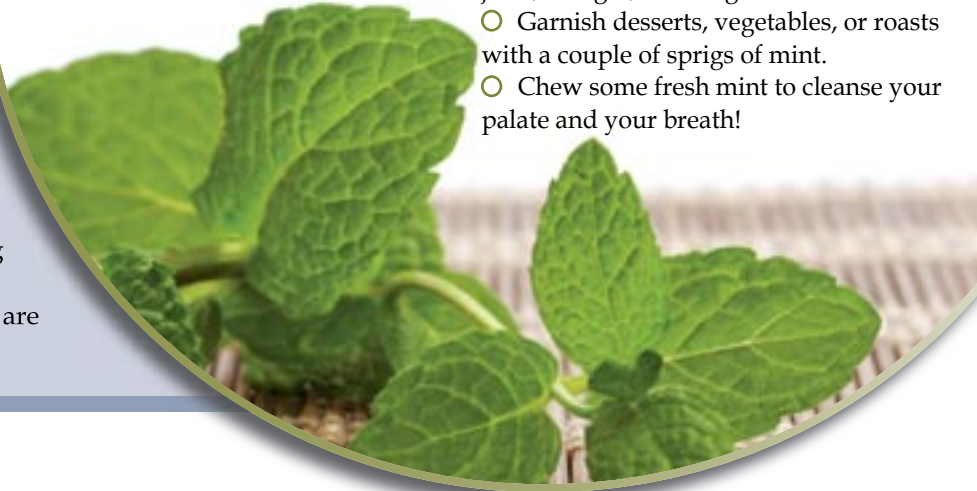
Marvelous Mint

More than a breath freshener

You probably associate mint with toothpaste or breath freshener, but it has been used as an herbal remedy and a spa soother in face packs, foot rubs, and bath soaks. Both peppermint and spearmint are very popular, especially for cooking, and if you're not a gardener, you can easily find commercially dried leaves.

7 Mint Hints For Your kitchen

- Steam vegetables with mint in the water.
- Mix chopped mint with butter for boiled new potatoes.
- Toss whole mint leaves in cooked rice before serving.
- Freeze whole mint leaves in ice cubes for tea or lemonade.
- Make salad dressing with mint, lemon juice, vinegar, and a light oil.
- Garnish desserts, vegetables, or roasts with a couple of sprigs of mint.
- Chew some fresh mint to cleanse your palate and your breath!



before



after



▲ Crowns ▼

before



after



Crown FAQs

Your best decision is an informed decision

What Is A Crown?

A crown is an artificial cover that is used to restore, protect, and strengthen your tooth and keep it healthy.

When Would I Need One?

- If you have a tooth that has been worn down by teeth grinding, an improper bite, or decay, a crown restoration could save it.
- Crowns will give cracked or broken teeth much-needed support.
- A tooth that has loosened due to gum disease can be stabilized by crowning it and connecting it to the neighboring teeth.
- Gaps in your smile can be replaced by incorporating a single crown onto the root of a dental implant placed into your jawbone.

What Are My Options?

Ceramic crowns are the most natural-looking and can be as translucent as your own enamel. They are the perfect choice for those with metal allergies, but people usually choose them because of how they look.

Ceramic-fused-to-metal crowns combine this natural look with the strength of metal underneath, but they are not as translucent as ceramic alone.

Feel free to call now. You don't have to wait for your next appointment to discuss treatment.

Defy The Trend

Subtle measures - radical results

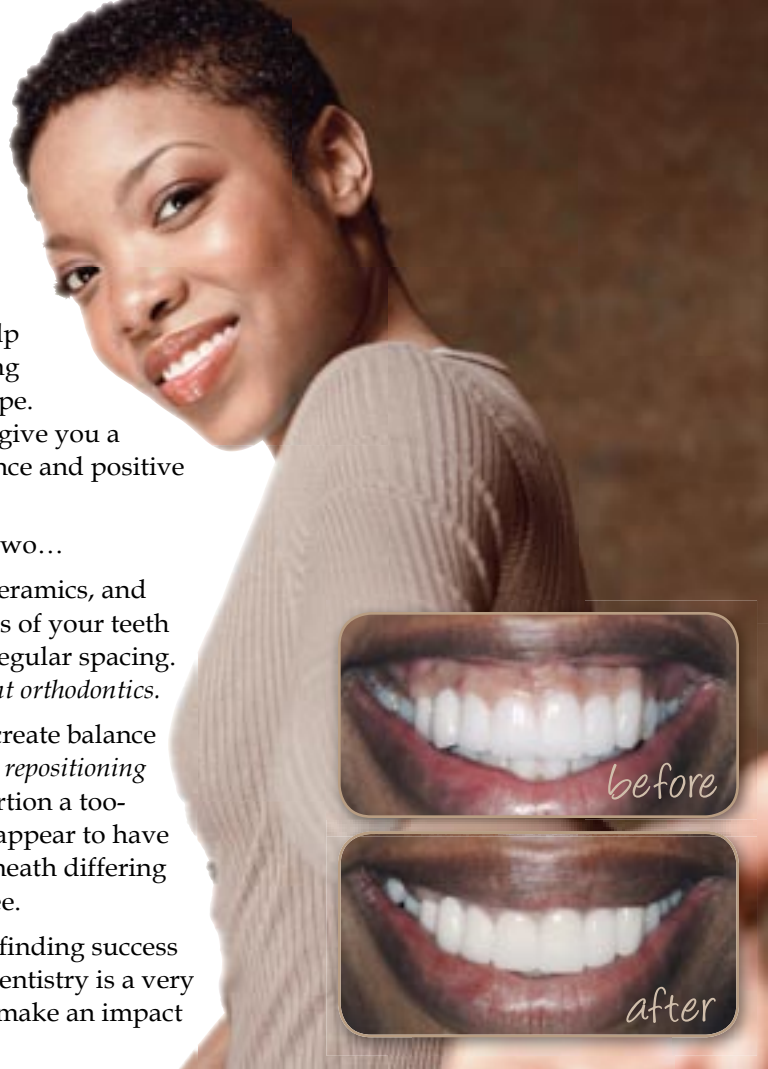
Have you seen some of the guerrilla tactics and extreme stunts people are deploying to reboot their careers? Believe us - singing telegrams or renting a hot air balloon are not your only answers! We can help you create a unique, engaging, and thought-provoking impression that will generate buzz without all the hype. For example, a subtle smile makeover can do a lot to give you a more youthful pick-me-up, and give you the confidence and positive attention you deserve.

Many cosmetic techniques involve only a visit or two...

Veneers crafted from translucent porcelains, ceramics, and other bonding materials can be applied to the surfaces of your teeth to disguise deep stains or other flaws like chips or irregular spacing. In fact, the veneering technique has been called *instant orthodontics*.

Esthetic gum re-proportioning can create balance and symmetry for your smile with techniques like *lip repositioning* and *gum recontouring*, as seen here. You can re-proportion a too-gummy smile, teeth that look too short, or teeth that appear to have different lengths because their crowns are hidden beneath differing amounts of gum tissue ... or a combination of all three.

We understand that sometimes, in today's world, finding success means getting yourself noticed. Stunt-free cosmetic dentistry is a very reliable and worthwhile investment that will let you make an impact - on your terms.



it's laughable

For millennia, Tibetan monks have laughed out loud on awakening - no joke! Seriously, though, even faking a laugh cues your body and your mind to stay calmer and more focused.

How? By shutting off stress hormones and triggering the release of feel-good endorphins. What else? We can show you how to laugh out loud enthusiastically, vigorously, and confidently day or night - with or without an audience.

Natural-looking fillings and whitening can certainly help, but it's also about getting back to basics. Brush and floss, avoid sugary snacks, and maintain regular dental visits.

We promise - once you get the hang of it, the rewards are nothing to scoff at...

- Clean attractive decay-free teeth
- Clean pink tongue
- Clean healthy gums
- Clean fresh breath.

& so
easy



9 Risk Factors

Could you lose teeth to gum disease?

Periodontal disease is the leading cause of tooth loss and it has been linked to systemic diseases as well as toxemia and premature births. Gum disease develops gradually over time if the natural film on your teeth is allowed to accumulate, damage your gums, and interfere with the balance of oral bacteria. If you fit any of these nine risk indicators identified by dental experts, you could be susceptible to gum disease and the tooth loss associated with it.

Risk Factors

- Are you older than 35?
- Are you male?
- Have you never received – or avoided – dental care?
- Have you never – or only irregularly – used dental floss?
- Do you smoke? Have you ever?
- Do you have diabetes?
- Do you have high blood pressure?
- Do you have rheumatoid arthritis?
- Do you have gum disease around your front teeth?

These findings make perfect sense. We know that gum disease occurs when oral hygiene is neglected. We also know that men tend to be less conscientious about oral health care. Gum disease has been linked in studies with diabetes, cardiovascular diseases, and arthritis. But if you don't fit these categories, don't be smug. No one is immune! Teenagers can get periodontal disease and virtually all adults will experience it at some point. What can you do? *A lot!* Brush, floss, and rinse, and maintain your regular dental visits!

office information

Rauchberg Dental Group
Alan Rauchberg, DMD
Joel Rauchberg, DDS
Lara Merker, DMD



199 Baldwin Road, Suite 120
 Parsippany, NJ 07054-2043

Office Hours

Monday 9:00 am – 7:00 pm
 Tue & Thu 8:00 am – 6:00 pm
 Wed & Fri 8:00 am – 5:00 pm
 Saturday 8:00 am – 1:00 pm *



Contact Information

Office (862) 207-4408
 Fax (973) 334-0856
 Email rauchbergdmd@verizon.net
 Web site www.rauchberg.com

Facebook & Twitter **Rauchberg Dental Group**

Office Staff

Lisa Practice Manager
 Lori Practice Administrator
 Mickey, Annie, Elaine
Dental Hygienists
 Marina, Kandy
 Registered Dental Assistants
 DaunDental Assistant
 Burcu, Eileen Sterilization

Where's My Toothbrush!

"Try looking in the newsletter, dear."

Dr. Rauchberg has lost his toothbrush again. He is a dentist after all, so it is with some embarrassment that Dr. Rauchberg must confess that he loses his toothbrush frequently. This time, however, it is a missing toothbrush with a difference. It is very tiny, and it is hidden somewhere in pages of this newsletter. It also happens to be Dr. Rauchberg's favorite, okay "pet" toothbrush, and he is so distraught that he is offering a reward for its recapture and return.

So, get out your magnifying glass, don your trusty sleuth's hat and prepare for a little CSI work. Be the first to find the Doc's missing "pet" toothbrush and call the practice, and you will receive \$50 off any dental service or procedure!

Good luck and happy sleuthing!



Dental Saving\$ Plan



Our office is now offering a dental savings plan that is designed to provide affordability and greater access to quality dental care. With your dental savings plan there are:

- No yearly maximums
- No deductibles
- No claim forms
- No pre-authorization requirements
- No pre-existing condition limitation
- Immediate eligibility (no waiting periods)

*Single Annual Premium
 \$159.00*

*Family Annual Premium
 \$299.00*

*certain exclusions may apply.
 Call our office for details.