

# Something To Smile About



Produced to improve your dental health and awareness

Winter 2010/2011

## fromthedentists

### Happy New Year!

*Thanks to you all*

It was a great holiday and we've returned renewed, rejuvenated, and ready to get going for another year. We hope you had a terrific holiday season with friends and family helping to make it special.

As this New Year dawns, we'd like to take the opportunity to thank all of you for your business in the past year. Your loyalty and patronage mean a lot to us, and we'd like you to know we appreciate it.

The New Year is always full of promises to improve ourselves and to live healthier lifestyles. Make a resolution to yourself to brush, floss, and rinse, and it'll go a long way in making good home care happen.

Here's to a Happy New Year, and once again, thank you for your business and your friendship.

*Yours in good dental health,*

*Drs. Alan & Joel Rauchberg*



## From Our Hearts Offering FREE care to those in need!

Today, there are far too many people who can't afford dental care - with approximately 1/3 of Americans without dental insurance. To these individuals, dentistry is often considered a luxury rather than a necessity. But, we're happy that we can help alleviate this problem by offering our services through a non-profit program called **Rauchberg Dental Gives Back**.

**Rauchberg Dental Gives Back** allows those without insurance or sufficient funds to receive **free** dental services, including: exams, x-rays, cleanings, fillings, extractions.

A similar organization, Dentistry From The Heart, has helped improve the health of more than 10,000 smiles, and provided more than \$2.5 million in dental care.

**On April 30th, 2011**, we are excited to join those who have hosted free dental care events through **Rauchberg Dental Gives Back** - and will be offering procedures from **9:00 am until 2:00 pm**. To allow us to treat as many people as possible during the day, each patient will be allotted a half hour to have their issues addressed.

We're very grateful for the opportunity to host **Rauchberg Dental Gives Back**.

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, May 11th, 2011 from 2pm - 7pm**

Call our office today for more details.



Visit our web site at [www.rauchberg.com](http://www.rauchberg.com)



## White Wine

### Say it isn't so!

If you're a connoisseur of the grape, so to speak, you should know that in addition to all the good things wine has to offer, it doesn't have to be red to cause stains on your tooth enamel. Alas, white wine can also create rough spots and grooves that enable staining chemicals in tea, coffee, and other beverages and foods to penetrate deeper into your tooth enamel.

Even so, red wine, long known to stain teeth, should still be seen as more hazardous to whiteness because it contains *chromagen*, a richly colored substance.

Still, you don't need to stop enjoying wine in moderation. The best way to prevent staining caused by wine, and coffee or tea for that matter, is to rinse often, brush regularly, and ask us about dentist-supervised teeth whitening products.

## About Bad Breath

### Don't be misinformed

How we process and cope with information has acquired its own academic discipline: *information environmentalism*. Because there is such an excess of information consuming the airwaves, we need to be conscious of – and challenge – what we're absorbing. Well, there's a lot of misinformation about bad breath out there, and that matters to millions of people who experience chronic halitosis.

No matter what the ads say, eating mints or other scented candy, chewing gums, or beverages can only temporarily mask bad breath ... not fix it.

Bad breath that lingers can be caused by:

- bacterial plaque and food particles on and between your teeth;
- untreated gum disease;
- bacteria you haven't brushed away from your tongue.

Here's good information for you. Regular dental visits and scrupulous home care can keep your breath fresh and your smile sweet!

## Your Wordless Smile Others will listen ... and look ... at you!



The image you project *is* worth a thousand words. It takes mere moments to make a first impression, and according to a UCLA study, only 7% comes from our spoken words. Body language accounts for more than half of that initial impact! Since your smile is always the first thing people notice, maybe it's time to spark up the power and turn up the volume.

**Whitening** is by far the most popular way to make over a smile from boring to beaming. Your grin can dim just from enjoying your tea, coffee, wine, or juice that gradually stains and abrades your teeth enamel.

#### We can...

- Whiten these accumulated surface stains;
- Remove stains trapped in micro-cracks in tooth surfaces;
- Remove discoloration caused by ageing, illness, medication, or heredity.

That's not all! We can help you decide on your best whitening option...

**Bonding and veneers** are completely natural-looking and can correct the appearance and function of cracked, chipped, or unevenly spaced teeth without surgery or braces.

**White fillings** can strengthen your teeth – and they'll look like you've never had a cavity.

**Crowns** can repair severely damaged teeth, and when combined with bridges and permanent dental implants, can replace gaps.

So, please – go ahead. Give yourself the gift of a great-looking makeover like the one in this after photo. Without saying a word, your smile will shout, "I'm the best I can be!"

# Your Crowning Achievement

## Making strong choices can be beautiful

Many believe that yoga offers the inner harmony and body awareness required to achieve a healthier and more-fulfilling approach to life. Getting in touch with yourself helps to define and refine your esthetic perception, deal with the moment, and look to the future with greater clarity. This can help you to find the confidence to make long-term choices that will enhance your oral health and create your strongest most-beautiful smile.

Like your choice to have a strong body and mind through yoga, choose strength, longevity, and esthetics with beautiful porcelain and ceramic crowns that look so natural no one will guess you have them. Besides being durable, they are highly resistant to bacteria, chipping, staining, and cracking.

## Crowns are versatile as well...

**1** Protect your damaged tooth by capping it with a crown.

**2** Close a gap due to decay, genetics, or an accident with a crown plus a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.

**3** Create a new tooth with a crown attached to a "root" implanted permanently into your jawbone. These *implants* can also be used to secure a denture, and several crowns can be attached to an implant bridge.

We'd be proud to help you reach your personal best and to keep your distinctive esthetic. Please feel free to ask for a consultation!



Before



After

Crowns

## WE'VE DONE THE MATH About popcorn

Believe us when we say that we understand the attraction of buttery-smelling popcorn. North Americans consume 54 quarts per person each year and about 70% is cooked and eaten at home. Sad to say, we don't recommend it.

### Here are 5 reasons why:

1. Popcorn is the #1 cause of tooth fracture.
2. Kernels get lodged in between teeth and between the cusps of teeth.
3. Hulls can get jammed under the gum and irritate the tissue, which can eventually lead to infection.
4. Sharp bits can scrape and irritate your tongue.
5. Rough edges can damage cosmetic restorations.

It's hard to give up a satisfying snack ... but why not consider fresh raw fruits and vegetables or low-salt pretzels? And if you can't always brush and floss, please rinse with water afterwards!



**BOTTOM LINE? DENTALLY SPEAKING, POPCORN JUST DOESN'T ADD UP.**

# Many Botox Benefits

Help TMJ, headaches, sweating, and more

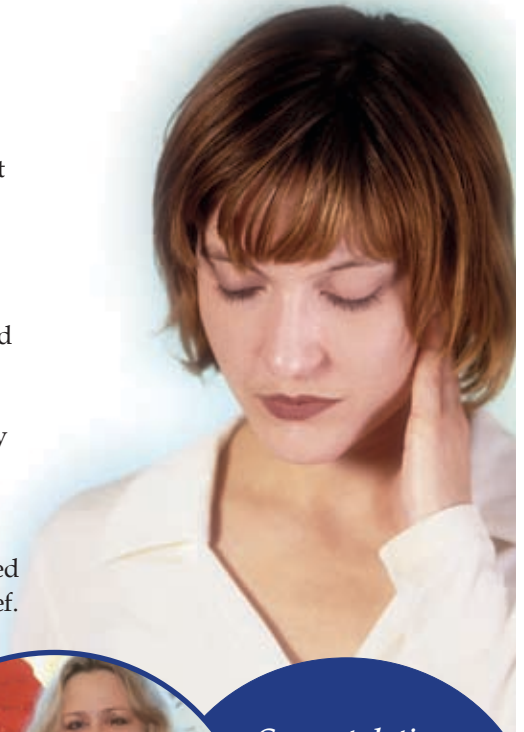
Since being first introduced in the late 1980's, Botox® has become one of the most popular cosmetic injection treatments. But, the use for Botox doesn't just stop at reducing the appearance of lines, wrinkles, and scars. This injectable solution can also help alleviate temporomandibular joint pain (TMD), headaches, and excessive sweating, known as axillary hyperhidrosis. Please read on to learn more.

For the treatment of **TMJ pain**, Botox is administered directly into the associated muscles, preventing the unconscious grinding and clenching that causes pain and discomfort. In many cases, the treatment can even help to alleviate the headaches that often occur as a result of overworked jaw muscles. Many patients have already experienced tremendous relief from TMD issues after Botox treatments.

Botox has also been used to treat **headache pain** since 1992. This came about as patients who had been receiving injections for cosmetic purposes, noticed a significant reduction in headaches after treatment – even for migraines. It is believed that Botox blocks the proteins that carry pain messages to the brain, providing relief.

Finally, Botox can also be used to alleviate **axillary hyperhidrosis**. Excessive sweating of the armpits can be uncomfortable – and embarrassing. Thankfully, Botox injections can block the chemical transmitter that causes sweating, and lasts for three to six months!

**We are happy to be able to offer Botox at our practice, for TMD, headaches, excessive sweating, and more! Call to book today!**



*Congratulations to our Patient Referral Contest Winner for Kindle, Jeannine S.*

## office information

**Rauchberg Dental Group**  
Alan Rauchberg, DMD  
Joel Rauchberg, DDS  
Lara Merker, DMD  
Debra Duryea, DDS



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### 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\*

\* 2 select Saturdays per month

### Contact Information

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### Office Staff

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

## Go Cosmetic!

You can look younger and feel great!

One of the great benefits of good periodontal health is the way it lets you take advantage of cosmetic dentistry! Your teeth can be rejuvenated and gaps, chips, crowding, and the shape of your teeth can be corrected ... without surgery or braces.

Like pink, healthy gums, cosmetic dental procedures like teeth whitening can help you to look younger. Veneers and bonding can restore a youthful appearance by filling out fine liplines and by concealing tooth discoloration and gaps. Tooth-colored fillings of composite or porcelain look like natural teeth enamel, and crowns, bridges, and dental implants can restore even a seriously damaged smile! A subtle change like gum recontouring can dramatically improve the balance of your smile ... your face ... and your outlook.

## An Open Invitation

To you & yours

We appreciate your business and friendship, and though you may not realize it, your referrals are also crucial to our success. Your ongoing recommendations let us continue to grow. In turn, we can invest in technology, additional staff, expanded hours, and other improvements to offer you and yours the most convenient and very best dental treatment.

Your referrals are our number-one source of new patients and not one of our team members takes that for granted. We are proud of your confidence in us and sincerely look forward to providing you, and each person you recommend, with only the highest quality of service and care.

Thank you in advance! We look forward to welcoming your friends, family, and colleagues with a smile!