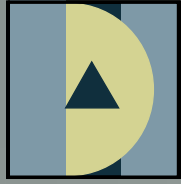


Creating Beautiful Smiles



with
Hudsonville Dental Associates



Produced for the Patients of Dr. Bradley A. Dykstra

Fall 2007



fromthedentist

If you've been a patient at our office for some time, you probably know that I am an avid believer in technology when it allows me to provide you with better care. If we have your email address, you may have recently received emails from us regarding an upcoming appointment or a birthday greeting. This is part of our new email service designed for your convenience. Our new service now allows you to view your appointments online, check your account balance and insurance information, and even pay your bill online! In addition, you will receive appointment reminders when you are due for your next appointment, as well as a confirmation email prior to your appointment. If you're not signed up yet, please visit us at www.hudsonvilledental.com and click on "patient login" to get started today.

*In the interest of better oral health,
Bradley A. Dykstra DDS, MBA*

Fighting Oral Cancer

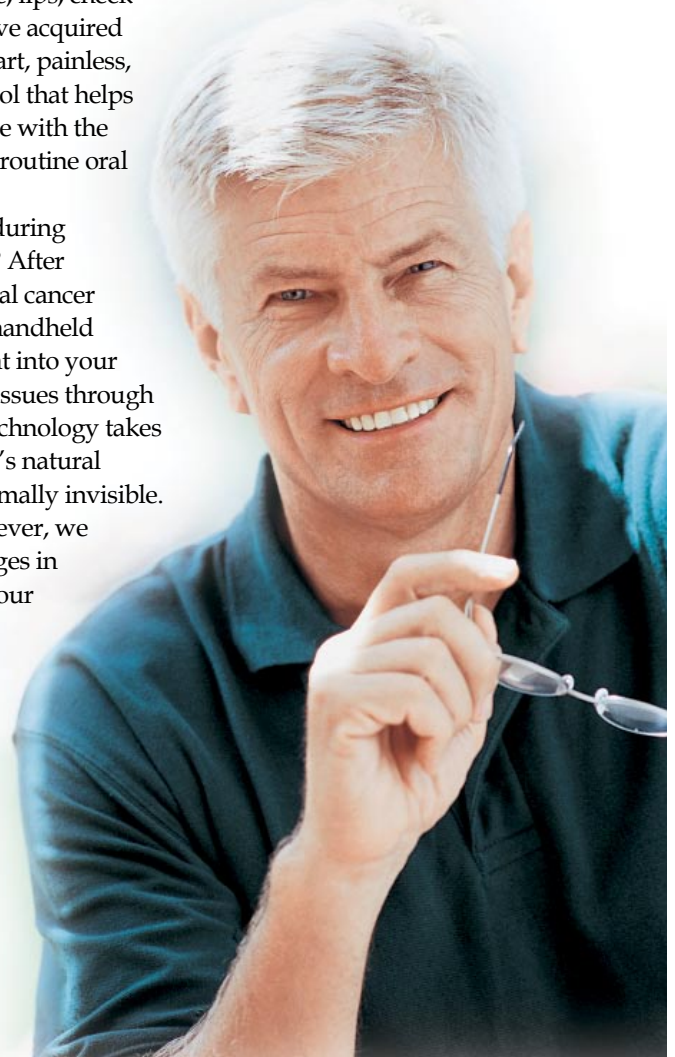
VELscope™ oral cancer screening device

Now we have new wellness exam technology that dramatically improves our ability to screen for oral abnormalities that could lead to cancer. Because early detection is essential to increase chances for successful treatment, we always check your whole mouth for any abnormalities (tongue, lips, cheek lining, and gums). We have acquired VELscope™, a state-of-the-art, painless, non-invasive screening tool that helps us to see what we can't see with the unaided eye during your routine oral cancer exam.

What can you expect during a VELscope examination? After conducting a thorough oral cancer examination, we'll use a handheld device to shine a blue light into your mouth and examine the tissues through a special eyepiece. This technology takes advantage of your mouth's natural fluorescence which is normally invisible. Using the blue light, however, we can look for specific changes in the color or structure of your oral tissues that might be indicative of abnormal cells. It takes only about five potentially life-saving minutes.

We want all of our patients to have a bright and smiling future. Recently, more than 25% of oral cancer victims have been under age forty and have none of the known lifestyle

risk factors like tobacco, alcohol use, diabetes, or HIV. And because in its earliest, most treatable stages, oral cancer usually causes no pain or discomfort, we recommend the VELscope examination for all of our adult patients each year. Ask us about it at your next appointment.



A healthy smile will last a lifetime!



Test Your HCQ!

Regular dental visits and a scrupulous home hygiene program can keep your breath fresh and your smile sweet! How's your HCQ – Home Care Quotient? Take our quiz and find out.

Bad breath can be:

- caused by plaque and food particles on and between the teeth;
- a warning sign of gum disease (*gingivitis or periodontitis*);
- caused by bacteria that wasn't brushed away from your tongue;
- all of the above.

The number-one cause of tooth loss in adults is:

- car accidents;
- advanced age;
- gum disease.

Plaque, the thin film of bacteria that you can feel on your teeth, can begin to form within:

- 48 hours of brushing;
- 24 hours of brushing;
- seconds of brushing.

No matter what your score, just remember to brush, floss, and rinse ... and never share your toothbrush. Oral bacteria can be passed to others which can potentially spread periodontal diseases!

Answers: all of the above; gum disease; seconds of brushing

Take Years Off!

Rejuvenate your smile

Make no mistake – crowns do rejuvenate smiles. Although the primary purpose of a dental crown is to protect and strengthen teeth, you'll love your improved great looks too!

Crowns are an attractive time-tested option for teeth that have been severely damaged or weakened by trauma, root canal treatment, or too much filling. They can also support bridges that fill gaps and be attached to dental implants to rebuild and enhance your smile.

Crowns have come such a long way from the all-metal originals, through porcelain fused to metal, and finally to all-ceramic or all-porcelain. Today, replacing outdated crowns is a surefire way to take years off your appearance.



New beautiful natural-looking front crowns are enhanced by veneers on the molars.

Type Of Crown: **All-Metal**

Benefits: Often made of gold (which is strong and long-lasting and will not wear down opposing teeth), they can also be made of less expensive metals or a mix of gold and alloy.

Type Of Crown: **Porcelain Fused to Metal**

Benefits: Porcelain creates a more natural look than all-metal crowns, and though the metal limits translucency, it adds strength, which is particularly useful at the back of the mouth.

Type Of Crown: **All-Ceramic or All-Porcelain**

Benefits: Translucent porcelain with opalescence looks the closest to natural teeth enamel, will not wear down opposing teeth, and there are no tell-tale dark metal margins at the gumline as sometimes occurs with porcelain fused to metal. These crowns are strong, long-lasting, and youthful looking.

Increase Your Shelf Life

Transcend trans fats!

You know, without fat in your diet, your skin could become dry and flaky, and you could experience hair loss. Your oral health could also suffer from lowered resistance to infection and diminished ability to heal. But too much fat also creates health problems. In particular, trans fats have been receiving a lot of bad press lately.

Trans fats contribute to heart disease and are linked to inflammation which can damage body tissues including your gums, increase the risk of other chronic diseases, and accelerate ageing. Also called hydrogenated (or partially hydrogenated) oils, trans fats were invented to increase product shelf life. So they really are everywhere!

What to do? Read labels. Use alternatives to palm kernel and coconut oils. Exercise, eat a balanced diet, keep regular dental appointments, and keep smiling!

Hide 'n' Seek

Which strategy is best for you?

Sometimes it's what's hidden that makes all the difference ... even with something as intimately connected with your looks as cosmetic dentistry. It could be superior bonding materials beneath veneers that help them to stay whiter longer, an improved teeth whitening formula, or exquisite craftsmanship using leading-edge labs and technology. And sometimes, it's revealing what's hidden that can make your smile more alluring, especially when it's your beautiful teeth enamel hidden by a too-gummy smile.

Let us custom-design your smile makeover program with products and techniques that will suit your smile best. Please come see us for a consultation.



Here are some designer smile procedures that will give your smile eye-catching appeal:

Lighten stained, discolored, or dull teeth more comfortably, faster, and more predictably than ever before.

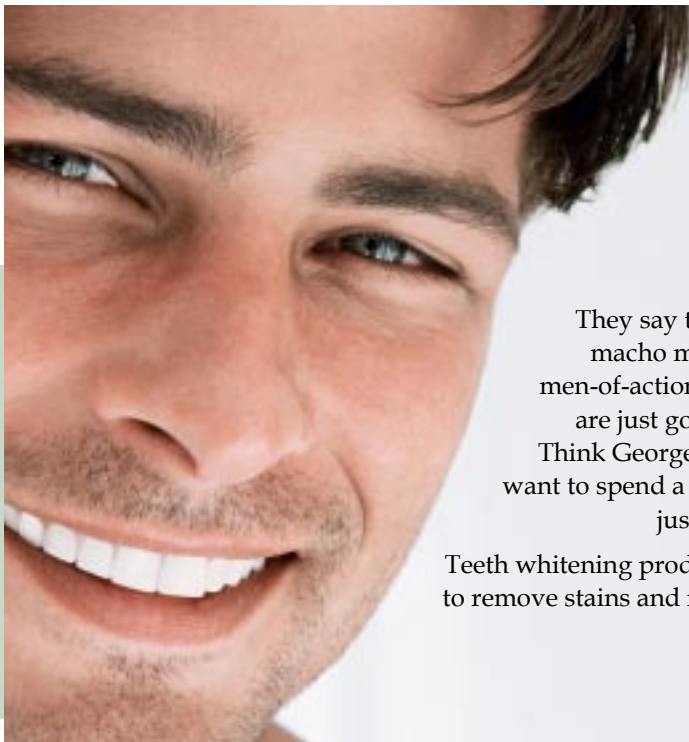
Change old, conspicuous fillings to strong, long-lasting tooth-colored restorations of porcelain or composite resin.

Renew severely damaged or broken teeth with porcelain or resin crowns, implants, or bridges.

Design your smile to permanently correct gaps, crooked, chipped, or discolored teeth with custom-made porcelain veneers that cover flaws.

Sculpt your smile to make short teeth look longer and restore symmetry by reshaping your gums.

Straighten your smile and close gaps by repositioning your teeth with orthodontics.



Assert Yourself!

Try whitening

They say that "macho" is making a comeback ... in a good way. Modern macho men are still sensitive and caring but they are also very capable men-of-action. These are men who "clean up good" - rather than men who are just good at cleaning up - and who are focused on their appearance. Think George Clooney. Think Matthew McConaughey. For men who don't want to spend a lot of time with potions and lotions, teeth whitening could hit just the right note for healthy, attractive, and rugged good looks.

Teeth whitening produces the best results when done under a dentist's supervision to remove stains and re-charge your smile batteries. And you get to decide whether to lighten by up to about eight shades, or only a few.

Assert yourself. *Smile!*

Hygienists: Your Best Ally

If you take good care of your teeth, you'll probably spend less time in our office getting fillings and more time with our hygienist. And even though most patients usually refer to this time as a cleaning, it's important you realize that you are actually getting a lot more than just a cleaning.

Oral hygiene appointments routinely include diagnostic services. This means examination of your teeth to find decay, cavity-detecting radiographs, and an assessment of your gum tissue. Our hygienist also looks at your biting, chewing and swallowing patterns, reviews your medical history and reassesses your overall treatment, evaluating areas such as cosmetic enhancements for your smile.

Your oral hygiene checkup can also involve a number of preventive services. This could mean screening for oral cancer, checking blood pressure, and applying fluoride. The

hygienist also cleans and scales teeth to remove plaque, tartar and surface stains, polishes fillings and crowns, and performs periodontal treatment procedures.

And that's not all. A hygiene visit often includes educational services such as brushing and flossing instruction, nutrition counseling, explanations of dental treatments, and answers to questions about future treatment such as orthodontics and periodontal therapy.

Of course, your hygienist doesn't perform all of these services every time you visit, but chances are you've benefited from almost every one at one time or another. So there's no such thing as just a cleaning. And remember that no matter how much we can do for your teeth when you come to the dentist, the most important part is what you do for your teeth at home. Hygiene services begin in our office, but they



must always be followed by proper brushing, flossing and healthy eating at home. If you're not sure how, ask your hygienist at your next appointment.

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..... Hygienists
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CareCredit



Get The Most Your dental insurance

The signs of fall signal back-to-work and back-to-school for many of us. They should also be a cue to make a dental appointment because your dental insurance has seasons too. More than 90% of dental plans are based on a calendar year. If you do not use the benefits you are entitled to, they are gone as of December 31st. Your benefits are not carried forward into the next year.

If you are thinking about getting some dental care sometime this year, now's the time. Many treatments can take weeks to complete once treatment options are sorted out and insurance considerations are resolved. That's why it's especially important to come in for a visit to get things on the go as soon as possible, **before** your 2007 dental insurance expires. So give us a call!

Fluoride Rinses Protect your teeth!

People who grow up in areas where fluoride is naturally present in the water have far fewer cavities. Fluoride actually bonds to teeth as they grow, increasing their resistance to decay. It also helps stop cavities by interfering with the growth of decay-causing bacteria.

What can you do to ensure your teeth are getting full fluoride protection? Brush with a fluoride toothpaste, and use a fluoride mouthwash that has been approved by the *American Dental Association*. But remember ... using a mouthwash does not replace brushing.

If you want to know more about sources of fluoride, and how much is good for you or your family, we'd be pleased to discuss this with you at your next appointment.

