

Embarcadero Dentistry's

Full-Spectrum Smiles

Spring 2005

Keep Your Secret

With Invisalign®

Until recently, the preferred method for straightening teeth was metal *train-track* braces. We are one of the first practices to offer *Invisalign*®, one of the most advanced components of adult cosmetics.

What is Invisalign? It's a proven method for straightening teeth using a series of custom-made, nearly undetectable aligners.

You can view your own virtual treatment plan when you start, so you can see how great your straight teeth will look

How does Invisalign work?

Each aligner is precisely calibrated and manufactured to custom-fit over your teeth and gently move them through every stage of your treatment. There are no metal wires and brackets, and you can

still enjoy your favorite foods, and brush and floss easily.

Can I benefit? Adults account for nearly 25% of all orthodontic patients! The most common problems are crowded teeth, teeth spaced too far apart, protruding upper or lower teeth, and upper and lower front teeth that do not touch.

How do I get started? After consultation and deciding on a treatment plan, we take an impression of your teeth, and submit it to Invisalign. Using the latest 3-D computer technology, our instructions are translated into a series of medical-grade plastic aligners. You can view your own virtual treatment plan when you start, so you can see how great your straight teeth will look!

We know you'll be inspired to consider Invisalign! Please call us for a consultation.



Office Information

General & Cosmetic Dentistry

Russell S. Harris, DDS
Invisalign® Certified
Daniel S. Nam, DDS
Dental Implants & Invisalign® Certified
Gary Lum, DDS
Invisalign® Certified
Shawn M. Gallegos, DDS
Orthodontics & Invisalign® Certified
Steven K. Olsen, DDS, PC
Restorative & Reconstructive Dentistry
Curt C. Facchino, DDS
Restorative & Reconstructive Dentistry
John C. Noakes, DDS
Complete Smile Makeovers

Allen L. Hasse, DDS
Emphasis in Endodontics & Prosthodontics
Terecita L. Dean, DDS, FAGD
Craniocfacial Orthopedics; Holistic Dentistry; Orthodontics & TMJ; Head, Neck & Facial Pain; Osteopathic Treatment, Sleep Disorders
Helen Lawson Alderson, DDS
Treatment of Dental Fear

The Specialists

Hooshang Kashani, DMD, MS
Periodontics, Prosthodontics & Implants
Herbert W. Kaplan, DDS, MS
Adult & Children Orthodontics; Dentofacial Orthopedics; Certified Invisalign® Orthodontist
Joerge Wittenberg, MD, DDS
Oral & Maxillofacial Specialist



Embarcadero Dentistry

2 Embarcadero Center
Promenade Level
San Francisco, CA 94111-3823

Office Hours

Mon-Fri 7:00 am – 8:00 pm
Saturday 8:00 am – 4:00 pm

www.embarcaderodentistry.com

Call Today!
(415) 398-4400





Striking A Balance

Healthy gums

Healthy gums help create balance and symmetry in the appearance of your smile. They draw our eyes to small areas of vibrant pink **color** of sufficient **intensity** to contrast against the whiteness of your teeth. They also provide contrast of **shape** and **scale** by creating a small, intricately shaped frame for each larger tooth shape. So why tip the balance with periodontal disease?

Red, swollen gums that bleed easily are caused by an imbalance in the bacterial levels in your mouth. When the good bacteria are overwhelmed by bad bacteria, inflammation, infection, gum and bone recession, and tooth loss can occur.

You have the power to restore your smile's equilibrium! Call for a consultation and bring back nature's symmetry to your smile.

Did you know?

- **75%** of adults over age 35 are affected by gum disease.
- **Up to 30%** of people may be genetically susceptible to gum disease.
- **Regular screening** by the dentist can detect periodontal disease in its earliest stage.
- **Tartar/calculus** are hard calcium deposits that infect your gums, spreading below the gumline, destroying your gums and the bone that support your teeth.
- **Only the dentist** or hygienist can remove tartar/calculus.
- **Brushing, flossing, and rinsing** at home can help you prevent gum disease. Only regular visits to the dentist can help you keep it completely at bay.

Smile Smarter

Music and exercise – a great combo

Turn on some tunes and take care of your teeth. Too much of a stretch? Not if you're physically fit. Music enhances reasoning, and exercise benefits your overall and dental health. What happens if you combine music and exercise?

Apparently, you get smarter. Volunteers who listened to Vivaldi's *Four Seasons* while on a treadmill performed twice as well on a test of verbal ability than when they exercised without music. The next step will be to test people using music they choose themselves.

Getting smarter is nice, but the volunteers said they felt better emotionally and mentally after working out – with or without the music.

Here's how exercise can benefit you.

- Increases bone density for stronger bones and teeth.
- Increases cardiovascular efficiency.
- Increases flexibility.
- Increases endorphins which make you feel like smiling.



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You Do **+** The Math!

3 minutes/day = 7 years

A lifetime of oral health and great-looking smiles is a substantial return for investing three minutes a day. Only flossing can reach between your teeth where your toothbrush can't. Experiment with different types of floss until you find one that works best.

It's This Easy!

- + Take about eighteen inches of floss and wrap securely around your middle fingers.
- + Hold about a half-inch length between index fingers and thumbs.
- + Gently ease the floss between teeth. Press tightly against each side of each tooth, forming a C shape.
- + Ease floss up and down several times. Be sure to go below the gumline.
- + Research shows this could add almost seven years to your life!

Real Men Really Care

Teeth whitening is a big priority

A magazine survey revealed that 83% of their male readers intended to get their teeth whitened before their wedding. That's twice as many as those getting into better physical shape. This mirrors the experience of many dentists who are seeing more men for teeth whitening procedures.

Dentist supervised teeth whitening is a safe, reliable, non-surgical way to make your smile dazzling. A dentist can provide a system that's right for your smile.

Grooms' Prep Plans

83% plan teeth whitening

46% plan getting into better physical shape

33% plan a self-tan

20% plan manicures

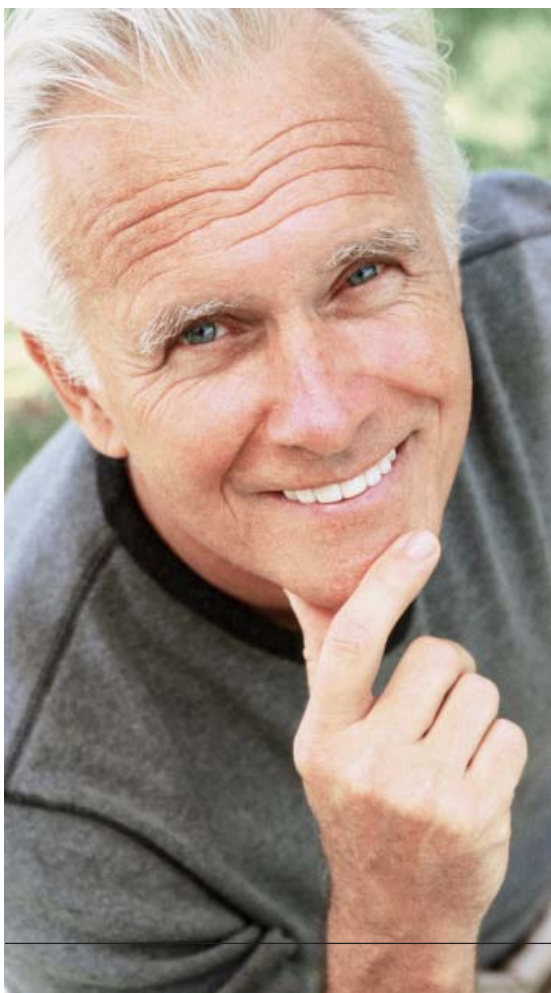
Why should men care about their smile?
Three words: courting, career, and competition.

People notice a smile first.

The opposite sex considers a smile to be number-one on the attraction scale.

A white smile can make you look younger and healthier.

A white smile makes an impression – before you even say a word!



Crown & Bridge

Will make all the difference

Improving your smile enhances more than appearance. True, repairing structural problems like missing teeth with crowns and bridges can only make you look better ... even your best. But when function is restored, so will your ability to chew, speak, and socialize freely.

Here are some crown and bridge facts.

- A **crown** is a cap that covers a damaged tooth. It helps restore its normal shape and size – and strengthens it.
- When a replacement tooth is required to fill a gap, it can be affixed permanently with a **bridge** attached to the teeth on either side of the space.
- If a space is left untended, the surrounding teeth will drift, alter your bite, encourage cavities, and

negatively affect your appearance – beyond the original gap.

- High-tech materials along with custom fitting result in a strong, natural-looking restoration.
- It takes only one or two visits to the dentist to restore your smile and prevent further problems.
- No one will know you have a crown and/or bridge unless you tell them.

Could you benefit from crown and bridge treatment? You may be an excellent candidate. Please consult with a dentist. A crown and bridge can make all the difference.

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Free *Invisalign*[®] Consultation!

FREE

Includes:
Private consultation with one of our *Invisalign*[®] certified doctors.

Offer ends:
July 31st, 2005

Teeth Whitening Special!

Regularly \$500

now
\$250

You can have a whiter brighter smile!

Includes initial in-office jump start and take home customized trays and gel.

New patients only

Offer ends:
July 31st, 2005



For A Brighter, Healthier Smile Call Today! (415) 398-4400



Total Care. Total Commitment.

It's what Embarcadero Dentistry is all about!

For the past thirty years, *Embarcadero Dentistry* has been committed to a philosophy of total patient care where our patients receive oral health care ranging from diagnosis to completion of treatment. We provide comprehensive oral and dental health care services, from general dentistry to a full range of specialized and cosmetic services.

Our professional and caring team delivers more than 20,000 patient visits annually! The services offered by thirteen general and specialized dentists (who have over 200 years of combined experience) include teeth whitening, periodontics (treatment of gum tissue), orthodontics for *all* ages (we're *Invisalign*[®]-certified), endodontics (root canal therapy), total smile makeovers, prosthodontics (artificial teeth), oral surgery, implants, craniofacial orthopedics and treatments for head, neck and facial pain and sleep disorders.

For those patients who are still anxious at the prospect of dental treatment, we even have a dentist who specializes in the treatment of dental fear. We also provide holistic dentistry and osteopathic treatments. As you can see, this really is **total patient care** dedicated to **Full-Spectrum** dentistry.

In order to deliver this full range of dental and oral health care, this practice utilizes the very finest state-of-the-art technology. We are absolutely committed to keeping our practice at the leading edge of new scientific dental research. Our professional team is dedicated to continuing education to ensure that you and your family receive the highest level of quality care in a relaxed and comfortable manner. Our doctors also teach the art and science of dentistry at San Francisco dental schools and throughout the country.

We have expanded our hours to include evenings and Saturdays to better accommodate your busy schedules. Our office is conveniently located in the 2 Embarcadero Center Building and we offer discounted parking with parking validation from our office. We can also be accessed by several MUNI bus lines and we are 2 blocks away from the Embarcadero BART station.

We welcome you to come in for a regular checkup, or a FREE *Invisalign*[®] consultation, because we'd love to see you smile!

Sincerely,

Your Embarcadero Dentistry Team

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