



GREETINGS FROM DR. TODD

Greetings from sunny Cleveland! Hopefully, your summer is going well. It is still a few weeks until school starts but as you begin to make a check list for supplies and appointments, don't forget to schedule a visit to our office. Tooth decay is the most common chronic disease in U.S. children, says the American Academy of Pediatrics. Regular checkups can prevent certain problems and catch other problems when they're easy to treat. To make an appointment, call us at 330.468.6670. And if you want a chuckle, enjoy the comics and jokes on the last page of this newsletter. (See, even we dentists have a sense of humor!).

DEALING WITH SENSITIVE TEETH

Summer is here but, does the thought of ice cream or a cold glass of lemonade make you twinge? If you experience pain when something cold glides over the right (or wrong) spot on your teeth, you are not alone. Millions of Americans are plagued with sensitivity to cold, heat, air, and even sugar. Generally, the first step of treatment is using desensitizing toothpaste like Sensodyne. You should notice improvement in two weeks. If not, it is time to give us a call. We can help determine the cause of your sensitivity.

Loss of gum tissue and dental enamel (the hard outer layer of the tooth) is one of the most common causes of tooth sensitivity. Exposed root surfaces have no enamel and are much more sensitive to temperature. Avoid aggressive brushing or over brushing which can cause breaks in the enamel of the teeth and gum recession. A softer toothbrush and fluoride mouthwash can help reduce tooth sensitivity.

A cavity can cause tooth sensitivity when exposed to cold temperatures and food. A cavity is a break in the tooth enamel. Cavities and cracked teeth treatment can range from fillings to a crown or cap or even extraction.

Teeth Grinding or Bruxism will cause sensitivity because it can contribute to gum recession and decay. It wears the enamel off the tops of teeth, causes cracks, and can also simply make healthy teeth hypersensitive to cold. No one knows exactly why people grind their teeth however it does seem to increase during times of stress. Chronic night time grinding can be controlled with a night guard.

Finally, avoid highly acidic foods which can increase sensitivity. Soft drinks, tea, and citrus foods such as tomatoes and lemons can cause a person with sensitive teeth to cringe.

A combination of treatments may be recommended depending upon what you have tried in the past. Give our office a call and let us help you find a solution so you can enjoy all the benefits that summer has to offer.

MACEDONIA

DENTAL HEALTH

D. TODD RUSSELL, DDS



BOTOX & TEETH WHITENING

Look years younger! Botox is a simple, nonsurgical physician administered treatment to smooth moderate to severe frown lines between the brows, eye corners and forehead.

\$895

We can help you shine!

See office for details. Complimentary teeth whitening consists of upper and lower custom bleaching trays & bleaching gel. Offer expires 9/30/2011. Appointment must be on or before 9/30/2011. Coupon and payment is due in full at time of service.

ZOOM! TEETH WHITENING SPECIAL

One quick visit to transform your smile to WOW!
Beautifully white teeth with ZOOM! for **\$325**

ZOOM! Special PLUS custom take home Enhancing Trays & Gel **\$425**

Offer expires 9/30/2011. Appointment must be on or before 9/30/2011. Coupon and payment is due in full at time of service.

AT HOME WHITENING SYSTEM SPECIAL

Custom Made Enhancing Whitening Trays

\$195

Just For You!

The Home System includes Dental Bleaching Gel and Custom Fit Enhancing Trays. Offer expires 9/30/2011.

LUMINEERS SPECIAL \$750

NO DRILLING • NO INJECTIONS • PAIN FREE

In JUST two dental visits you can have a winning smile that lasts! They won't chip, crack or discolor with age. The esthetic results are immediate and our patients love them!

Lumineers offer a painless way to permanently whiter & perfectly aligned teeth!

*Only \$750.00 each when you get six (6) or more Lumineers at the same time. Offer expires 9/30/2011. Appointment must be on or before 9/30/2011. Coupon and payment is due in full at time of service.

TAKING YOUR TEETH ON VACATION

During the summer, many of us travel. One thing that most people never anticipate is having dental problems while on vacation. Before you leave, make sure your teeth are travel-ready. Get a routine check-up and have your teeth cleaned. If you're planning on flying within a few days after a dentist appointment, let us know so we don't perform any procedures that could make your teeth sensitive to air pressure changes. Try to have any serious dental work finished a month or, at the very least, 2 weeks before you go. Dental work takes time to heal and if you're flying, changes in air pressure can cause pain not only in cavities and loose fillings, but in recent dental work, too.

Make sure you keep a regular routine of brushing and flossing after meals even while on vacation. Just because you're on vacation doesn't mean you can forget about good oral hygiene.

A lost filling or crown is one of the most common minor dental emergencies. To temporarily close the hole and prevent infection, use over-the-counter dental cement. Keep the crown, because the dentist may be able to re-attach it. Likewise, if you break or seriously chip a tooth, keep any part of it to take with you to the dentist.

If a tooth gets knocked out, call a local dentist immediately for an emergency appointment. It is vital to get to the dentist within 30 minutes or less of the accident in order for it to be possible to successfully replant the tooth. When possible, gently place the tooth back in its socket as a means of transportation; otherwise place it in milk, salt water or saliva to cover the tooth.

While some form of dental care is available in almost any part of the world, there are times when going to a dentist just isn't feasible. That's where a dental first aid kit can be handy. These are specially packaged kits that provide material to temporarily fix common dental problems and can be found in most drug stores.

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MACEDONIA DENTAL HEALTH

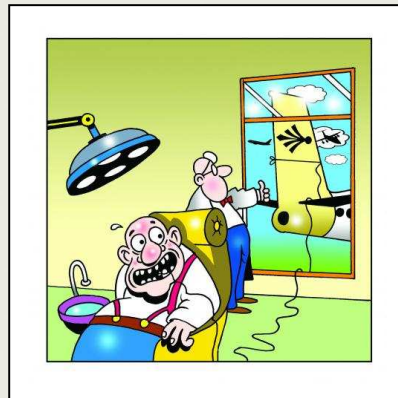
D. TODD RUSSELL, DDS



Dental emergency kits come in re-closable bags, plastic tubes, or CD-sized cases for easy packing. They contain dentistry accessories which can help you take care of dental problems like a toothache; a lost filling, crown or cap; a chipped, fractured, or broken tooth; and gum, tongue and cheek irritation caused by loose crowns or other dental work. Many also include some type of pain relief like a topical anesthetic or clove oil.

While shopping around for a dental first aid kit, look for a one that provides detailed, step-by-step instructions for how to use the material to care for various dental problems. After all, even the best dentistry accessories are useless if you don't know what to do with them.

Remember, though, a dental first aid kit only provides a temporary fix until you can see a dentist. If it's at all possible to get to a dentist's office, you should do so or the problem may only get worse.



What does the dentist of the year get? **A little plaque**

What does a dentist do on a roller coaster? **He braces himself**

What was the dentist doing in Panama? **Looking for the Root Canal**

What did the dentist say to the computer? **This won't hurt a byte**

What did the tooth say to the departing dentist? **Fill me in when you get back**

Where does the dentist get his gas? **At the filling station**