

Orchard Heights Dental Centre's DENTAL NEWSLETTER

For the Patients of Dr. Ray Katz and Dr. Leslie Gelfand



Improving your dental health and awareness

Spring 2010

fromthedentists

Award Winning Office We've been named your favourite dentist

We always consider it an honour and a privilege to be the dental practice you have chosen for your families dental care. We strive to create a comfortable, welcoming, and efficient practice where you can receive quality dental care – and we take this job very seriously. Then, to receive recognition for these endeavors ... well that's just the biggest compliment we could receive!



We're very excited to share with you that our practice has recently been named *Favourite Dentist* in the *Era Banner's 2009 Readers Choice Awards*. This list is comprised of businesses and services that are recognized for offering excellent customer care. But, what we really appreciate the most about this award is that the winner is voted on by *you*, those that actually *experience* our dental services. This recognition really shows us that we're doing our job right.

At Orchard Heights Dental Centre, we're proud that we've managed to successfully create an office that provides a range of quality dental services in an inviting atmosphere, where patient comfort and satisfaction are the highest priorities. Our team works very hard each and every day to achieve these standards ... and to be called your Favourite Dentist for our efforts truly makes our day. So, thank you from all of us at Orchard Heights Dental Centre.

Warmest regards,

Dr. Ray Katz and Dr. Leslie Gelfand

This Summer "Zoom" Into A Whiter Smile!

Introducing: ZOOM® ADVANCED POWER™

We're excited to introduce the very latest 'in-office' tooth whitening system available known as ZOOM ADVANCED POWER (AP). It is comfortable, safe, effective, and will give you dramatically whiter teeth in a single appointment of just over an hour! This whitening system is ideal for anyone looking for immediate results and its convenience makes it the perfect choice for the busy individual. With this system, most patients can expect their teeth to be between 6 to 8 shades lighter with some patients exhibiting up to 11 shade changes. The process begins by isolating the lips and gums. We then apply the patented ZOOM 2 whitening gel to the teeth which is activated by the precision ZOOM AP LAMP for three 15 minute intervals. The process will not harm tooth enamel. Some mild temporary sensitivity may occur and is alleviated by the application of a desensitizing gel after treatment. As a final part of this treatment, you will also be provided with whitening trays for at home whitening touch ups over the years to come. You will be amazed with the results!



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**ZOOM AP is regularly \$499, however
as a summer special, until July 30th,
we are now offering this service
for \$449!**

**Please call for a no charge whitening
consultation appointment.**



For weekend & evening emergencies please call Dr. Katz at (416) 560-5289 or Dr. Gelfand at (647) 988-8900

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.

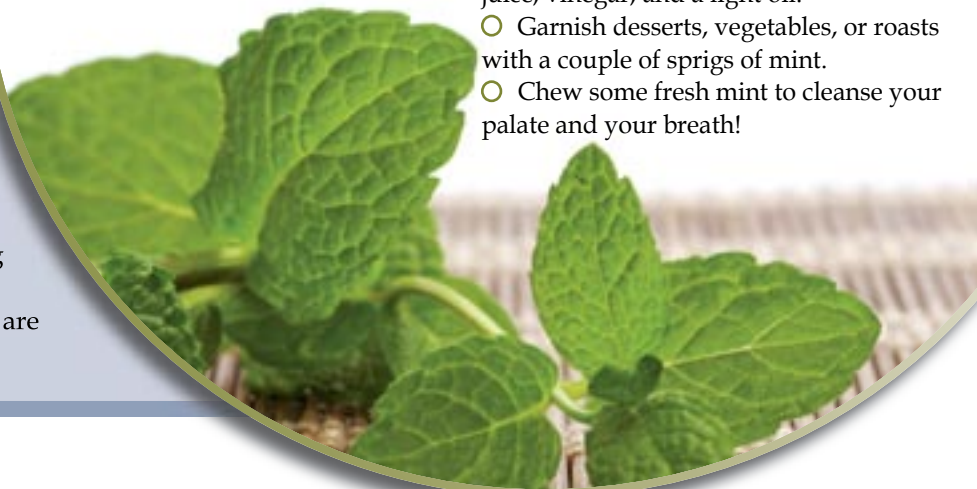
Marvelous Mint

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

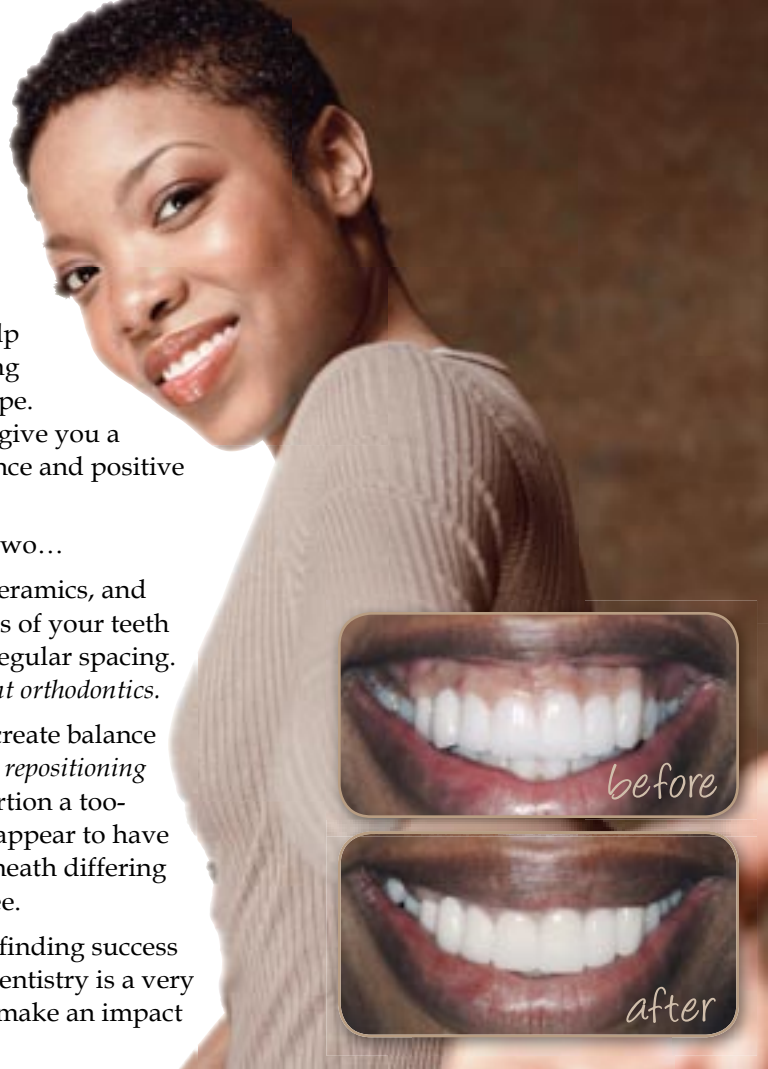
Have you seen some of the guerrilla tactics and extreme stunts people are deploying to reboot their careers? Believe us - singing telegrams or renting a hot air balloon are not your only answers! We can help you create a unique, engaging, and thought-provoking impression that will generate buzz without 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



Bad Breath Or Fresh Breath?

A fast and predictable solution

Bad breath is something that most of us unfortunately have had the displeasure of experiencing. It can be terribly embarrassing and affect our relationships with friends, family and co-workers.

Foods as we all know like garlic, onions, milk and fish are the most common contributors as well as alcohol and tobacco. Other less common sources of bad breath can be caused by stress or dry mouth. Most notably bad breath is caused by poor oral hygiene, gum disease, and dental infections.

Food debris and plaque left behind on the teeth and tongue provide nourishment for hundreds of naturally occurring bacteria that live in the mouth. The bacteria in turn produce odor causing molecules called volatile sulfur compounds (VSC's), more commonly known as bad breath.

Prevention of bad breath can be as simple as making dietary changes and

improving oral hygiene. Unfortunately, for many people common remedies are not enough.

We have recently introduced **CLoSYS® Complete Oral Health System**. We believe in this system wholeheartedly because it is simple, inexpensive and works well. CloSYS has been proven to be the most effective and long lasting home treatment for bad breath. The CloSYS products safely destroy the VSC's instead of masking them like most mouth rinses and toothpastes. The CloSYS chlorine dioxide system consists of an oral rinse, mouth spray, toothpaste and a tongue scraper which, when used regularly will help control bad breath.

We would be happy to answer your questions and provide you with any further information. It may just be right for you.



office information

Dr. Raymond Katz, Dentist

Dr. Leslie Gelfand, Dentist

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Office Hours

Monday 8:00 am – 5:00 pm
Tue & Thu 10:00 am – 7:00 pm
Wednesday 8:00 am – 5:00 pm
Friday 8:00 am – 4:00 pm

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Allyson, Tabettha, Michelle... Dental Assts
Brooke, Gail Dental Hygienists

EDI claims processing



Pain Free Cleanings, No Needles Required!

We have recently introduced a new product that can numb the pain and discomfort during cleanings without using needles. We have had several requests from patients and have found a product that is predictable and effective. **Cetacaine®** is an anesthetic jelly, that when applied to the gums, numbs the area within 30-60 seconds and lasts for up to 60 minutes. We have used it with excellent success for patients with gum pockets, recession and for tender gums during cleanings. No need to stress any longer about painful cleaning appointments, this is an excellent *no-needle* solution. Ask about it at your next visit.



Goodbye Wishing Chrissy All The Best

We are sad to say goodbye to Chrissy, a long time, valued hygienist in our practice. Many of you had the privilege of seeing Chrissy at your recall visits. We will miss her experienced and capable hands but most importantly her smile and positive energy at the office.

Chrissy is pursuing her career in teaching as well as other administrative positions. She is leaving a void here at our office but will continue to make positive contributions to her field in different capacities.

Chrissy we miss you and wish you all the best in your future endeavors!