



Orchard Heights Dental Centre's DENTAL NEWSLETTER

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



Improving your dental health and awareness

2011

from the dentists

We're Reader's Choice!



Two years in a row

The dental field is a competitive one. So, when we receive any type of recognition... it means something special to us. From this, you can see why we're so proud to have been named as the *Era Banner's Reader's Choice* for the second consecutive year!

We thank all of you who voted for us and are overjoyed to share that not only did we win 2nd place for Favourite Dentist, but also 1st place for Favourite Hygienist – Congratulations, Gail!

We will continue to work hard providing the quality care that you have come to expect, and that earned us your votes as Reader's Choice. Thank you again!

Yours in good health,

Dr. Ray Katz

Dr. Leslie Gelfand

*Spring Tooth
Whitening Special!*

**ZOOM®
YOUR SMILE!**

\$449

Regularly \$500

Offer ends: August 30, 2011

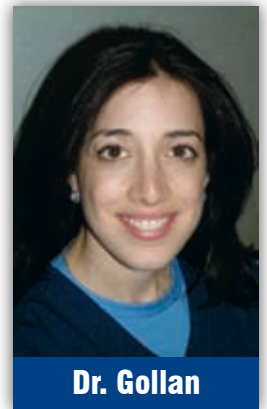
Office Updates

New baby, new faces, and new technology

It's always an exciting time at *Orchard Heights Dental*. Here's what you should know:

●●● **Dr. Gelfand's** family is growing! She will be leaving for a 5 month maternity leave starting in May and returning in November. In her absence, Dr. Kara Gollan will be filling in for her.

●●● Dr. Gollan is a 2003 graduate from the *University of Western Ontario's* dental program. She is an experienced dentist and is dedicated to providing the same quality of dental care you are accustomed to. During her time with us which will begin in late May 2011, Dr. Gollan's office hours will be Tuesdays and Thursdays, from 10:30 am to 7:00 pm, and Wednesdays, from 8:00 am to 5:00 pm.



Dr. Gollan

New technology at Orchard Heights Dental!

We are proud to now offer procedures using the *NV Microlaser™*. This new pen-sized laser can be used to successfully treat cold sores and oral ulcers and has many more applications (see back cover article).

If it's been a while since we've seen your smile, don't wait any longer, call today to arrange an appointment.

**Call Today!
(905) 727-8586**

Visit our website today!

www.orchardheightsdental.ca



For weekend & evening emergencies please call Dr. Katz at (416) 560-5289

Don't Be So Sensitive!

Care for sensitive teeth

Do you experience discomfort or a sharp pain when you breathe icy air, when you sip hot, cold, or sweet beverages, or eat foods with extreme temperatures? Even when brushing your teeth? You could have sensitive teeth which can put a damper on the most pleasurable things in life.

What can you do?

- Always visit us for a diagnosis and treatment options.
- Use a toothpaste specially formulated for sensitive teeth. It takes two weeks before the full effect is evident.
- Rinse with a fluoride-based mouthrinse that contains potassium nitrate to reduce sensitivity.

Don't endure sensitivity symptoms. Call us today!

That Jarring Jawbone!

Relief from TMD is here

It may be stress, previous injury or tooth loss, habitual clenching, gum-chewing, or a part of ageing, but for whatever reason, your jaw aches, you're having difficulty chewing, and it affects how you eat. Other possible causes? Restorations such as crowns, fillings, inlays, and onlays that have worn over time and no longer align or function as they need to.

You may be suffering from *temporomandibular disorder* (TMD) – a misalignment of the jawbone where it connects to your skull. Once we diagnose the cause of your TMD, the solution could be as simple as adjusting or replacing one or more restorations or providing you with a nightguard to maximize your jaw position and relieve your discomfort while you sleep.

Until you see us for treatment, you might be able to alleviate symptoms by chewing on both sides of your mouth, de-stressing, not chewing gum, and performing basic jaw-stretching exercises.

Reinforce
the power
of your
smile

PART OF SMART AGEING

Good for you! You're taking better care of yourself so that as you age, you remain in optimum health. You're using the stairs (not the elevator), protecting your skin, and ramping up the fiber, fruits, and vegetables in your diet. Now think about this: if you live longer, your teeth have to function longer too!

Now is the time to consult with us about the benefits of not just rejuvenating the whiteness in your smile, but also the structure and durability of your teeth. Missing or damaged teeth severely compromise your capacity to chew and digest healthy foods ... negatively affecting your overall health. Not to worry... We have solutions!

- One option is a **bridge**. It replaces a missing tooth by securing a new replacement tooth to the adjacent healthy teeth. Bridges look natural, are easy to clean, and because they're fixed in place, they're stable.
- A **crown** completely covers or "caps" an existing tooth that has a serviceable root but is damaged above the gumline. It improves the tooth's strength and appearance, and extends its lifetime.

As part of your healthy lifestyle team, we will advise you on the best, most cost-effective way to improve your smile. Dental enhancements like bridges and crowns are a great self-investment. You'll look terrific, enjoy a confident smile, and situate yourself wisely to benefit wholly in both oral and overall health!



BEFORE



AFTER

3 Ways To Age Your Smile

Learn the secret to keeping it youthful

In 1900, the average life expectancy was only about 49 and few people anticipated keeping their teeth that long. Today, many mature adults have maintained their teeth, yet have developed potentially serious problems with the *gingivae* (gums) that surround them. This is very important, because when gums are damaged, the gates are literally opened to a host of problems.

FIRST Receding gums. When bacteria is allowed to build up in the mouth and is left untreated, damaged gums become progressively more inflamed. Initially the infection can be painless with no visible signs or symptoms that you would notice during routine home care. Gum disease is the top cause of tooth loss in adults and has been linked to cardiovascular diseases, diabetes, arthritis, Alzheimer's, hearing loss, and cancers.

SECOND Root cavities. Some natural gum recession occurs as you age, but too-vigorous brushing can dramatically speed up the process and expose the roots of your teeth. This is unattractive, but more importantly it can expose your roots to bacteria and cavities. Experts suggest that those taking anti-hypertensives, antidepressants, and analgesics are already at an increased risk of caries (cavities).

THIRD Tooth sensitivity. Receding gums and exposed roots can be painful and eventually, if over-brushing continues, the entire tooth enamel will be affected.

Although we can provide solutions like bonding, veneers, and desensitizers to restore function and appearance, we prefer prevention. Regular examinations and learning proper home care will keep both your gums and teeth healthy.



IN PRAISE OF Olive Oil

Reason to smile

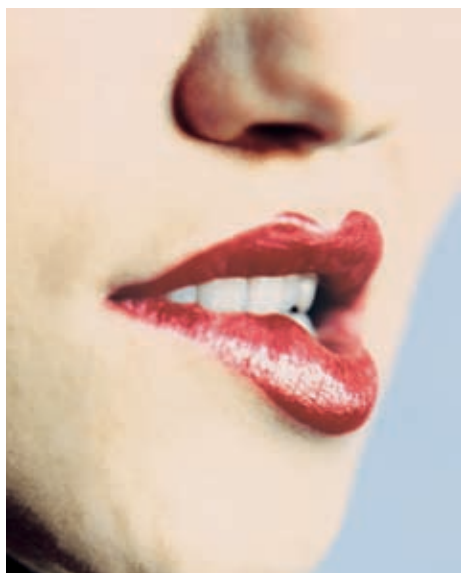
Olive oil, a key component of a Mediterranean-style diet, has provided health benefits for millennia. Mono-unsaturated fat gives olive oil anti-oxidant properties, lowering the risk of colon cancer, incidence of heart disease, and type-2 diabetes.

Because ingesting olive oil enriches skin and soft tissues, and is an anti-inflammatory, it also helps in treating gum disease which, due to the correlation between oral and whole-body health, improves your overall well-being.

Extra virgin olive oil is highest in anti-oxidants because it's less processed. And because of its flavor, processing method, and beneficial properties, it is the only variety of vegetable oil that nutritionists suggest be ingested as is (without being cooked). Only two tablespoons per day will help you look after your whole health while we take care of your oral health!



We now offer: Laser Treatment of Cold and Canker Sores



We are excited to introduce the addition of a soft tissue laser to our office. Lasers have many applications in medicine and work by producing light energy that is absorbed deeply into targeted tissues and at lower intensities can actually destroy bacteria, viruses and disinfect tissues.

The common cold sore is a highly contagious herpes simplex viral infection that is most often seen on the lips or under the nose. It occurs due to stress, sun and wind, is painful with an open sore that can last for up to two weeks. If you suffer from cold sores, you are familiar with the typical early warning sign of a 'tingling sensation' on the lip prior to a full blown cold sore. A 5 minute laser treatment performed at this critical tingling stage will:

- Rapidly speed up healing time to 2-3 days
- Be totally painless, requires no local anesthetic or tissue contact
- Allow you to leave our office with the pain and tingling gone

Laser therapy is equally effective for the treatment of painful canker sores inside the mouth. It is also used to help treat gum disease by disinfecting gum pockets and gently

removing diseased tissue in a way that results in rapid comfortable healing. Other uses of the laser would be removal of superficial veins on the lip, and removal of small lumps of excess tissue in the mouth.

If you feel the tingle of a cold sore, call us right away and we will laser treat the area that day!

Zoom® Into A Brighter Smile!

We are pleased and proud to offer our patients the newest generation of the world's leading whitening system! Zoom Advanced Power® is the fastest, most comfortable, and most effective in-office whitening system ever. In just over an hour, your teeth will be dramatically whiter: ideal for anyone looking for immediate results, and its single appointment convenience makes it the perfect choice for the busy individual.

The Zoom Advanced power procedure is simple. We apply the special Zoom gel which is activated by the Precision Light Guide System. Teeth typically become at least six to eight shades whiter, and sometimes even more. A five-minute fluoride treatment completes the procedure. You will be amazed with the results!

Please call for an appointment to get your smile the whitest it can be.

Zoom!

See Page 1

*Spring
Tooth
Whitening
Special!*



Call Today! (905) 727-8586

office information

Dr. Raymond Katz, Dentist
Dr. Leslie Gelfand, Dentist
Dr. Kara Gollan, Dentist

St. Andrew's Shopping Centre
45-2 Orchard Heights Blvd
Aurora, Ontario L4G 3W3

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

Phone Numbers

Office	(905) 727-8586
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Web site	www.orchardheightsdental.ca

Office Staff

Christine, Becky Front Desk
Allyson, Tabetha, Michelle.. Dental Assts
Brooke, Gail, Katie, Lindsay
..... Dental Hygienists

EDI claims processing



Your Good Word

We welcome new patients

From the moment you call our practice or step through our doors we want your experience, whether from a personal or a professional perspective, to be something worth smiling about. There is no more powerful promotion than a good word, so it is our goal that everyone goes away eager to tell family and friends about our caliber of treatment at Orchard Heights Dental Centre. Your referrals are very important to us.

When you refer new patients, tell them to mention your name because it is our honor to give you something in return.

