

Arnold R. Rudman, DDS  
THE ART OF FINE DENTISTRY

Family and Cosmetic Dentistry  
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# Word Of Mouth



Produced to improve your dental health and awareness

Fall 2008

## fromthedentist

Picture yourself looking younger, more attractive and confident. The Las Vegas Institute (LVI) for Advanced Dental Studies, from which I have acquired hundreds of hours of esthetic training, believes in the dentist as an artist. Today's LVI advanced cosmetic procedures can enhance your smile to its white, straight, beautiful best.

You might be asking yourself what distinguishes an LVI Cosmetic Dentist. LVI teaches a revolutionary new philosophy of dentistry in which artistry and dentistry are combined using a wide range of exceptional skills and techniques to provide complete comprehensive dental care. Advanced procedures to repair chipped, broken, or worn teeth, replace old metal fillings, close gaps between teeth, whiten or rejuvenate discolored or stained teeth, reposition crowded teeth, and recontour gums to eliminate a "gummy" smile are available. Excellence and beauty are instilled in every LVI smile.

There may be many reasons why you want your smile to look radiant, younger, more attractive and confident: a new job on the horizon, an exciting new phase of your life, or you finally want to reward yourself. As an LVI Dentist, I can help you discover that elegant smile that you have been dreaming of and that you deserve. As an LVI Dentist, I can enrich your smile using the most modern techniques combining beauty with function in a patient centered environment to ensure a lasting effect - in other words - - - *The Art of Fine Dentistry*.

I will be happy to answer all your questions about cosmetic dentistry, veneers, implants, whitening and more. We would love to hear from you!

*Yours in good health,*

Dr. Arnold R. Rudman  
LVI Fellow



LVI Smile Makeover  
by Dr. Arnold Rudman



*Dear Friends,*

*When I began practicing dentistry thirty-two years ago, I wanted to create a logo that would represent my passion for dentistry combined with my artistic passion for photography, woodworking and eventually sculpting. I selected the artist's brush as a good choice to represent my interests (I didn't think the mallet and chisel or the carving knife would be good visuals), and I selected The Art of Fine Dentistry to represent my desire to deliver the highest level of cosmetic dentistry.*

*Best Regards,*

*Dr. Arnold Rudman*

Picture your perfect LVI smile as featured in the  
September issue of Vogue magazine!

*The Perfect Smile ... A blend of Natural Artistry Combined with Predictable Science!*

# More Power To You

## Make the right connections ... and smile!

*Homophily* is the natural tendency of people to associate and bond more strongly with people who are similar to them. So what can we do to help you connect with all those *other* beautiful people? Well, according to research, a cosmetically enhanced smile will make you appear more attractive and popular with the opposite sex, as well as more intelligent, interesting, successful, and wealthy!

Together, we can choose cosmetic options that will enhance your natural smile foundation and make your smile sing out success! We can...

- Brighten your teeth with whitening, bonding, or porcelain veneers.
- Rebuild chips and cracks and close gaps that make you self-conscious.
- Straighten and even out the appearance of crooked, crowded teeth.
- Reproportion tooth shape, length, and width to ideally balance your features.
- Recontour an uneven or too high/low gumline.
- Correct a receding gumline that exposes roots and makes your teeth look longer – and you look older.
- Widen your smile to fill in the gaps at the corners of your mouth.
- Diminish lip lines and make your lips appear fuller by adding volume.

And there's even more that we can do...

- We can maximize the dramatic impact of whichever cosmetic procedure you choose. How? By helping you achieve clean teeth and pink healthy gums with a strong supporting bone structure.

Nothing makes a connection better than optimal oral health and a high-powered smile.



**crowns & veneers**



*Brighten*



**gum sculpting & veneers**



*Reproportion*



**orthodontics & veneers**



*Straighten*

# A Crown For



## Take Heart!

### & Save your smile

In the earliest stage of gum disease, you won't even know you have it. Early on, it's reversible with home care and regular dental treatment, but in later stages it can lead to tooth loss and only professional dental intervention can help. Studies have linked gum disease and cardiovascular diseases and stroke – the number-one killers of men *and* women.

Stay fit and keep your mouth *and* heart healthy!

- Exercise regularly to increase blood flow, strengthen your heart, control your weight, stress, and risk of high blood pressure, cholesterol, and diabetes.

- Eat fruits, whole grains, vegetables, low-fat dairy products, and sources of protein, legumes, and Omega-3 fatty acids.

- Don't use tobacco, a risk factor for oral cancer, tooth loss, and heart disease.

- Get regular medical and oral health screenings.

- Keep smiling!





# For All Reasons

**Prevent...  
Protect...  
Impress!**

For many people, appearance is *the* greatest inducement to sustaining oral health. Who among us does not want to make a great first impression at a job interview, look fabulous in photos, and shine at significant moments like weddings? Beautiful crowns can help you do all that and more. They are the most popular restoration not only because they can create a natural-looking improved appearance for discolored, misshapen, or missing teeth, but because they prevent and protect to save smiles!

Crowns can...

- Prevent a cracked tooth from getting worse;
- Strengthen and halt further damage to a broken tooth, either...
  - one that has undergone root canal therapy or
  - one with a large filling or fillings.

In fact, when your custom dental crown is created, it becomes your tooth's new outer surface. Technicians incorporate precise measurements to suit your bite, jaw movements, and anatomy. Durable metal or metal camouflaged with white porcelain can be used, and all-porcelain materials can exactly match your smile's enamel.

Attaching multiple crowns to a natural-looking bridge is an excellent technique for replacing several missing teeth. It can prevent drifting teeth, challenges to eating and speaking, and increased risk for tooth decay and gum disease.

And the bonus: avoid the premature wrinkles and age lines that may accompany an altered bite. Your smile will look even more attractive!



Modern crowns & veneers turn a smile into ... a SMILE!



**Where  
does your  
smile rate  
on our  
whiteness  
scale?**



## 5 THINGS about teeth whitening

**1. Not all of your natural tooth enamel is the same color...**

- your front teeth are usually whitest
- molars tend to be in-between
- eye teeth are commonly darkest

**2. Discoloration can be caused by:**

- coffee, tea, red wine, colas, or tobacco
- heredity
- illness and medications
- ageing

**3. Structural changes occur over the life of your teeth and affect their whiteness...**

- young teeth are whiter and usually have a highly opalescent enamel with milky brightness
- older teeth are darker with a more translucent, thinner enamel and a grayish appearance

**4. People perceive teeth as whiter and more attractive when they are contrasted against pink, healthy gums.**

**5. We don't add whitening to your teeth – we remove stains to brighten your teeth enamel by up to eight shades!**

## Bollyfood

**It's hot, hot, hot!**

The whole world is charmed by the flamboyant extravaganzas produced by Bollywood, India's unique counterpart to the Hollywood film industry. Another cultural export, famous Indian curry dishes, aren't merely gorgeous, aromatic, and appetizing. It seems they have the potential to improve your oral and overall health.

**Turmeric**, a yellow spice that gives Indian curry powder its distinctive color, contains a compound that appears to relieve or suppress Alzheimer's symptoms.

**Curcumin**, an antioxidant known to benefit periodontal health, also found in turmeric, has been shown to help prevent tumors.

**Curry leaves**, common in South Asian cooking, release fragrant essential oils when chewed or combined with water. They are an ingredient in some mouthwashes and can help to reduce caries and chronic bad breath.

Want to spice it up a bit? Explore your Asian grocery!



LEARN HOW INVISALIGN  
CAN WORK FOR YOU

## Invisalign® Day

Friday, November 7<sup>TH</sup> 8:00 AM - 5:00 PM



Dr. Arnold Rudman will be providing Invisalign treatment consultations to answer your questions about Invisalign treatment, the clear way to straighten teeth. If you have wondered if Invisalign is right for you, ask the scheduling coordinator to schedule you for an appointment for this **special event**.

For eligible\* Invisalign Day patients:  
FREE consultation

\$500.00 off your Invisalign treatment  
FREE teeth whitening with Invisalign treatment

Friends & family welcome!

Space is limited to the first 12 appointments.

\* Ask the scheduling coordinator about Invisalign Day patient eligibility.

# invisalign®

LEARN HOW TO SMILE AGAIN

\*Invisalign Day and associated promotions are hosted and sponsored by Dr. Arnold Rudman and not by Align Technology, Inc.

## officeinformation

### Arnold R. Rudman, DDS

2220 Lynn Road, Suite 305  
Thousand Oaks, CA 91360

### Office Hours

Monday - Thursday  
8:00 am - 5:00 pm

*\*Closed for lunch 1:00 pm to 2:00 pm*

### Contact Information

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Web site [www.arnoldrudmandds.com](http://www.arnoldrudmandds.com)

### Office Staff

Robin ..... Office Coordinator  
Nancy ..... Appointment Coordinator  
Rozie ..... Registered Dental Assistant  
Amanda ..... Dental Assistant  
Laurie ..... Registered Dental Hygienist

**We Welcome New Smiles!**

VISA

CareCredit

CASH

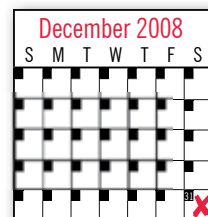


## Your Dental Insurance

### Get the most

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 2008 dental insurance expires. So give us a call!



## ZOOM2® HOLIDAY WHITENING SPECIAL!

Offer expires January 1st, 2009  
Call for details... (805) 497-3749

We have ZOOM2 gift certificates  
for your holiday gift giving.

# \$75 Coupon

Information included is not dental or medical advice. For your specific information be sure to consult our office. If you do not wish to receive this newsletter, please contact us directly.



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