

LASER DENTISTRY
OF COEUR D'ALENE

TOOTH TALK

www.laserdentistryofcda.com

Fall 2006

Oral Cancer Screening

The VELscope Saves Lives

Oral cancer is one of the deadliest forms of cancer - and because almost 70% of all oral cancer victims are diagnosed in the later stages, the five-year survival rate is only 50%. But the survival rate skyrockets to 90% for oral cancers discovered in its early stages. This is why we're very proud to introduce a new state-of-the-art screening technology called the VELscope® to our practice. An annual examination, following our standard oral cancer examination, will provide our patients with the most comprehensive oral cancer screening possible.

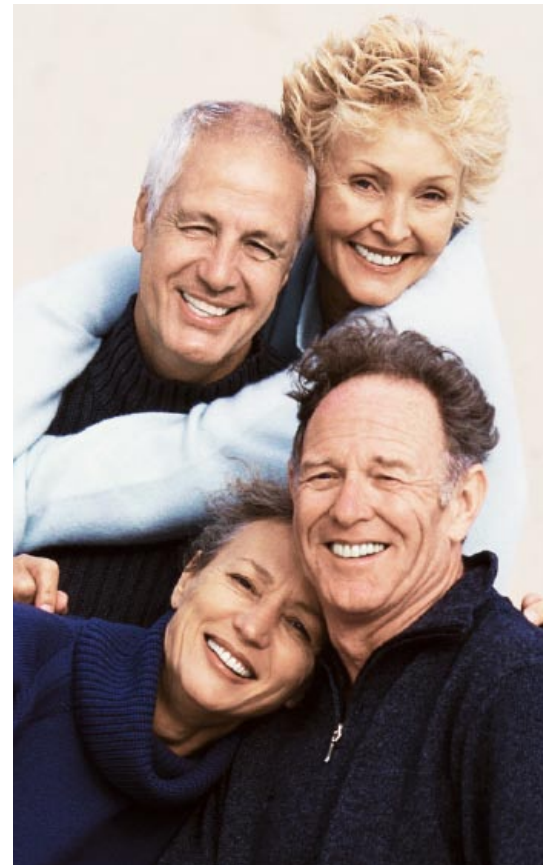
The VELscope is a simple, painless, and non-invasive device that helps us detect what we can't see with unaided eyes. With the VELscope, we can evaluate and monitor suspicious areas

at their earliest stages before there is any progression toward life-threatening conditions.

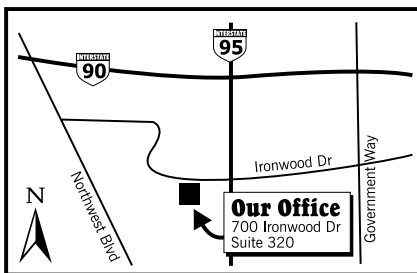
Put simply, the VELscope is to oral cancer screening what mammograms, PAP smears, and the PSA test are to breast cancer, cervical cancer, and prostate cancer respectively. With this new test we're confident that we can provide our patients with the most thorough screening available.

And did you know that more than 25% of oral cancer victims have no lifestyle risk factors like tobacco, alcohol use, diabetes, or HIV? This is why we perform VELscope exams annually ... on all our patients age 18 and older. You can schedule your exam at any time by contacting our office.

For more information please visit www.velscope.com



Come see us



**FREE Whitening
for Life! Call Today!
(208) 667-1154**

See page 4 for more details...

Laser Dentistry of Coeur d'Alene
Kent Mosby, DDS
700 Ironwood Drive, Suite 320
Coeur d'Alene ID 83814-4485

Office Hours

Monday	8:00 am – 5:00 pm
Tuesday	8:00 am – 5:00 pm
Wednesday	8:00 am – 5:00 pm
Thursday	8:00 am – 5:00 pm

*For more
information please
visit our web site*

www.laserdentistryofcda.com

Our Services Include:

- ❖ Family & cosmetic dentistry
- ❖ **Laser dentistry**
- ❖ Minimally invasive dentistry
- ❖ Laser periodontal therapy
- ❖ In office laser whitening
- ❖ Relaxing & friendly environment
- ❖ New patients welcome
- ❖ Modern, state-of-the-art facility
- ❖ Most insurance plans accepted
- ❖ Visa, MasterCard, American Express, Discover, Cirrus, Plus, ATM, Capital One Healthcare Finance, and checks welcome



Kiss Off Success

In a British study, men ranked bad teeth as the number one turn-off against kissing. And yet, men are notoriously more likely than women to ignore their oral health, even though it is linked with longevity and an attractive appearance.

An Academy of General Dentistry survey found that men are more likely to have gum disease than women. Gum disease can detract from your overall health as well as your appearance and can cause bad breath.

Gum disease is the leading cause of tooth loss among adults and is called the Silent Disease because it begins silently, without any symptoms.

If you have any of these symptoms, gum disease has already progressed...

...Persistent bad breath;

...Red, swollen, or tender gums;

...Bleeding gums;

...Loose or shifting teeth.

Socializing doesn't motivate everyone – smile power has many facets. Consider: three out of four individuals believe that an unattractive smile can hinder careers!

Dentistry can halt the progress of gum disease very effectively and can even reverse its effects. Combined with a good routine of home care, you can have a fresh, wholesome, attractive smile in no time.

We'll always encourage you to enjoy the benefits of excellent oral health ... and your appearance.

A Smile...

Better than chocolate?

If you receive enough smiles, you really can feel like a million dollars. Tests show that receiving a smile generates much higher levels of stimulation to the brain and the heart than being given money or eating chocolate! In fact, exchanging smiles actually changes our brain chemistry and creates a halo effect, bestowing a glow of optimism and positive feelings on the experience.

Never underestimate the importance and power of your smile. Have you ever noticed... when you smile at someone, they almost always smile back!

Make maintaining your oral health your number-one priority. Let your smile make a favorable impression!

Quitting Counts...

Great news: If you quit using tobacco products, you'll reduce your risk for oral cancer, dental cavities, periodontal disease, and partial or complete tooth loss! Whether you smoke cigars, cigarettes, or chew smokeless tobacco, the chemicals...

1
*attack & destroy
gum tissue &
eventually cause it
to recede*

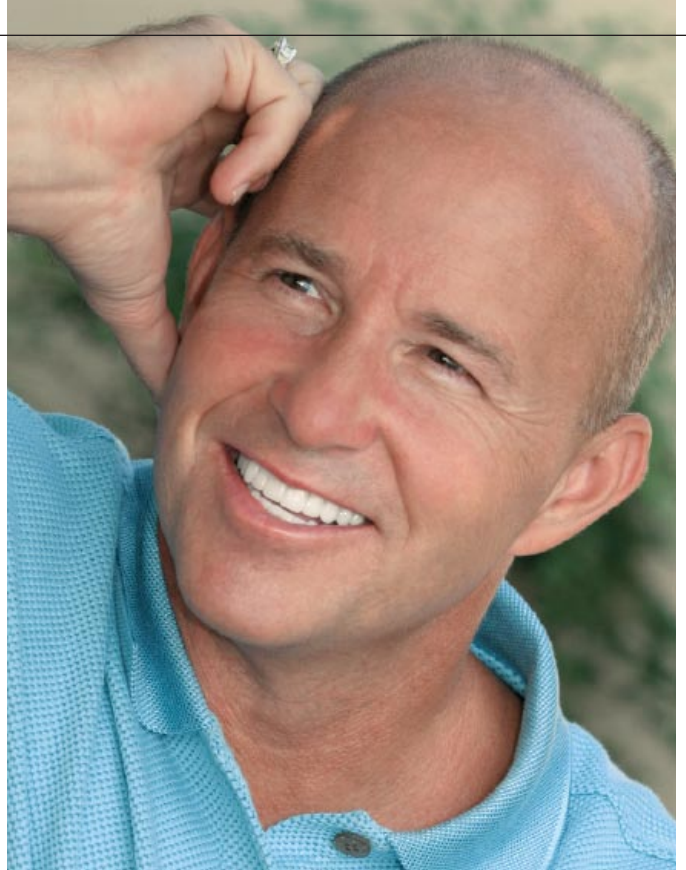
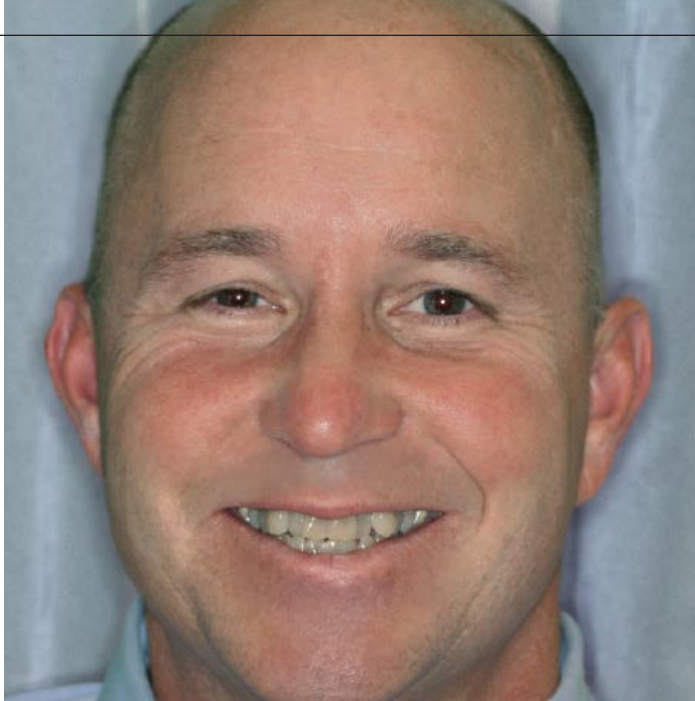
2
*wear out the
enamel on your
teeth, making teeth
weak & vulnerable*

3
*increase your
heart rate &
raise your
blood pressure*

If you smoke, you are six times more likely than a nonsmoker to develop oral cancer. Combining routine use of alcohol and tobacco means fifteen times the risk, and smokeless tobacco products increase your risk fifty-fold!

Back to the good news... An oral cancer screening is included in routine dental checkups and we can help heal or even reverse the damage caused by gum disease!





The Wow Factor

Choose to improve with advanced esthetics

It's true. You can choose to look and feel better. Advances in cosmetic dentistry take only a minimal investment of your time, and the rewards in well-being and self-confidence are well worth it. You can choose to trade in your tarnished smile for a smile that will wow everyone – including yourself.

Tea, coffee, red wine, or tobacco can gradually leave surface stains that are easy to remove with professional intervention. While age or inherited dull tooth enamel can also dim your smile, you don't have to live with it! Advanced esthetics can also boost smiles that have lost their sparkle due to root canal treatments, fluorosis, or tetracycline use.

Here's what some of the most popular cosmetic dental treatments can do for your smile...

Erase unattractive stains for a brighter smile with teeth whitening.

Banish silver-colored fillings with white fillings made from durable and completely natural-looking materials including white composite.

Camouflage discoloration and chips or overlapping and uneven teeth with veneers that are affixed to the front surfaces of your natural teeth. These extremely thin but strong porcelain shells can actually improve the proportions of your smile by re-shaping your teeth and/or your gumline.

Replace missing teeth with dental implants, an esthetically attractive alternative to dentures and bridges that looks completely natural.

Choose to call for a consultation and find out more about your advanced esthetic options!

All Cracked Up?

Because they are most noticeable in the front teeth, craze lines can make patients crazy! When you switch quickly between eating and drinking hot and cold foods, the enamel and the underlying dentin expand and contract at slightly different rates causing superficial cracks in your enamel. These unattractive craze lines are painless, and treating them cosmetically is a simple matter.

A cracked tooth is more serious. Do any of your teeth hurt when you bite down? Is the pain fleeting? Do very cold or hot drinks cause sharp pain? You may have a cracked tooth – a common condition caused by years of biting, clenching, and grinding, or because of an accident.

Pain? Sensitivity? Call us and let the dentist diagnose ... and give you relief!



whitening
Discus Dental



veneers

Turn Your Fantasy Smile Into Reality!

Free Consultation! (Look-See / Second Opinion)

Includes:
Review of previous
x-rays and oral
evaluation.

Offer ends:
December 31st, 2006.

now
FREE

Free At-Home Teeth Whitening

With purchase of
complete x-rays,
exam, and cleaning.
(\$229)

Offer ends:
December 31st, 2006.

**New
Patient
Special!**

**For A Safe, Simple,
And Comfortable
Experience!**

**Call Today!
(208) 667-1154**



Free Whitening For Life

Dear Neighbor,

Because your smile means so much, we are happy to offer **free whitening for life** when you come in for a complete exam, cleaning and x-rays. Then when you come see us every 6 months for your checkup and cleaning you will receive additional whitening solution to help keep your smile bright for the rest of your life.

At your first visit with us, after we complete your exam, take x-rays of all your teeth and clean your teeth, we will take impressions of your teeth and make custom fit trays and provide you with whitening solution. It takes approximately 2-3 weeks to achieve a whiter, brighter, smile. With regular 6 month visits you can have whiter, brighter teeth for life.

Call us today; you'll be glad you did.

Thank you,

Dr. Kent Mosby

P.S. Look for a coupon for free whitening for life on our website www.laserdentistryofcda.com that you can share with your friends.



**Visit us online!
www.laserdentistryofcda.com**

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PRSR STD
U.S. POSTAGE
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PNP 14304