

LASER DENTISTRY OF COEUR D'ALENE

TOOTH TALK

www.laserdentistryofcda.com

Winter 2007

Dear Neighbor:

Laser Dentistry is committed to delivering your dental treatment with the most advanced technology available. We use lasers to comfortably treat cavities, gum disease, and cold sores. In fact, over half of the fillings we place do not require us to use shots. We also use lasers and custom fluoroscopes to detect cavities and oral cancer. Our approach is that if technology improves patient care significantly then we incorporate it as soon as possible.

While technology is important, our relationships and customer service is where we truly shine, from the

moment you call us you will know that we really care. We won't make you wait at your appointments since we don't double book patients. We also set aside time for emergencies every day for that inopportune tooth ache.

Lastly you will always receive complete understanding of treatment needs, recommendations, prevention tips, and cost estimates. And since we are preferred providers for many

insurance companies, you can get the most from your insurance benefits.

Call for an appointment

and check out our website for more information about us.

**Laser Dentistry
of Coeur D'Alene**

208.667.1154

www.laserdentistryofcda.com



Come see us



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

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

Top This!

Crown & bridge restorations rate number one

Did you know that crown and bridge restorations are placed more often than any other? If you have a gap in your smile or restorations that have worn down or faded with time, this procedure could be for you. That's because crowns and bridges are beautiful, natural-looking, and long-lasting.

Crowns are recommended to...

- support a large filling when there's more restoration than tooth;
- protect a weak tooth from fracturing;
- reinforce a fractured tooth;
- cover discolored, poorly shaped teeth;

- support a tooth that has had root canal treatment, and;

- permanently affix a bridge.

Bridges are commonly used to...

- permanently replace one or more missing teeth, and;
- span the space where the teeth are missing because gaps left by missing teeth eventually cause the remaining teeth to shift into the empty spaces, resulting in a bad bite.

Crowns and bridges are tops for more than great looks. Restore your oral health with a cosmetic solution!

WHAT'S AT RISK?

The research just keeps coming in. Gum disease, a chronic oral bacterial infection, is now linked to kidney disease which is linked to diabetes... which is linked to gum disease. You see how it works! What else is linked? Cardiovascular diseases, oral cancers, premature births, osteoarthritis, osteoporosis, Alzheimer's, and inflammatory infections.

In the early stage called *gingivitis*, only gum tissue is affected. Symptoms include redness or puffiness, a bad odor, and bleeding during brushing. *Periodontitis* is more advanced, and now involves the underlying bone. Without treatment, periodontitis will eventually lead to tooth loss.

Your best defense is a healthy diet and regular brushing, flossing, and checkups. Uncertain about home care techniques? Let us demonstrate!

Can A Bandage Do The Job?

Would you stick a bandage on your tooth and then expect your mouth to stay healthy? Yuck – we didn't think so. Like bandages, fillings have their place to protect your tooth after the damage has been done. For sure, a filling is no cure for cavities. That's one of the reasons we encourage you to visit the dentist regularly.

Streptococcus mutans, the major cavity-causing bacterium, uses sugar to produce acids that dissolve dental enamel. Everyone is at risk for cavities and other bacterially based problems like gum disease. Your risks increase if you eat a lot of carbohydrates and if you suffer from dry mouth (xerostomia) because saliva is your natural buffer against acid.

Thanks to minimally invasive technology and procedures, we can remove less healthy tooth enamel than in the past, but prevention is still your number-one cure!

Who Needs To See A Dentist



How Bright Is Your World?

Teeth whitening at its best!

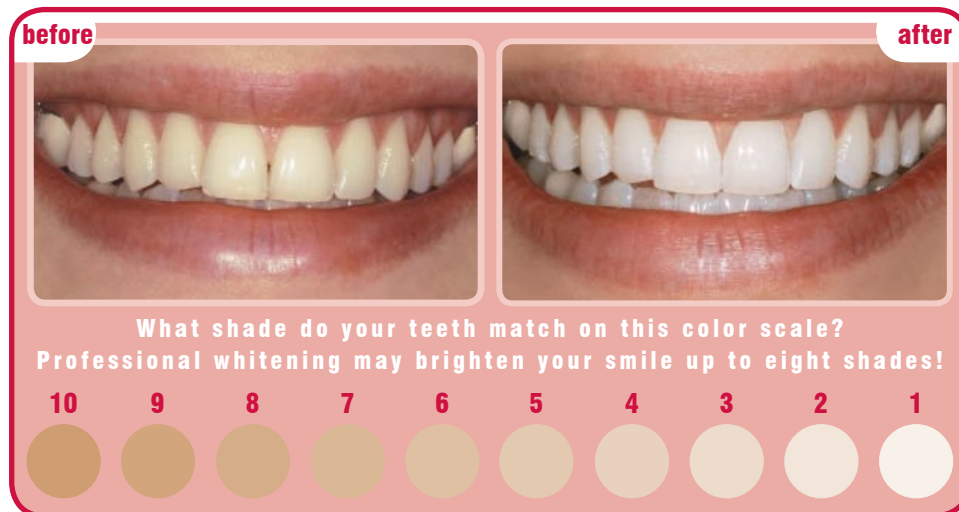
Confused about teeth whitening? Don't be. We can help you to decide whether an off-the-shelf toothpaste, floss, rinse, or any other product will help you between treatments. But take our word for it, supervised teeth whitening is by far the safest and most reliable method for your precious smile.

Consider this. If you select an inappropriate product or if you overuse it, you risk damaging irreplaceable tooth enamel and making your teeth appear even more yellow. How could this be? The outside enamel shell on your teeth is almost clear. The dentin

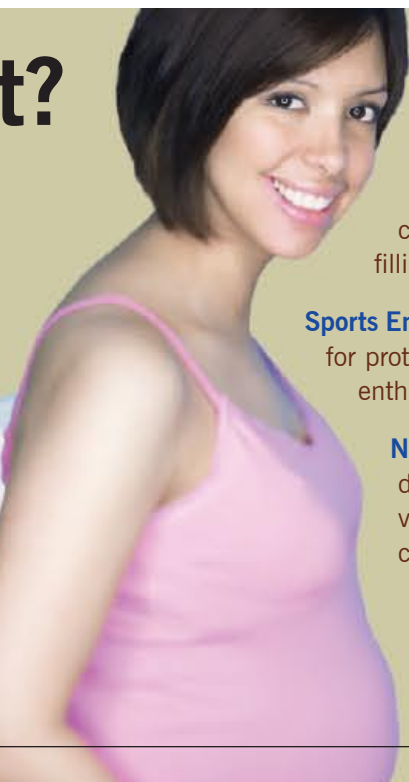
that lies just beneath is yellow, and so it shows through. Whiteners can remove stains, but without dentist supervision and quality control, some whiteners can encourage thinning of enamel... revealing yellow dentin.

Dentists have ways to eliminate the potentially harmful effects, and can do the job faster and more effectively. We know that you don't want to take any risks!

Let dentistry take the confusion out of whitening – and ensure the health and beauty of your smile! Give us a call today!



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Whether your age is 1 or 100, every life stage presents its own oral health challenges, and for modern health-conscious individuals, lifestyle can sometimes require its own checklist...

Baby Boomers – Whether you are male or female, hormonal changes can increase your risk of periodontal disease which can lead to tooth loss and has been linked to diabetes, osteoarthritis, oral cancer, cardiovascular, and other diseases. Xerostomia (dry mouth) can create problems and worn-out fillings or restorations should be replaced before they negatively impact your bite and appearance.

Sports Enthusiasts – Whether for a child or just the precious child in you, sports enthusiasts need a mouthguard for protection from injury which can increase the risk of an abscessed tooth or expensive restoration. Sports enthusiasts are also at risk for enamel erosion from sports drinks.

New Parents – Expectant mom's hormonal fluctuations put them at increased risk of gum disease and double their risk of premature birth. "New-mom gums" also need special attention. New dads are also vulnerable to oral health problems as they share the stress and fatigue of interrupted sleep and home care routines including irregular meals and nutrition.

Dentistry provides crucial complementary care to your at-home oral hygiene regimen!

Turn Your Fantasy Smile Into Reality!

Free Consultation! (Look-See / Second Opinion)

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

Offer ends:
May 31st, 2007.

now
FREE

Free At-Home Teeth Whitening

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

Offer ends:
May 31st, 2007.

New
Patient
Special!

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

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



Choices, Choices, Choices!

When choosing a dentist every patient values different qualities and characteristics. While there are many choices available, finding one can be challenging. I believe that most patients value a yes answer to the following:

- Do you want the latest technology available?
- Do you look for a dentist on your insurance plan?
- Do you like clear easy to understand treatment recommendations?
- Do you prefer to get your fillings done comfortable without shots?
- Do you want to avoid gum surgery?
- Do you value being seen promptly in an emergency?
- Do you hate waiting long hours in the waiting room?

Our office philosophy was designed especially for patients who value these qualities. While we could go on and on explaining how we fit your desire, we invite you to take advantage of a free consultation to see for yourself.

As part of my commitment to you, I will always explain all of your treatment options and help you to make the right choice.

Yours in good health,

Dr. Kent Mosby

P.S. FREE consultation appointments fill up quickly. Please call today (208) 667-1154

I'm looking forward to answering your questions!



Look for a coupon for free whitening for life on our website

www.laserdentistryofcda.com

that you can share with your friends.

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