



# ToothTALK

## With Dr. Greg DeVor

Winter/Spring 2010

## Welcome!

### Our new newsletter..

Welcome to the very first issue of **Tooth Talk**, a newsletter designed to keep you informed of new ideas and concepts in the field of dentistry. Over the next few issues we will bring you information on areas such as cosmetics, whitening, oral cancer screening, and many other topics where dentistry has made terrific advances over the last few years. We also hope to bring you information that is particular to our office, of which you are the most important part.

This newsletter relies on your input to be successful, so please mention any topics that you would like to see included in a future issue. If you happen to receive two issues, please share one with a friend who you feel might benefit from the services and care that we provide.



### Q Does it really matter if I lose a tooth?

**A** Every tooth in your mouth plays an important role in speaking, chewing, and in maintaining proper alignment of your other teeth. If you lose a tooth, the gap must be filled by a dental implant, bridge, or removable denture for your mouth to function properly.

Dental **Q&A**



We're in your  
neighborhood



**Call Today!**  
**(216) 221-1438**

**Dr. Greg DeVor**  
13616 Madison Avenue  
Lakewood, OH 44107-4709

### Office Hours

Monday 9:00 am – 5:00 pm  
Tuesday 9:00 am – 5:00 pm  
Wednesday 9:00 am – 5:00 pm  
Thursday *closed*  
Friday 8:00 am – 3:00 pm  
Saturday 8:00 am – 1:00 pm  
Every 2nd and 4th Saturday

### Our Services Include:

- New patients welcome
- Tooth whitening
- Tooth-colored fillings
- Crowns & bridges
- Bonding & veneers
- Committed to excellence in dentistry
- Modern, state-of-the-art facility
- Saturday appointments
- Children play area
- Most insurance plans accepted

**CareCredit**



**VISA** **Checks**



## We Welcome New Smiles!

If you presently have a dentist you are happy with, please consider this information helpful. If you are looking for a dentist, please think of us.

# Take A Time Out

## It's your turn to be prioritized!

Do you sometimes live your best life in your imagination? Are you striving for a more genuine life where you can re-connect with your community, reduce your stress, and take better care of yourself? If that sounds too ambitious ... would you settle for just putting yourself first once in awhile? Then schedule that dental appointment you've been postponing.

Making your own self-care a top priority doesn't mean abandoning your values. Whether you're married or single, a successful entrepreneur, or a student just starting out, taking positive action to improve your health, appearance, and quality of life is a good thing.

So please – accept our invitation to call. Sharing your questions and concerns about preventive, restorative, and cosmetic dentistry could be your first step towards turning wishful thinking into confident reality.



## Seeing Is Believing

### Take this test & change your life

Research has shown, not just once or twice but repeatedly, that for most people your smile outranks your eyes, hair, and body as your most attractive feature. Being a person yourself, it's probably also the first thing you notice – or avoid – when you look in the mirror or at photographs of yourself.

Here are questions to help you decide how much you like what you see. After all, who knows better than you how your smile has affected your happiness and success.

Are you totally happy with the way your teeth and smile look?

Do you habitually hide your smile with your lips or your hands?

Do you try not to smile in front of others, especially people you don't know or who have terrific smiles?

When the camera comes out, do you avoid smiling?

Would you like a smile that makes you feel proud and confident?

What would you like to change about your smile?

You know, there's no need to be embarrassed to visit us because it's been some time since your last appointment. That's what dentists are here for. Once you've decided to improve your smile, our dental team will help you explore your esthetic options. Teeth whitening, veneers, crowns, and implants can create your ideal smile – often in only a visit or two. We look forward to helping you pass your smile test with flying colors!





# Yes – You Can Have What It Takes!

## Just make a commitment to yourself!

Being the best you can be not only makes you look and feel great, it has competitive benefits socially and in the workplace. Yet to fulfill your potential you need the stamina that good health provides. Maintaining your oral health should be an essential part of your fitness program – it does more than give you a great-looking smile. Gum disease, for example, not only looks unattractive, it may be linked to cardiovascular and other systemic diseases including diabetes.

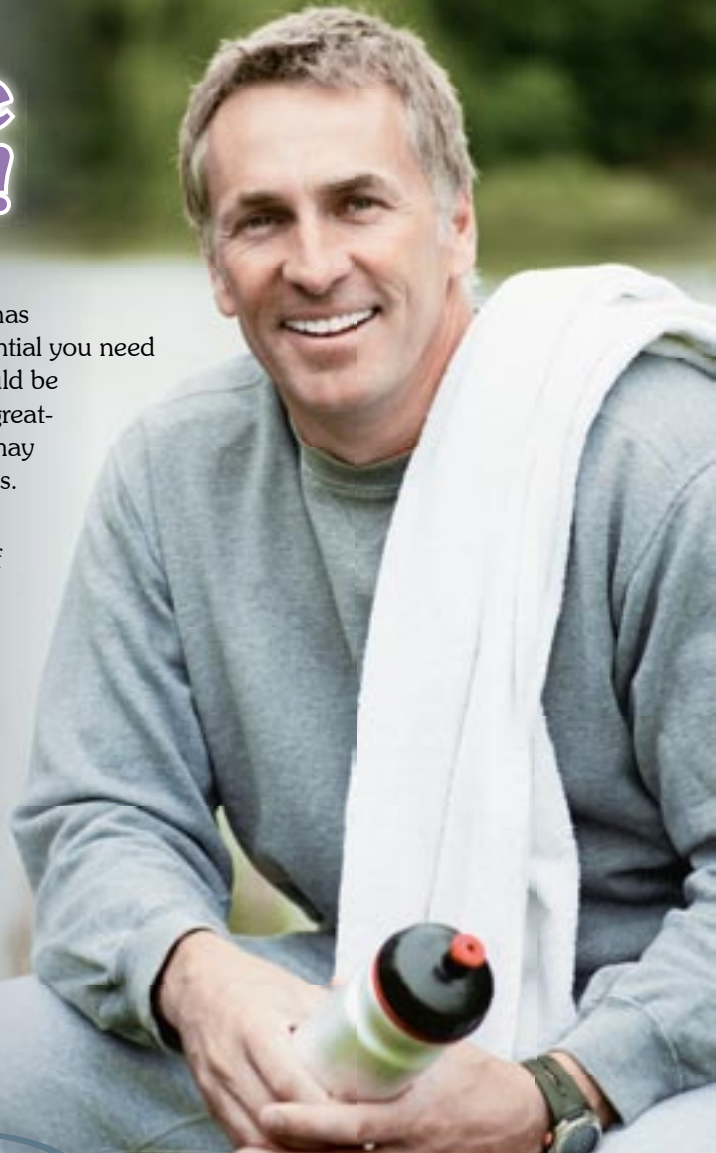
**Look at the big picture.** Just as you wouldn't focus only on cardio fitness to the exclusion of strength and flexibility, you need to take care of your teeth and gums and restorations like crowns, bridges, implants, and veneers.

**Think about what you drink – not just what you eat.** Fruit juices, sodas, and sports drinks are calorie sneaks and damage gums and tooth enamel. Alcohol consumption is known to boost calories and increase your risk of oral cancer. Water is best!

**Stick to your exercise and oral care routines – even on weekends.** Skipping workouts and overindulging in treats can undermine both your fitness and your oral health. It takes only minutes for damaging oral bacteria to attack your gums and teeth enamel.

**Technique matters.** Just as you must exercise correctly to get maximum benefit, we can teach you proper brushing and flossing techniques that can save your smile.

Let us help make your dreams a reality. We'd love to keep you smiling.



## Tried & True

### Your best smile solution

Researchers are experimenting with techniques to develop tooth tissue using stem cells obtained from your own mouth. What's the big deal? Some day, synthetic restorations will be history. Until then, here are three amazing pro-active cosmetic solutions.

**Have receding gums revealed the dark edge of metal on your older crown?** Replace it with a new porcelain crown customized to match your other teeth.

**Do you have a tooth that has cracked, has been worn down by teeth grinding, an improper bite, or decay?** A crown can strengthen it and prevent more serious and costly future damage.

**Do you have gaps in your smile?** One or more crowns attached to surrounding teeth or to a permanent implant will prevent crowding, drifting, and other problems.

Get your best smile back – in the here and now!

## Rev It Up A Notch

### And smile with confidence

Here's a handy hint from the phone professionals – they keep a mirror close at hand so if their energy and enthusiasm starts to sag, they can take a look and put a smile on their face. Smiling physically helps you to change your mood and energy level, so if you're not smiling, consider a cosmetic option like veneers.

Whether your older fillings or other restorations have darkened, you have gaps you'd like to disguise, or you have slightly chipped teeth, veneers are a versatile, easy, and effective way to improve your smile. Hand-crafted veneers made from translucent porcelain or another beautiful contemporary bonding material mirror natural enamel's luster and durability.

Find out how cosmetic veneers can give your smile a lift. All you have to do is ask!



# Winter Specials!

## New Patient EXAM

Includes:

**Oral exam,  
oral cancer exam,  
4 bite wing x-rays,  
periodontal evaluation  
and cleaning**

**NOW \$78**

Regularly \$197

Offer ends:  
May 31st, 2010

## FREE Consultation!

**Problem  
Focus Exam  
with necessary x-rays**

Offer ends:  
May 31st, 2010

Regularly \$94

## Tooth Whitening SPECIAL!

**Take home  
whitening kit**

**NOW \$199**

Regularly \$500

Offer ends:  
May 31st, 2010



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13616 Madison Avenue  
Lakewood, OH 44107-4709

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PNP 14304

## Dear Neighbor,

*I'm proud to be your "neighborhood" dentist!*

In the '90s, a phenomenon called "cocooning" was recognized, and since then, it has strengthened significantly, much to the interest of sociologists and pop-culture enthusiasts. More and more, people are staying at home or in their immediate community where things are familiar and comforting. The convenience of making choices in your own home about the things that affect you and your family is extremely attractive!



When I first began practicing dentistry, I had no idea how important community could be – and *would* be – to my practice. I hoped that most of my patients would come from my neighborhood, and they have. And each has made a conscious decision to be my patient. For that, I am very honored.

Why did they choose me and my practice? Perhaps for the same reason you might: because of the convenience of our services – teeth whitening, invisible braces, dental implants, porcelain crowns and veneers, sedation, and more – that are available right here in your own backyard.

It's important to me to practice dentistry in my own community, for people I care about. As a community member, I'm hoping you have a few moments to read and benefit from my newsletter. If you presently have a dentist you are happy with, please consider this information helpful. If you are looking for a dentist, please think of us as we'll be happy to welcome you into our dental family.

*Yours in good dental health,*

*Dr. Greg DeVor*

**Call Today!**  
**(216) 221-1438**



**P.S. Call us to arrange your FREE consultation appointment!**

I look forward to meeting you and doing everything I can to help your smile stay healthy and bright!



**Mixed Sources**  
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