



# Avenue Dental Center

## Steven C. Pinegar, DDS

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Produced to improve your dental health and awareness

Fall 2003

### FROM THE **DENTISTS**

#### Time To Give Thanks

This time of the year is full of hustle and bustle for just about everybody. With work and school in high gear, it's hard to find time to do anything but try to keep up. Even the dental office is working overtime to meet the latest advances in dental treatment and the increased needs of our patients in this busy time of the year.

No matter how busy we are, there's always time for the people who mean the most. In a dental practice, it's the patients who are number one. That's why in the spirit of the Thanksgiving season, we would like to take some time out to tip our hats and simply say thank you.

You may not think much of it, but your ongoing loyalty, notes of appreciation, referrals and each and every kept appointment go a long way toward making this practice run smoothly and efficiently. That makes the dental office a more comfortable and rewarding place for everyone.

These are exciting times for dentistry. You'll read about some of the latest developments and treatments in the pages of this newsletter. If anything catches your eye, or if it's time for a checkup, just give us a call ... we'd really like to say *thank you* in person.

*Yours in good dental health,*

*Steven C. Pinegar, DDS &  
Ed J. Pinegar, DDS*

## Achieve Your Most Glamorous Smile!

Today it seems that every glamorous cover girl – or guy, for that matter – is flaunting big, square, dazzlingly white teeth. Big white smiles have become the essential fashion accessory among modern trendsetters. The surprise is that the same white, flawless smiles are showing up across boardroom tables and commuter train aisles, everywhere you go.

Most of us are too savvy to buy into every passing fad, but it's clear that something's going on. There's no denying that a big, white smile is youthful and attractive. And it does send out a message of health and vitality. It certainly suggests that you care enough to take good care of yourself. But there's nothing new in that. So, why now?

It could be because dentistry has improved and expanded the number of techniques and products available to enhance both appearance and oral health. This means that increasing numbers of people – including you – now have access to affordable, non-surgical treatments that can transform smiles with a minimum of discomfort.



Here are two of the most popular smile improvers.

Teeth whitening can be done safely, reliably, and conveniently with our dentist-supervised at-home whitening kit. We ensure that your whitening trays are customized for a perfect fit and that the whitening product you use is right for you.

Veneers are paper-thin, ultra-strong translucent shells that can be applied to the surface of one or more teeth to both whiten and re-shape your smile. They can be used to close gaps, correct chips, or smooth out a crowded-looking smile. To see the "new you," choose to

wear a temporary set of veneers until the final set are ready!

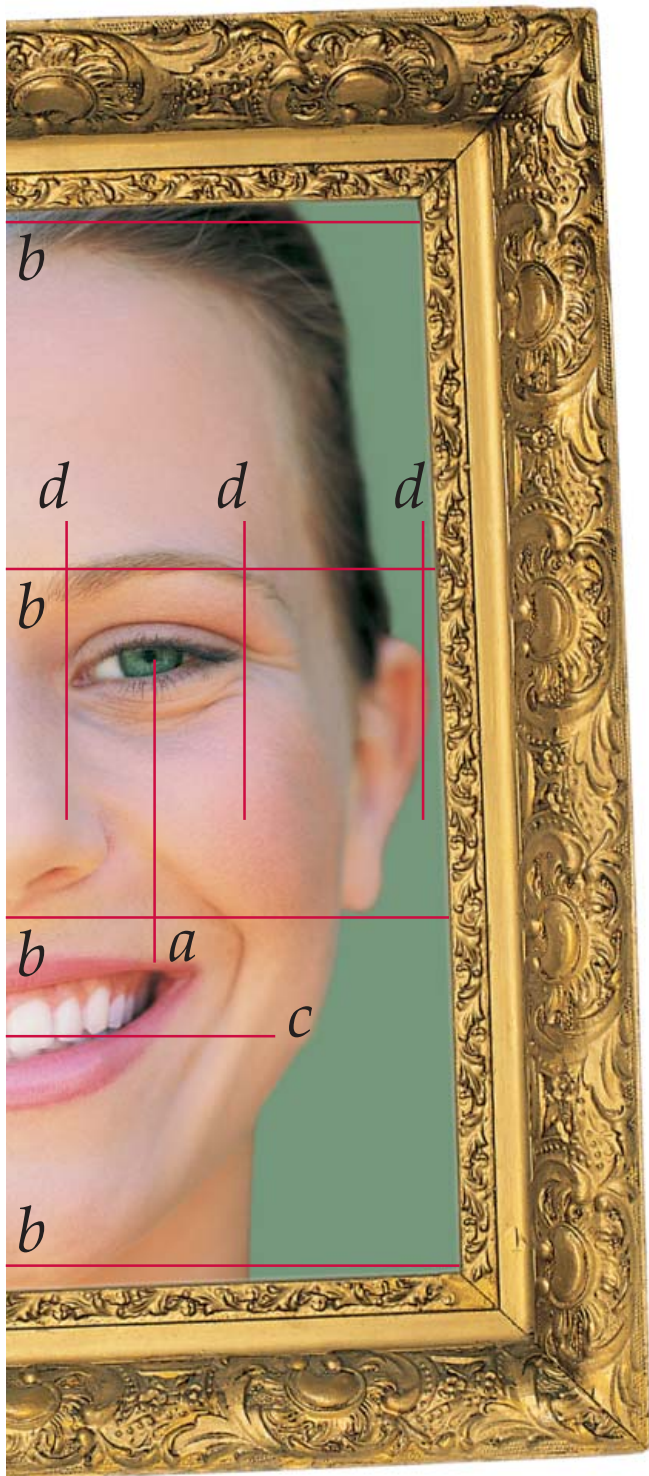
And as for those big, square teeth? Fashion comes and goes ... but a healthy, attractive smile is classic. Call us for a consultation, and we'll help you to find the classic look that's really you.

#### Whitening & veneers...

can restore teeth to their original color, shape, and function ... and do it beautifully!



*Come and see our new state-of-the-art dentistry!*



# Work Of Art

When Leonardo da Vinci painted portraits, he used the principle of Divine Proportion, based on a mathematical formula originally applied to create eye-pleasing balance in Greek and Egyptian architecture.

Dentists use the same principle with non-surgical cosmetic makeovers to create beautiful and enduring smiles that harmonize with a person's age, lifestyle, ambition, and physical appearance. We do it by looking at your smile the way an artist does. Your smile and your face are our canvas. The proportions of the face affect the proportions of the smile - and your smile can illuminate your face. We consider the shape of teeth that will give your face the most pleasing dimensions.

Stained teeth can add age to our smiles, but a smile that is too white can look out of place on a person in the prime of life. Our teeth tend to get shorter with wear as we get older. Tooth lengthening is an effective solution. Laugh lines and wrinkles can sometimes be "erased" by using dental techniques to fill out these facial areas. And if you have a charming irregularity that's your personal signature, we can enhance your overall smile and retain your individuality. Your smile will look *totally* natural.

How do we turn artistic inspiration into reality?

**Whitening** is one of the simplest and most popular procedures for revitalizing a smile. Many studies show that most of us perceive a brighter smile to be more youthful and attractive. **Veneers** can be applied to widen your teeth, lengthen them, or add thickness to broaden your smile. Cosmetic procedures are well worth the investment to restore the proportions your face was meant to have. Talk to us about inspired enhancements for your smile.

## Is your face perfectly proportioned?

**a** Can a vertical line be drawn from a pupil to a corner of mouth?

**b** Does your face divide horizontally into thirds?

**c** Does the lower third of your face divide into thirds (nose to chin)?

**d** Does your face divide vertically into fifths (5x width of one eye)?

## Cosmetic Chronicles: Much To Be Thankful For!

The Japanese started it 4,000 years ago by staining their teeth. The Mayans filed and adorned their teeth with multicolored stones. Etruscan stragglers waited until 700 BC to develop bridgework using ivory, bone, and gold. But the real dawdlers were the Europeans who equated cosmetic dentistry with tooth replacement.

Almost 2,000 years after the Etruscans, Queen Elizabeth I chose cloth to fill the gaps in her smile. That single decision may have earned her the right to greatness because the cosmetic appliances of her time were spring-loaded and could jump right out of the wearer's mouth.

It took only another couple of

hundred years to invent the porcelain tooth. After that? Gangbusters! Actors in the 1930s wore Hollywood Splints - plastic slip-on teeth that provided the illusion of perfection. And since then, modern cosmetic dentistry has been advancing at warp speed, changing the faces and lives of millions of people ... like you!

# Ethical & Professional Care For Your Smile

Critics of today's celebrity culture often make the mistake of equating beauty with superficiality. By association, many people worry that their concerns about their appearance are trivial. By extension, they worry needlessly that cosmetic dentistry is merely a luxury.

Functional oral health and ideal appearance have always been the goal of dentistry. Many modern dental techniques like porcelain veneers and teeth whitening can dramatically boost your appearance. In addition, a cosmetically corrected smile can improve function. Crowns can enrich appearance and strengthen teeth, preventing tooth loss. Orthodontics can enhance appearance and improve bite. That's very conservative dentistry. That's modern health care. That's also cosmetic dentistry.

## Up Close



Have you ever noticed how scrunching your face up close to the mirror each morning magnifies every flaw in your smile? From that perspective, it's easy to amplify the extent of your imperfections and assume that only years of dental work will conceal the damage. But the truth is that most of our teeth acquire stains, chips, breaks, and cracks. Some of us have always been dissatisfied with the shape of our teeth, or some permanent discoloration, or even unattractive fillings. And to regain your perspective – those flaws can be fixed in as few as only two visits!

Cosmetic veneers are among the most natural-looking smile boosters, and offer the greatest repertoire of applications to enhance your smile. Veneers are very thin but strong shells that are permanently bonded to your

## & Personal



teeth. They are usually made of porcelain, a very durable material that can actually strengthen your teeth. The porcelain reflects light from within, like your own enamel. They are natural looking and are highly resistant to permanent discoloration from drinking coffee or tea, red wine, or from tobacco smoking. The end result gives your smile a healthy, natural look!

Clinical tests show that with proper maintenance and diligent home cleaning, your new smile will stay bright for years. But veneers do require some special cautions: nail biting, opening bobby pins, or excessive teeth grinding can all gradually loosen their bond to your teeth.

Call our office today because veneers can make an extraordinary difference! Even right up close.



# Razzle

# Dazzle

**Let's be honest: even the healthy, young, and attractive want to look MORE healthy, young, and attractive.**

The problem for many of us is how to get there from here! Well, according to a study by Procter and Gamble, it may be as simple as flashing a healthy, dazzling smile. The study asked people to rate two photos of the same subject. Respondents were not informed that a slightly whiter tooth color had been added digitally to the teeth in one of the photos. Each participant looked at twenty pairs of images. The results? An overwhelming majority – 90% – thought the enhanced photos showed healthier, more attractive people than the photos of the same people with duller, less white teeth, regardless of age, gender, or ethnic background. The whiteness of your teeth *does* affect how other people see you. And there's an added benefit: 92% of people agree that white, healthy-looking teeth help them feel better about themselves. If you want a razzle-dazzle smile, come in and ask us about your options.

# The Mouth-Body Connection

Researchers are providing more evidence each day of an important connection between your overall health and your oral health. Here are just some of the ways in which periodontal disease, which is also called gum disease, may affect other conditions you have, or those that you might develop.

There is also evidence that periodontal disease contributes to respiratory diseases and osteoporosis. Simply put, periodontal health is a top priority for your overall continuing health.

## Heart Disease And Stroke

The facts are compelling: People with periodontal disease are almost twice as likely to suffer from coronary artery disease as those with disease-free gums. Research presented by the

American Heart Association found that 85% of heart patients studied had periodontal disease. The most likely explanation is that somehow plaque and oral bacteria find their way into the blood stream and contribute to the thickening of the walls of the coronary arteries, therefore restricting the nutrients and oxygen needed by the heart.

## Diabetes

Diabetes and gum disease affect each other equally. Diabetics are more likely to have gum disease than most people. And gum disease



itself makes it more difficult for the diabetic to control blood-sugar levels.

## Premature Birth

Again, the connection is clear: Pregnant women who have periodontal disease may be as much as seven times more likely to have a baby born too early and too small. Why exactly this happens is not yet clear, although some research suggests that gum disease may increase levels of certain biological fluids that induce labor. We strongly suggest that any patient considering pregnancy come and see us for a full periodontal evaluation.

## OFFICE INFORMATION

**Avenue Dental Center**  
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### 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  
Friday 7:00 am – 10:00 am

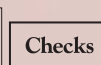
**\*Emergency Services Available**

### Contact Information

Office (801) 373-8221  
Emergency (801) 376-9995  
Web site [www.avenuedentalcenter.com](http://www.avenuedentalcenter.com)

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to us – don't be  
afraid to ask questions!*

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## Get The Most Out Of Your Dental Insurance

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. Although you may not realize it, 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 2003 dental insurance expires.



## Your Personal Recommendations Carry Enormous Influence

It's absolutely true. Your personal recommendations can directly influence the decisions made by your family, friends, and acquaintances to a far greater degree than any advertising or promotional campaign.

It's true in every aspect of life, from decisions on which restaurants to try and which consumer products to buy, to which professionals to use... including dentists. When you make a specific and enthusiastic recommendation to family or friends, they will usually follow it. In fact, our dental practice is living proof. The majority of our best new patients come from the personal recommendations of our patients, like you.

We truly appreciate the powerful influence of our patients, and are so thankful that they find us deserving of their continued recommendations.

Please be assured that every personal recommendation you give us and every referral you send us is not only appreciated and valued but is also recognized for the influence it represents.

