Avenue Dental Center
Steven C. Pinegar, DDS
Ed J. Pinegar, DDS

Produced to improve your dental health and awareness

Spring 2003

FROM THE
DENTISTS

Five Star Service ★★★★★

We transform routine, necessary health care into a most pleasant experience

We strive to make you comfortable and happy during each visit with us. We believe that our service begins as soon as you enter the door so please kick off your shoes and enjoy a glass of chilled juice or water. We serve fresh baked cookies all day long and when it's cold outside, we have hot chocolate and cider to warm you up.

Our treatment rooms are also designed with your comfort in mind. Back massage pads have been provided on the chairs, and there is music, cable TV, and educational DVD's on dentistry for you to use. You are in charge of the remote control and can see or listen to what interests you.

During your appointment, consider trying our hot paraffin wax treatment for luxuriously baby soft hands. At the end of your visit, you'll be handed a steaming-hot cotton facecloth to freshen up.

One of our friendly team members is always available to help you. We are certain you will be delighted; not only with the treatment, but also with the way you are being treated.

Dentistry needs not be anything less than a pampered pleasant experience.

Yours in good dental health,

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

Dentistry In The Not-So-Distant Future

The Genetic Tooth Fairy

Long before anyone told you to brush after every meal, a complex system of genes made sure that your teeth arrived on time, and that your molars ended up in the back of your mouth and your incisors in front. Researchers have now isolated one of these genes and called it *Barx-1.* When Barx-1 is inhibited, incisors grow. In lab mice, scientists were able to un-inhibit Barx-1, which caused the mice to develop molars instead of incisors. This means that in the not so distant future, a genetic paste applied to your tooth could repair cavities by re-growing lost tooth structure, or even replace whole teeth lost to accident or disease. Now that's a tooth fairy!

The Magic Pill

For years scientists have searched for a way to prevent tooth disease, or cavities. Together, fluoride use and effective home dental care have greatly reduced cavities ... but so far there's no magic pill. But soon, that's going to change!

In the meantime, keep flossing, brushing, and make sure you see us regularly

Scientists in California and London, England, working with antibodies *(plantibodies)* from genetically altered plants, have concluded the first clinical trial of a plantibody called *CaroRx*™, designed to prevent the bacterial infection that causes tooth decay. This first trial was a success, others are underway, and within the next ten to fifteen years we may see a safe and effective vaccine for tooth decay.

More Magic Pills...

Gum disease, which affects many of us at some time, is a major challenge for dental researchers. Some drugs, like *Periostat*™, work by inhibiting the enzymes that destroy connective tissues. Some anti-inflammatory drugs available in oral rinses and toothpastes also may help to reduce pain and swelling. An injectable vaccine has been developed that actually works … but so far only in monkeys. One scientist has been working for twelve years to bridge the simian gap, but admits that "this is a long, slow, expensive process." In the meantime, keep flossing, brushing, and make sure you see us regularly.

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

Crown Lengthening

Most people know that cosmetic dentistry involves creating an attractive smile. They often think that means taking care of *teeth:* their shape, color, and the restoration or replacement of damaged or missing ones. But creating an esthetically pleasing smile actually involves *three* components: the teeth, the lips, and the *gingivae* or gums.

Individuals with a "gummy" smile may have a perfectly healthy mouth and attractively shaped teeth, but the impact of their smile is diminished by an excessive amount of gum tissue. Cosmetic dentists think of the lips as a frame for our smiles, with an ideal lip line that shows the teeth in their entirety plus a little bit of gum. Excessive gingival tissue can distort this symmetry, make teeth look smaller or shorter, and more square by comparison.

Cosmetic dental techniques can be used to create a more natural, more proportioned smile simply by removing excess gum tissue.

We would be happy to discuss options that are best for you.

Silent Pictures

If you collect unusual phrases, here's one for you: *zygomatic smile.* That's the *big* smile.

It's the one that curves up the corners of your mouth and crinkles the corners of your eyes. It's a true smile of happiness. It makes us feel good – the sender and receiver both. If you can't remember the last time you smiled like that, cosmetic dentistry could be what you're looking for.

We've long known that non-verbal communication is crucially important for the human species. Experts believe that what we say without speaking is more trustworthy than the words we use. But sometimes we're our own worst enemies. We override our natural impulse to smile because we're … well …embarrassed about how it looks. Hiding our teeth doesn't just cancel our smile – it sends out a totally different message. Compressed or down-turned lips can communicate anger, dislike, grief, or sadness.

Cosmetic dentistry is a growing industry: whitening procedures have increased by 300% in the last five years. That's because more and more people know that their smiles communicate who they are. It's also because there are many non-surgical, non-intrusive procedures that can resurrect your smile in as little as one visit.

Whitening can lighten discolored teeth, tooth-colored composite can replace darkened fillings, and crowns can restore damaged teeth. Veneers correct gaps, and crooked or chipped teeth, and bridges and implants replace missing teeth. Gum sculpting makes teeth look longer and re-proportions your smile. Orthodontics straightens teeth and closes gaps.

Giving a smile can feel as good as getting one. We welcome a consultation to discuss your smile with you!

dentistry's bright future

Many adults will suffer tooth loss in their lifetime. When teeth are lost through extraction, periodontal disease, or inherited traits, bone loss can occur. Over time, with the combination of tooth loss and bone loss, the proportions of the face can alter, bringing the nose and chin closer together. This creates an overall appearance of sadness, and limits our ability to chew properly or to speak clearly. Restorative procedures like implants or even dentures can require bone grafting or guided bone regeneration first, to create a more stable supporting structure. Scientists are working to inhibit bone loss, but the puzzle remains unsolved.

Still, the future looks bright as a number of exciting scientific advances are being made in bone regeneration. Scientists are experimenting with adult bone marrow stem cells to grow new bone, and are also trying to identify all the components of bone formation to create a designer blueprint. Another approach involves using proteins that occur naturally in the body. Scientists have already had some success with human subjects.

It's just a matter of time before an exciting new wave of treatments arrive, because along with science, we're on your side!

science is on our side!

Reach For The Stars!

Modern cosmetic dentistry can give you a stellar smile!

If you were given the moon, would you ask for the stars? Probably. Most of us feel naturally compelled to strive for more … to *be* better … to *feel* better about ourselves. For some of us, the quest for self-esteem can even lead to fame and fortune.

If the celestial stars feel just too far from reach, then you might want to reflect on the glory of some luminaries who are closer to earth. Many of today's celebrities have fulfilled their personal dreams – maybe that's one of the reasons we like to emulate them. Some of the most coveted smiles belong to leading lights like Julia Roberts, Halle Berry, and Jennifer Lopez, George Clooney, and Mel Gibson. In the celebrity couples category, Will Smith and Jada Pinkett Smith, and Brad Pitt and Jennifer Aniston are considered the tops!

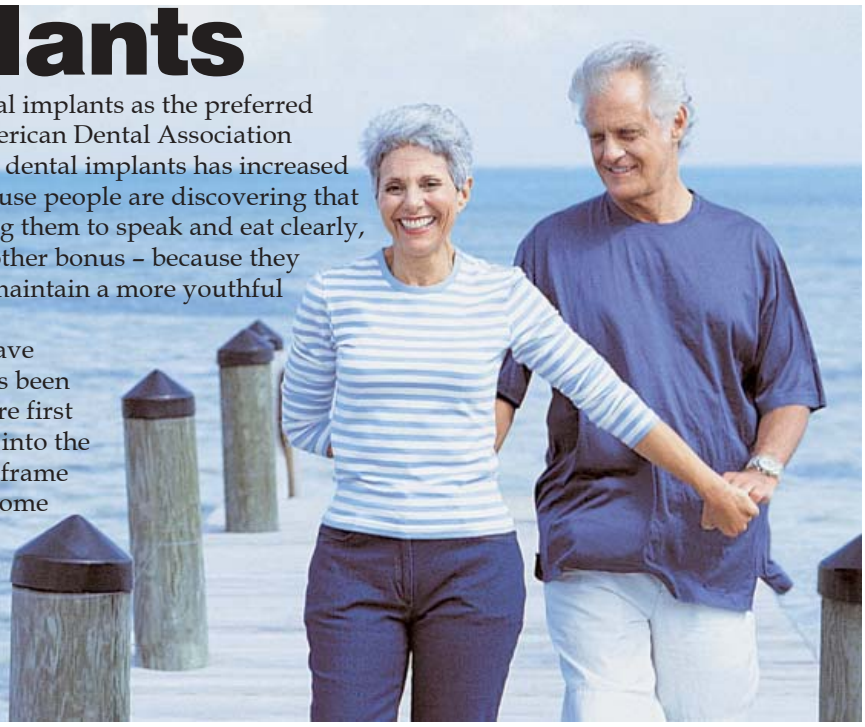
We know that positive self-esteem is powerful. When combined with a sense of personal control, it can make us less susceptible to illness. It allows us to look outward and feel more concern for others. With self-esteem *and* personal control, the sky really is the limit!

Taking control means taking action – making the changes that allow us to feel more accepting of ourselves. Cosmetic dentistry offers numerous options that can improve both the appearance and the function of our smiles. Many people have inherited a family feature like a receding chin or genetically missing teeth. These traits can become barriers to self-esteem, and it is easy to assume that they are inevitable. This is not the case. With the help of modern cosmetic dentistry techniques, we can re-sculpt a stellar smile.

Cosmetic dentistry is no longer the exclusive preserve of the rich and famous. Treatments are faster and financially more accessible than ever before. Your smile will look so natural that your friends won't be sure what's changed.

Dare to reach for the stars, and call us today for your VIP consultation.

Dental Implants



More people than ever before are choosing dental implants as the preferred tooth replacement therapy. According to an American Dental Association survey, the average number of surgically placed dental implants has increased by almost 50% in the past five years. That's because people are discovering that implants not only feel secure and stable, allowing them to speak and eat clearly, but they look so natural as well. And there's another bonus – because they help to prevent bone loss, implants can help to maintain a more youthful appearance.

Implants are based on sound science. They have withstood the test of time, and the procedure has been continually refined and improved since they were first invented in 1952. A titanium post will be placed into the bone to support a single replacement tooth, or a frame for several, beneath your gum. The post will become biologically fused to your jawbone. The replacement tooth will then be secured to this implanted post, leaving you with a natural-looking and fully functional smile.

Call us today to see if you are a candidate for this exciting and popular procedure.

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Thank You

I would just like to thank all of our wonderful patients for the last twenty years. You have made going to work a pleasure and a thrill each and every day. We try to do our best to treat you like we would want to be treated. I would like to thank you for referring your friends, neighbors, and relatives to us. We appreciate the confidence and friendship that we share with each of you. We are always trying to improve the little things we do to make your visit more pleasant. Thanks again for letting us care for you and your families' dental health.

– Dr. Pinegar & Team

Your New Patient Referrals Are Welcomed

And very much appreciated

Some of our patients assume that our dental practice is closed to new patients. The truth is that we are selectively accepting new patients, particularly if they come to us as referrals from current patients.

If you know someone who is looking for a dentist, is not satisfied with their current dentist, has ongoing dental problems, or who you think would benefit from our state-of-the-art dental practice, we would very much appreciate you referring them to us.

When you refer new patients, we promise we won't let you down

When you refer new patients, we promise we won't let you down. They will receive the same courteous, skilled, professional, and friendly service that you receive.

To show our appreciation for your trust and belief in us, we will be delighted to present you with a gift certificate for each new patient referred. *Thank you for keeping us in mind!*

Check out our new web site at:

www.pinegarcosmeticdentistry.com
or
www.avenuedentalcenter.com

OFFICE INFORMATION

Avenue Dental Center
Dr. Steven C. Pinegar, DDS
Dr. Ed J. Pinegar, DDS
1021 N University Avenue,
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Provo, UT 84604

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

Summer Office Hours

Monday	8:00 am – 5:00 pm
Tuesday	7:00 am – 12:30 pm
Wednesday	7:00 am – 12:30 pm
Thursday	7:00 am – 12:30 pm
Friday	7:00 am – 9:00 am

** Emergency service is available*

Contact Information

Office	(801) 373-8221
Emergency	(801) 373-5458

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Patient Testimonial

Just some positive notes for those considering cosmetic procedures: I personally found that the new smile that Dr. Pinegar and staff created for me has been a real boost and even a pivotal life change for me. The satisfaction of having a perfect bite now, along with bright white, naturally looking teeth makes my life easier and more fulfilling. It really restores and rejuvenates self-confidence and a literally bright outlook on life, everyday. I feel better about myself now, and others constantly notice, and are impressed with my warm and handsome smile. That's what they say. It also has provided more subtle attention than ever imagined. Dr. Steve Pinegar and team were always sensitive to my needs and strived for perfection when it came to the end results. For those of you considering this procedure, my only suggestion would be … don't wait any longer!

Gary

Our Mission

- To guide our patients along a path of **optimal health and wellness**, for life.
- To *non-judgmentally* deliver the highest possible level of care, with empathy and understanding.
- To continually **pursue excellence** through continuing education, personal and team growth and mastery of leading edge technology.
- To treat our patients as individuals.
- To deliver this care with **first-class, five-star service.**
- To respect our patients' time.
- To accept our patients **as partners** in their wellness.
- To assume a leadership role as a resource — a window of information with concern for our patients' overall well being.
- To consistently **deliver more than would reasonably be expected.**

The information included in this newsletter is not intended as dental advice. For your specific information be sure to consult our office.

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