



DR. SCOTT PARR & DR. TARA FREY'S

WORD *of* MOUTH

Summer 2004

The Next Generation

Cerec 3D™ smile restoration technology

We're very proud to offer you Cerec 3D™, the latest generation of Cerec™, the world's most advanced dental restoration system. With it we can manufacture lifelike porcelain crowns, veneers, inlays, and fillings right here in our office. Previously, these types of tooth reconstruction required at least two or three appointments. Now, entire procedures take place in only one office visit.

Cerec 3D uses Computer Aided Design/Computer Aided Manufacturing (CAD/CAM) technology that allows us to obtain a full 360° perspective of your mouth, take an accurate three-dimensional picture of the damaged tooth, then transfer it to a color computer screen. No more impression goop!

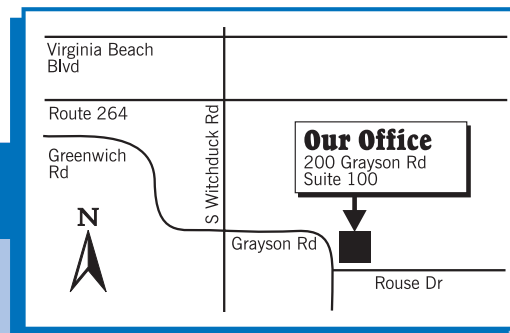
Our ability to design your restoration

is optimized by the realistic 3D CAD program images. The CAM program accurately and precisely mills the restoration while we monitor the process. Our final step is to bond your finished restoration in place. All in one visit ... without temporaries!

The strong ceramic material is matched to your tooth color, translucent like natural enamel, and biocompatible. Because it is unaffected by heat and cold, you'll be able to enjoy hot and cold treats without sensitivity.

No goop ... no temporaries ... no metal ... no waiting. Cerec 3D is completely reliable. Worldwide over six million Cerec restorations have been placed: that's one every twenty seconds for nearly twenty years.

Cerec 3D could transform your smile! Please call for a consultation.



Office Information

Because YOU are our neighbor...

We'd like to extend to you a very

SPECIAL OFFER & INVITATION.

See the letter on Page 4 for details...

The Smile Center

Scott Parr, DDS

Tara Frey, DDS

200 Grayson Road, Suite 100

Virginia Beach, VA 23462-3745

Email info@thesmilecenter.info

Web site www.thesmilecenter.info

Office Hours

Monday 8:00 am – 3:00 pm

Tuesday 12:00 pm – 7:00 pm

Wed-Fri 8:00 am – 3:00 pm

Call Today!

(757) 427-6453
(4 A SMILE)

Our Services Include:

- ❖ Family & cosmetic dentistry
- ❖ Mercury-free fillings
- ❖ Orthodontic treatment
- ❖ Dental implants
- ❖ Relaxing & friendly environment
- ❖ Committed to excellence in dentistry
- ❖ Gentle dentistry
- ❖ Visa, MasterCard, Discover, CareCredit, Dental Fee Plan, Wells Fargo, and checks welcome
- ❖ See The Smile Center every Monday at 4:00 pm on channel 11

Mind Over Natter

You can count on the dentist

Ever been startled from a trance-like daydream? Found yourself at your destination after driving there on autopilot? Then you have experienced a naturally altered state of consciousness that can be incorporated into visualization or self-hypnosis. These techniques are used successfully for weight loss, quitting smoking, fear of flying, pain and stress management, and oh yes – fear of dentistry.

If you've been talking yourself out of dental visits, don't be surprised. Each person has about 15,000 random thoughts a day, and about half are negative ... more than 7,000 *every* day! Science hasn't discovered a purpose for all this negativity, but it's pretty hard to ignore an internal crescendo of *really* bad advice.

Negative thoughts can actually create physical tension and the release of stress hormones. Many people learn to transcend their fears by learning to turn the sound off, relax, and focus their energy on positive imagery.

If you're considering cosmetic dentistry, picture your anxiety as an object like a ball or a box, and throw it in the back of your closet! Visualize how great you'll look after your smile makeover. Then pick up the phone and make *your* appointment.

With all of the simple, non-surgical cosmetic dental procedures available today, it's a shame to let yourself miss out. Dentists understand how anxious you can get, and professional dental teams are trained and prepared to help you.

Could You Use Eight More Years?



Life experiences refine... they don't define

Newspapers and magazines are filled with images of dynamic and youthful celebrities who refuse to think of themselves as older. Research shows that they're on the right track. Individuals who have a positive self-perception about ageing can actually live eight years longer than those who do not.

Maintaining an optimistic outlook in the face of societal stereotypes can be challenging. So often, ageing is viewed as a process of decline, when it is actually a process of development. Research has also challenged the stereotype that our personalities are set by age thirty. People's personalities continue to change well into adulthood ... most for the better!

Define yourself. Let dentistry help you to maintain a functional and beautiful smile so that you can always look as good as you feel.

Tips For The Timid

Overcoming dental anxiety

Here are a few tips to help make your dental visit worry-free.

Ask questions – understanding can lessen your concerns and put your mind at ease.

Avoid coffee, tea, or cola – they stimulate you, they don't relax you!

Eat a protein snack – it will help stabilize your blood sugar and reduce irritability.

Establish a signal like raising your hand to interrupt a procedure – it will make you feel more in control to know you can communicate.

Use headphones – music can relax and distract you.

Visualize the reward of your wonderful smile!

Don't be afraid to share your apprehension. Accurate information can help tame an overactive imagination. Dental professionals are always ready to help you.

Anatomy Of A Great Smile

A simple fact: the effect of a sparkling, confident smile on personal, social, and business relationships has been proven to be crucial.

As one New York psychologist puts it, "A warm, open, attractive smile ... translates into a potent punch of personal power."

But many of us worry that our teeth ARE discolored. We ARE self-conscious about a small chip in a front tooth. We ARE concerned about old, unsightly fillings. Age will produce darker teeth or receding gums. And ... most of us are not born with perfect movie-star teeth.

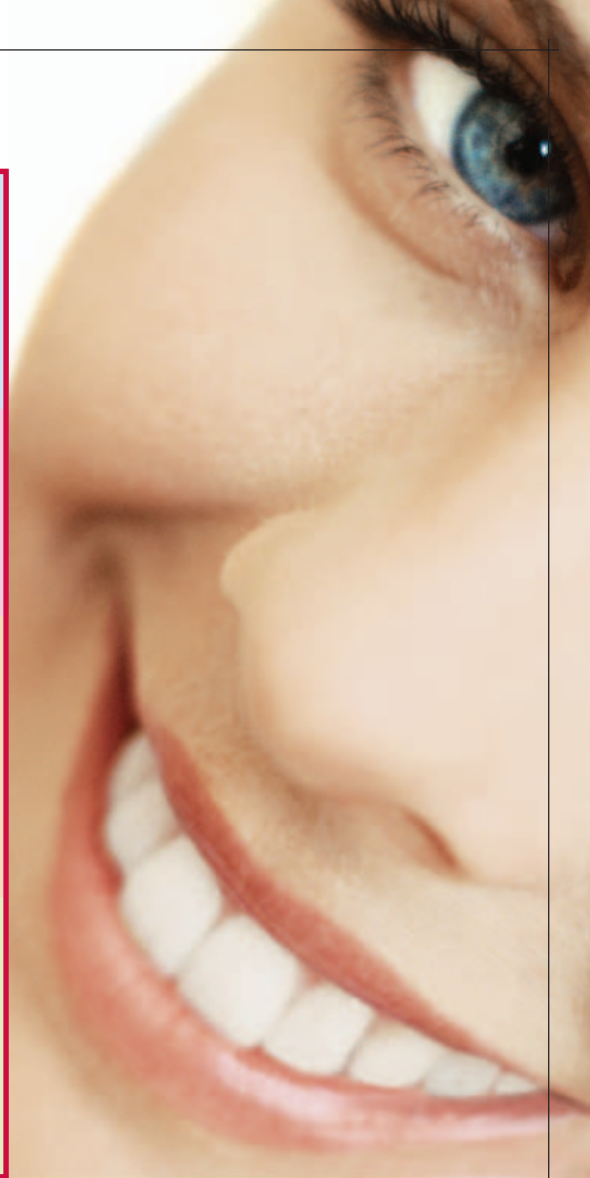
Cosmetic dentistry has made huge strides in the last twenty years, and we now have many different procedures to help your smile become a confident, dazzling part of your personality.

Supervised tooth *whitening* is an easy and affordable way to brighten teeth discolored from food, nicotine stains, root canal treatments, or ageing.

Severely stained or chipped teeth may require *veneers*, ultra-thin custom-sculpted pieces of tooth-colored porcelain that cover the front of your teeth.

For teeth that have undergone root canal treatments, or that are misaligned or weak, *crowns* combine good looks and great strength. They entirely cover the tooth and provide structural support.

Worn down, chipped, cracked, or widely spaced teeth can be repaired through *bonding* where a tooth-colored plastic is applied to your teeth, then cured with a light. The result looks and feels totally natural.



Value Not Value Judgment

The *silver ceiling* has become part of the modern lexicon. The phrase was coined to express the attitudes and prejudices that create barriers for mature workers. Now, an increasing number of men are recognizing the value of a great smile and more youthful appearance in the workplace. Along with women, they are requesting cosmetic dental treatments like whitening and veneers.

Consider this: in a nationwide survey of career placement professionals, a whopping 94% agreed that image and appearance are critical in the workplace. In the same survey, they acknowledged that:

- looking younger gives a competitive career advantage;
- appearance impacts salary, and looking younger is important for career advancement and promotion.

Modern dentistry can help raise your silver ceiling by dramatically improving your appearance without surgery. Many of the techniques used to disguise smile flaws like mild to severe stains, chips, spaces, and fractures can be done in the dental office as part of your regular recall appointment.

First impressions are made within thirty seconds, and people can make as many as ten value judgments about you during this time. Whether you are a mature professional or just savvy enough to anticipate the future, dentistry can help you to communicate your drive for success.

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Dental Implants

Improving smiles

In the best of all worlds, our natural teeth should last for a lifetime. Unfortunately, most of us will lose teeth over the years due to periodontal disease, decay, trauma, or simple ageing.

Until recently, tooth replacement meant a fixed bridge or removable dentures. Now dental implants can provide permanent, stable, attractive replacement teeth for your lifelong smile. Dental implants consist of three parts: an anchor implanted into your jawbone; a post to attach the replacement tooth; and the replacement tooth itself.

Studies show that almost 90% of denture wearers who switch to implants find their confidence and smile quota improves! It's no wonder that implants are an attractive, effective treatment choice for many patients!

Call Today!

(757) 427-6453



A Special Invitation

For YOU and YOUR FAMILY...

Dear Neighbor,

There's a good possibility we're exactly right for one another. The need to feel comfortable with – and confident in – your dentist is very important. It makes visits more enjoyable, less anxiety-filled. And because we have so many wonderful patients in the neighborhood, we anticipate that our relationship with you would be just as wonderful and fulfilling.

We care a lot about our community and are extremely proud of our reputation. Our practice was built on our patients' referrals – they've chosen to trust us year after year.

We'd like your trust also. Toward that end, I'd like to invite you to visit us so that you can decide for yourself if we are the right fit for you. And should you decide that we are, I can promise you that...

- You'll have access to preventive, restorative, and cosmetic dentistry.
- You'll be treated as a friend and a valued patient.
- You'll discover that we offer the kind of attention only a neighbor can give.

We look forward to meeting you ... and hopefully developing a long, mutually beneficial relationship.

Sincerely,

Scott Parr, DDS & Tara Frey, DDS

P.S. We are offering **FREE Cosmetic Dentistry Consultations!** We'll analyze your smile, and discuss what cosmetic dental technique would make you smile more! Please call today at (757) 427-6453. Offer expires September 30th, 2004. This consultation could be the best time investment you've ever made!

The Smile Center

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