

Word Of Mouth

with
Dr. Scott Parr & Dr. Tara Frey

Summer 2005

The Modern Standard

Start smiling with white teeth

Ever notice how the bad guys in movies always have stained, yellow teeth while the heroes have a glamorous, gleaming set? White teeth have long symbolized youth, vitality, wealth, and power – on screen and in real life.

Why are we so conscious of other people's smiles as well as our own? Perhaps because it's so easy to have an esthetically pleasing, beautiful smile, it has become the modern standard. Teeth whitening is one of the simplest, most convenient, and most affordable cosmetic dental treatments.

All teeth naturally dim somewhat over time. Normal wear and tear, staining agents like coffee, tea, and tobacco, medications, and even genetics can all contribute to dulling your smile.

Whitening involves the lightening of dental discoloration by the application of a whitening agent. Dentist-supervised tooth whitening is the safest and most reliable solution that yields excellent results.

A dentist-supervised at-home whitening kit offers excellent results in the privacy of your own home. You control your time investment by choosing whether to go a little whiter... or a lot whiter. This system usually takes about two weeks to create your personal best effect. Of course, we're always available to answer your questions.

Be sure to let us know if you're interested in tooth whitening. Imagine... within two weeks, your smile could be the brightest and whitest it has ever been!



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

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Web site www.thesmilecenter.info

Office Hours

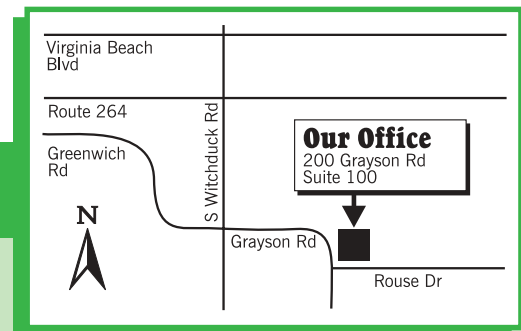
Monday 8:00 am – 3:00 pm

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

Think COLOR & Harmony

Look younger with translucent veneers

People who can't see other colors can usually see yellow. Sometimes that's good – think sunshine, daffodils, and Post-it® notes. Sometimes that's bad – it's discouraging to think that even the *dyschromatopic* notice stained yellow teeth. But you can replace your not-so-mellow yellow with a melodious tone of white – with ultra-thin, translucent porcelain veneers.

The art of dentistry is about more than color. Dentists consider esthetic principles to enhance smiles that harmonize with your age, lifestyle, ambition, and physical appearance. A too-white smile can look out of place in the prime of life when teeth tend to get shorter with wear and when laugh lines

and wrinkles make their appearance. Did you know that hand-sculpted veneers can help you look younger by:

- Plumping out wrinkles;
- Adding volume to your smile;

- Restoring length and balance to worn-down teeth;
- Rejuvenating discolored teeth;
- Concealing chips or gaps.

How do veneers do all that? Porcelain veneers are hand-sculpted layer by layer to your teeth's exact dimensions. They reflect inner light and show the fine detail of natural tooth enamel so that they look completely natural when bonded to your teeth. The entire process can be completed in just two or three appointments.

Porcelain veneers are well worth the investment to restore sparkle and youthfulness to your smile and to restore the proportions your face was meant to have.



Crown & Bridge/Veneers

Natural-looking crown & bridge and veneers rejuvenate a smile ... beautifully!



Implants/Veneers

Eliminate gaps and discoloration... in only a few visits!



Gum Lift/Veneers

Dramatic results can occur from a gum lift and porcelain veneers!



Start Smiling

Give us a call

If you're embarrassed about the state of your mouth, stop worrying ... and pick up the phone. Being human, even dentists sometimes succumb to problems like periodontal disease. In fact, about 30% of the general population may be genetically susceptible. Even with the most meticulous care, these people are six times more likely to have trouble with their gums.

The problem is that there are no signs at first. Often by the time people recognize that bleeding gums and that awful taste aren't normal, they're afraid the dentist will judge them or that treatment will be painful. Nothing is further from the truth.

Treatment for gum disease is very effective. The only way to get your best smile back – and to keep it – is to visit the dentist. Remember ... a healthy mouth is the gateway to a healthy body.

The well-documented benefits of a healthy lifestyle have been embraced by intelligent adults everywhere. The benefits of wearing a custom-fitted, professional

mouthguard have also been well documented. Here is just a sampling:

- An athlete is sixty times more likely to sustain damage to teeth when not wearing a protective mouthguard.
- A properly fitted mouthguard reduces the chances of sustaining a face, neck, or head injury like a concussion from a

Sports Dentistry

Mouthguards save smiles

blow to the jaw.

- The cost of a fractured tooth is many times greater than the cost of a custom dentist- or hygienist-made mouthguard.

- Non-customized off-the-shelf sports mouthguards could dislodge, obstructing the airway.
- The majority of dental injuries are preventable through the use of mouthguards.

Be a good sport. Call us to arrange for your custom-fitted mouthguard.

Did you know that the International Olympic Committee Medical Commission has encouraged sports dentistry for the elite athlete and considers proper dental health as an important factor in improving athletic performance?

Reward Yourself

Cosmetic dentistry can put the sizzle back into your smile

A symbolic pat on your own back is nice, but a real reward is better. You and you alone have been brushing, flossing, and maintaining a good oral home care regimen ... even when you'd rather just flop into bed. Don't you think you deserve some smile sizzle? Give yourself the gift of a great-looking, ego-boosting cosmetic dental procedure!

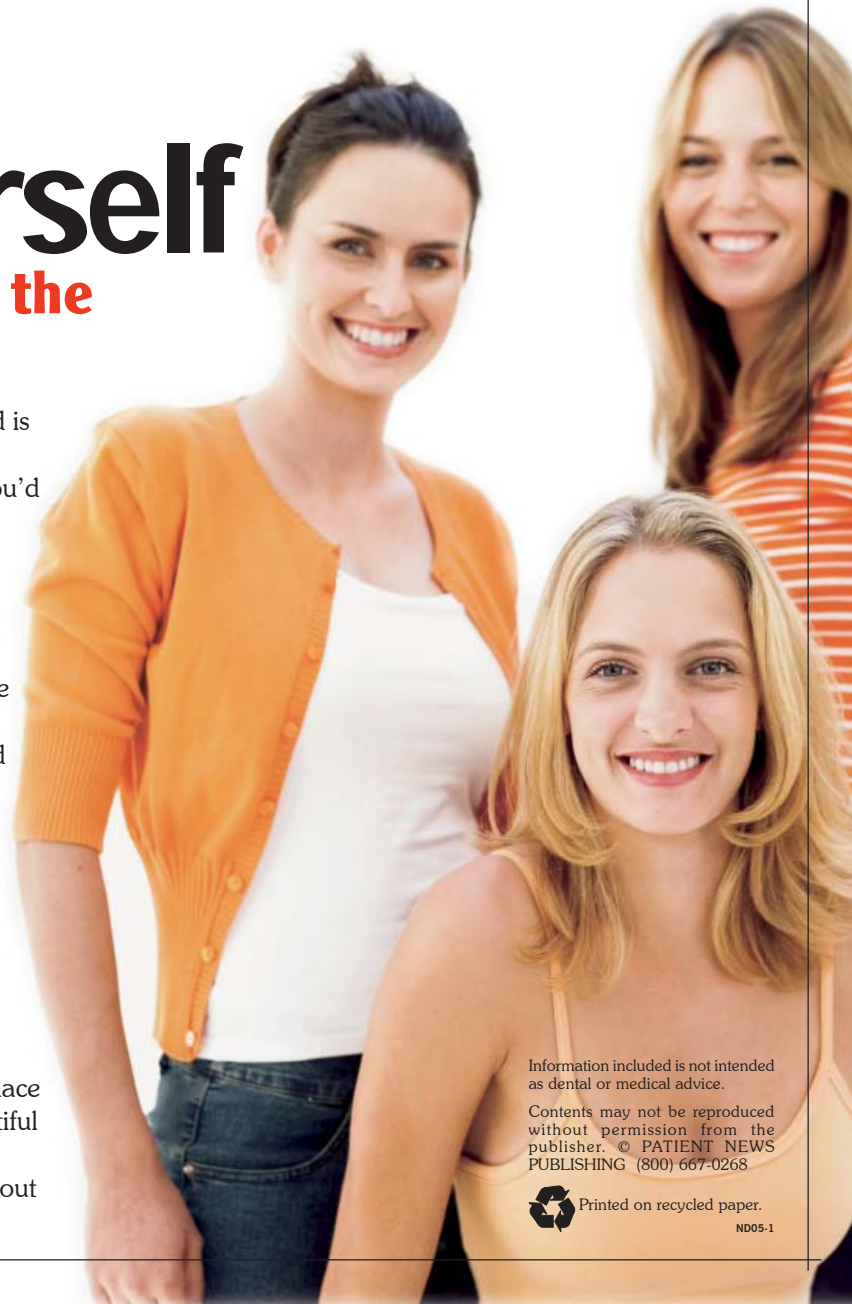
Teeth whitening is by far the most popular way to make over a smile. Daily indulgences like drinking tea, coffee, and red wine will gradually stain your teeth. Your toothbrush alone can't combat ageing, medications, or heredity.

Bonding and **veneers** are completely natural looking and can correct the appearance and function of cracked, chipped, or unevenly spaced teeth without surgery or braces. Today's materials are so well-crafted and so translucent that they reflect light like the enamel you were born with.

White fillings can make your teeth look like you've never had a cavity filled, and they may make your teeth stronger as well as immaculate looking.

Your smile can communicate "natural" even if your teeth have lived life to its fullest. Dentists use **crowns** to repair severely damaged teeth, and **bridges** and **implants** can replace gaps. Non-surgical **tooth lengthening** can reveal your beautiful enamel to re-balance too-short or worn-down teeth.

Go ahead. Reward your great behavior. Ask the dentist about putting some sizzle back into your smile!



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In The Driver's Seat

Control your smile destiny!

Fully half of North Americans are too fearful to pursue necessary regular dental care, a situation that can have serious implications for their dental health and overall well-being. Lack of dental care can result in chronically infected gums and decaying teeth which can affect overall health, compromise chewing and digesting ability, and contribute to a devastating loss of self-esteem.

There are many simple, non-invasive procedures that can transform a neglected smile into a healthy attractive one, and can replace low self-esteem with beaming self-confidence. We can help you to overcome the fears and uncertainty that go along with any new experience, and which may be based on old expectations or past experiences.

You can control your "smile destiny." We can get you back on the road to a wonderful smile!

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, 2005. This consultation could be the best time investment you've ever made!

The Smile Center
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