



# Your Smile

optimal • beautiful • personal

Produced to improve your dental health and awareness

Summer 2012

from the dentist

## Talk About Great Ideas!

### Kick 'em around!

First you wait all year for summer, and then in the blink of an eye, it's ... which way did it go? Well, I like to think that we're doing our part to help you slow down and savor the season. Think of your newsletter as your own portable Discovery Channel. It's been designed to inform you, but also to be enjoyed!

I've never met a patient yet who didn't get a kick out of learning something new. I hope that every issue of *Your Smile* inspires interesting conversations with friends and family about health issues, how to keep your best smiles, and setting achievable goals to be your personal best.

Let us help you to keep on discovering. We're right here and always happy to answer your questions and discuss your healthiest smile options.

Have a great summer.

Regards,

Dr. John Carson

CONVENIENT  
**FREE PARKING**  
STEPS FROM  
OUR DOOR!

**(520) 514-7203**

## There's A Camera!

### Book now to get the smile you want

Look out your window ... what do you see? You know it doesn't really matter whether we are witnessing the first eagerly awaited buds of spring or just anticipating them. In our hearts, we are always ready for the excitement and social events that warm weather brings. Let our team turn anticipation into dazzling results in time for that June wedding or graduation by booking your spring smile update!

Booking ahead is a must-do if you want your smile to blossom in time for any planned occasion. There are two reasons for this. First, as weddings, graduations, and other photo-filled events approach, wise consumers anticipate the very high demand for cosmetic dental services. Second, we want you to have time to enjoy the process - to consult and ensure that your terrific

*Don't wait for the camera to find you - book your appointment now!*

updated look is really you!

Be prepared and smile for the camera - with confidence! Teeth whitening can take as little as one visit or a few weeks in the privacy of your home and make a remarkable difference in the impression you make. Other transformative techniques like bonding, cosmetic veneers, crown and bridge, and even a gum lift can completely rebalance and enhance the dimensions of your smile.



PROCEDURE	PROBLEM/CORRECTION
<b>Crowns</b>	Covers broken, cracked, poorly shaped, severely discolored teeth to restore natural appearance and color.
<b>Bridges</b>	Replaces one or more natural teeth by cementing a false tooth attached between one or two crowns.
<b>Whitening</b>	Lightens the color of teeth that have darkened due to age, smoking, coffee, tea, medication, or endodontic treatment.
<b>Veneers</b>	Covers front of tooth and masks discoloration. Improves tooth shape through esthetically pleasing contours.
<b>Composite Resin &amp; Porcelain Inlays/Onlay</b>	Restores decayed areas while looking extremely similar to original tooth color.
<b>Bonding</b>	Masks slightly discolored teeth.
<b>Gum Lift</b>	Lengthens too-short teeth by exposing more beautiful natural enamel.

THANK YOU FOR ALL YOUR REFERRALS. WE APPRECIATE THEM!

# From Flaw To Flawless

## This could be you!

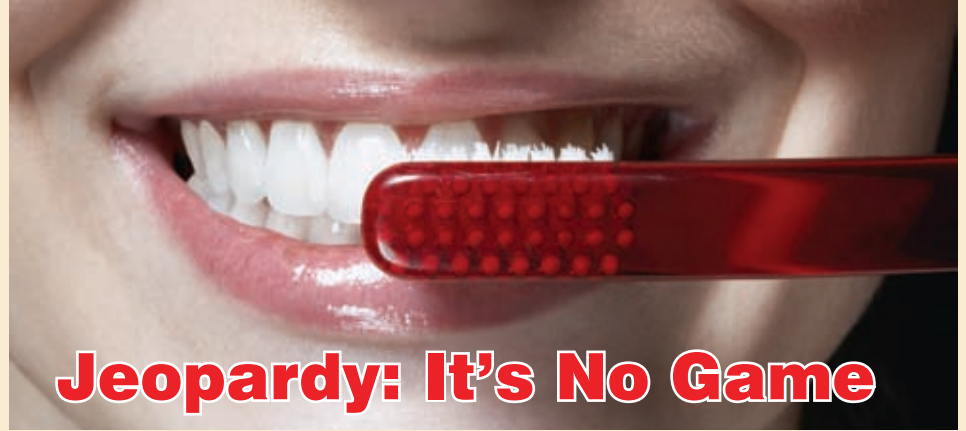
There are some excellent orthodontic choices available today, but for those who have minor smile irregularities and no significant bite or TMD (jaw joint) issues, there are other cosmetic options that take only a visit or two.

We can create the appearance of...

- straight even teeth
- an even gumline
- a gap-free smile
- a more symmetrical smile.

Believe it or not, these involve the same reliable techniques and enamel-colored materials used to disguise flaws like stains, chips, fractures, and old silver-colored fillings. Some people elect a whitening spruce-up in advance of their makeover.

Bottom line? You could be a great candidate for a “no orthodontics” makeover!



## Don't put your future at risk

Scientists now believe that the common *streptococcus* bacteria, the type responsible for causing gum disease and tooth plaque, may increase the risk of heart attacks, plaque growth on your heart valves, and inflammation of blood vessels that can block the blood supply to your heart and brain.

The link between gum disease and cardiovascular disease has been known for some time, but now scientists believe they finally understand how...

Once bacteria has entered your bloodstream through wounded gums, it creates a protein which causes the platelets in the blood to clump and stick together.

The platelets encase the bacteria, forming a kind of armor that protects the bacteria from both the immune system and antibiotics that might be used to try and treat the infection.

Previous studies have suggested that other oral bacteria, *Prevotella intermedia* and *Tannerella forsythensis*, are also likely to increase the risk of heart attacks – by 35% and 53% respectively.

Systemic links have also been made between gum disease and diabetes, arthritis, Alzheimer's, complications of pregnancy, kidney disease, and cancers.

Don't take unnecessary risks. Please, please brush and floss ... and please, please, keep your family's regular recare appointments.

## 5 Facts About Apples **Good clean fun!**

If you and your family are living life on the run – or on the freeway – try a low-cal affordable nutritious apple snack. It's an ideal way to get a quick energy pickup without spills or container cleanup.

### Here's what apples offer...

- **Pectin** is a soluble fiber that helps maintain your digestive system and lowers blood pressure, glucose levels, and LDL (bad cholesterol).
- **Quercetin** is a flavonoid which may reduce the risk of cancers and free radical damage implicated in age-related health problems.
- **Phytonutrients** including vitamins A and E and beta carotene can help reduce the risk of heart disease, diabetes, asthma, and cancers.
- **Boron** supports a healthy brain and strong teeth and bones.
- **Vitamin C** boosts immunity and keeps gums healthy.





# WANT TO SHINE?

You can, and here's how!

This could be your time to gain entry into that luminous league whose smiles spark up every room they enter. If you have questions about safe, quick, and predictable professionally supervised whitening, look no further!

## What is whitening?

It is a process that removes stains and discoloration to brighten your teeth enamel. After childhood, most people can benefit because their teeth tend to darken and yellow, particularly if they...

- drink coffee, tea, or red wine
- have experienced a root canal procedure
- chew or smoke tobacco
- take certain medications
- experience natural ageing.

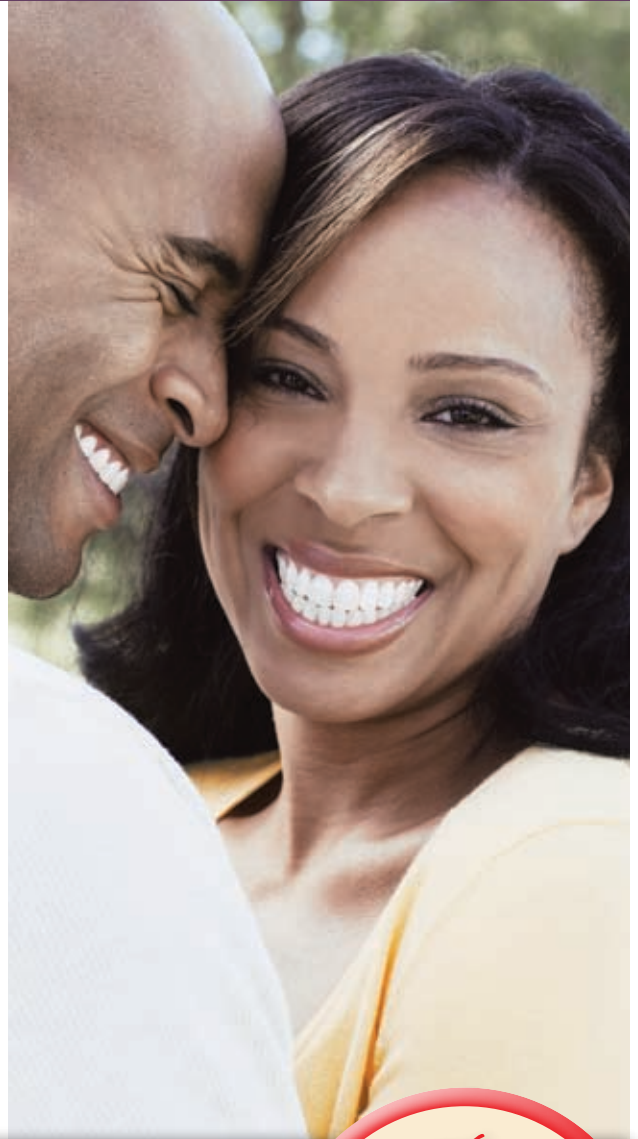
## What are the benefits to me? *Patients have experienced...*

- teeth that have brightened up to 8 shades
- greater self-confidence in social and business settings
- improved appearance
- the freedom to smile more often.

## Why should I get supervised teeth whitening?

Two reasons. Without supervision, ingredients found in some off-the-shelf kits could injure your gums and other soft tissue in the mouth and throat, or make you ill if ingested. Secondly, unless appropriate for your teeth enamel and degree of staining, results are unpredictable.

We make absolutely certain that the whitening ingredients and the system we prescribe for you suit your individual teeth and gums, smile goals, and budget!



## 3 WAYS TO TAKE FLIGHT & STAY FIT

Experts agree that as little as 20 minutes of activity a day can keep energy levels up and fight fatigue in adults - but what to do when you're traveling?

**1. Check It Out** Research shows that a nicer gym will increase your motivation. Ask what's available in advance of your reservation. Through the concierge, reserve sports items that are awkward to travel with (e.g. rackets).

**2. Pack Fittingly** Leaving gear behind is asking for trouble. Take light-weight gear like running shoes and resistance bands that suit your program.

**3. Get Creative** If there is no facility available, look for other options: walk to meetings... up stairwells and down hallways ... and around the tradeshow floor. Take a running or walking tour. Ask the front desk for a map or sign up for a guided tour of the local sights.

*Just  
get a  
move  
on!*



# Implants: A New Smile

## Comfort and confidence again

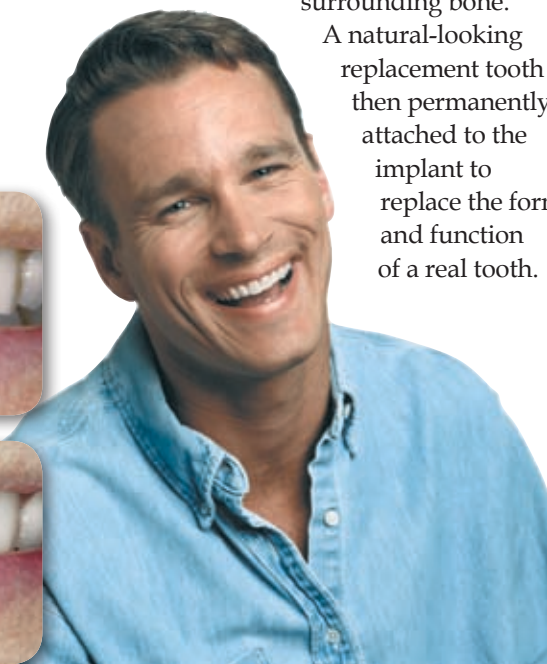
Whether you're missing one or all of your teeth, there's now an exciting option that will help you smile with confidence again. Thousands of people are flashing smiles that have been beautified by implants, a fabulous tooth replacement technique that can be performed right here in our office.

Implants are made of special

biomaterials that are surgically placed in the jawbone under your gumline. After a few months the implant

becomes anchored to the surrounding bone.

A natural-looking replacement tooth is then permanently attached to the implant to replace the form and function of a real tooth.



Implants can be used to stabilize dentures and bridges, replace just one tooth or to rebuild an entire jaw of missing teeth. The best part is that they look and feel just like natural teeth.

Dental implants are reliable. Patients have retained them for more than twenty years with a better than 90% success rate. Most patients can receive implant treatments right in our office. We will use a local or general anesthetic to ensure comfort during the procedure.

Dental implants have helped thousands of people to eat, smile and speak with renewed self-confidence. Patients who practice good oral home care and regular dental checkups can enjoy implants that last a lifetime. We can help you decide if a dental implant is right for you. The investment in your smile is well worthwhile.

## office information

### John R. Carson, DDS, PC

7415 E Tanque Verde Road  
Tucson, AZ 85715-3477

### Office Hours

Mon – Thu 8:00 am – 5:00 pm  
Friday and Saturday by special appointment

### Contact Information

Office (520) 514-7203  
Fax (520) 514-1417  
Email [info@johncarsondds.com](mailto:info@johncarsondds.com)  
Web site [www.JohnCarsonDDS.com](http://www.JohnCarsonDDS.com)

### Office Staff

Kim ..... Office Manager  
Belinda ..... Treatment Coordinator  
Kelly ..... Treatment Coordinator Assistant  
Shelly ..... Dental Hygienist  
Amy ..... Dental Hygienist  
Tamera ..... Clinical Assistant  
Tracy ..... Clinical Assistant

ChaseHealthAdvance<sup>SM</sup>  
FINANCING OPTIONS



## Inspired

### By your referrals

This season is the perfect time to look around and appreciate all that we have received. We think it's important to let you know that one of the things we are most grateful for, aside from your patronage, is your continual referrals to our practice. When you encourage your friends and family to visit us, it shows that you are confident, trusting, and supportive of the care and services we provide to you. Nothing could ever really top that compliment – and it keeps us striving to offer the high-quality dental care and professional service you have come to expect from our team.

We hope that you will continue to benefit from our services and send your thoughtful referrals our way. We look forward to seeing you throughout the new year!

## Save A Smile With A Custom Mouthguard

We are absolutely committed to the prevention of one of the most common injuries among sports participants. Dental injuries can be painful, expensive, and damaging to appearance and self-esteem, yet most are preventable with a custom-fitted mouthguard. If you've ever had a mouth injury, you'll know how important this is!

Think about it: people of all ages don helmets, knee pads, shin pads, and elbow pads because they know the risks if they don't. But despite the mouth injury stats that make us wince, many don't use mouthguards. We don't understand why, and that's why we want to spread the word...

If you know someone who could benefit from the best kind of mouth injury protection, please tell them to give us a call. They'll thank you for it.