

Just Smiles

FAMILY AND COSMETIC DENTISTRY

You can now visit us online at www.just-smiles.com to request an appointment

Spring 2009



from **DrPhil**

Spring is upon us and we've got exciting news to share! First of all, we have completed remodeling our Westerville office. You will now find a more soothing and comfortable waiting room with new colors and design. Excitedly, we have been invited to submit a portfolio of our completed Hilliard office to the 2009 Dental Office Design Competition held in October. We have also expanded the e-confirmation of appointments to both practices. Reduce the number of phone calls you receive by sending your email address to: info@just-smiles.com and you can visit us online anytime at www.just-smiles.com to request an appointment.

In addition, we are excited to host our first one-day-only *Invisalign*[®] Extravaganza on May 7th. Focus on getting the straight teeth you've always wanted!

Finally, in these challenging times, rest assured that we will work with you to help afford the dental care you need. We offer many flexible payment options and interest free financing to help achieve your goals. We look forward to seeing you soon.

Dr. Phil Chahine, DMD, FAGD

Congratulations to Dr. Justin Dugas and his wife on exchanging their wedding vows!



GO WIRELESS!

Teeth Shifted Since You Had Braces?
Teeth Crowded or Overlapped?
Space Where It Doesn't Belong?

Then come to our **invisalign**[®]
Extravaganza!

You will learn about the clear alternative to braces.

Now you can straighten your teeth with a series of clear, removable and comfortable custom made aligners. There are no wires or brackets that could irritate your mouth! Change them every *two* weeks and gradually straighten your teeth toward the smile you've always wanted. Come to our Extravaganza Open House to find out if *Invisalign*[®] is right for you!

May 7th, 2009 - 1pm to 8pm

Refreshments provided

Space is Limited to the first 30 RSVP's

Call today to reserve your place!

777.8668

One Day Special Offer!

- FREE** Invisalign consultation
- FREE** Invisalign records, impressions, photos and x-rays (\$500 value)
- FREE** Teeth whitening at end of treatment (\$200 value)
- FREE** Ipod Nano when Invisalign Treatment is paid in full that day (you pick the color!)

Special One Day Only Pricing!

(for treatment not exceeding 12 months)



From all the things you wear, your smile is the most important!



You Can Do It

Discover your inner balance

It's *all* about the balance. Really. A lifestyle that balances work with stress-relieving play and that pays attention to nutrition and diet is a healthy one. That's the *macro* level. At the *micro* level, small imbalances in the pH of your blood, for example, can create changes in the pH of your saliva, altering your mouth's environment. In other words, your oral health can impact and be impacted by your overall health and here's how...

Plaque, the thin film on your teeth, is a biofilm and a bacterial ecosystem within the larger bionetwork of your mouth and body. When the scale tips so that good bacteria are overtaken by those that are harmful, red swollen gums that bleed easily, gum and bone recession, and tooth loss can occur.

Tartar is the conspicuous, cement-like substance that plaque hardens into when you allow it to build up. Tartar can break the natural protective seal that your gums provide, allowing oral bacteria into your bloodstream. Experts believe that toxic bacteria from your gum infection can trigger your immune system into a constant state of alert.

Gum disease has been linked to systemic and inflammatory diseases including heart and stroke, osteoarthritis, diabetes, cancers, and lung diseases.

These complex interactions mean that a *one size fits all* approach to life, health, and your oral health care is no longer sufficient.

Your oral health can impact and be impacted by your overall health

Just In Time

You get to decide!

Are you an adherent of the *Before Flossophy* or the *After Flossophy*? People can be surprisingly passionate about when to floss ... before or after they brush. Even dentists can't always agree. In a poll conducted by the *American Academy of Periodontology*, 40% recommend before, 36% after, and 25% don't think it matters. Truthfully, as long as you remember your home care routines and maintain your recare schedule, we will be happy!

So, in no particular order...

- **Floss once** – to clean between your teeth and below the gumline.
- **Brush gently** at least twice a day – to remove food and bacteria from your teeth, gums, and tongue.
- **Rinse often** throughout the day – plain water can keep bacteria at bay when there's no time to brush.



Weighing In

Fight diabetes!

Did you know that diabetics are more likely to have gum disease than others and that those with gum disease find it more difficult to control blood sugar levels? Or that 90% of people newly diagnosed with Type 2 diabetes are overweight? Weight loss and exercise could go a long way to preventing or managing diabetes – and your oral health!

A regular routine of physical activity is ideal, but still, you can find inventive ways to burn calories!

- Take the stairs instead of the elevator.
- Try hiding the remote. Research shows that thin people get up and move around more, tend to fidget more, and sit less.
- Do some eco-exercise – instead of driving, ride your bicycle when you can.

It's important for *everyone* to maintain healthy routines for oral and overall health.

Prime Attraction

Get what you need

Is 50 really the new 40? It seems so. Men and women today feel and act ten years younger than their biological age. Midlife is a strong, powerful time of life in every way and you can see the influence you command in the number of products tailored just for you. A prime example is the number of esthetic innovations created to enhance your smile, like beautiful natural-looking crown and implant restorations.

You'll like them because...

You're an experienced and savvy consumer

- Long-lasting natural-looking materials resist chipping, staining, and cracks.
- Improvements in options and technology have made procedures more time-efficient and patient-friendly.

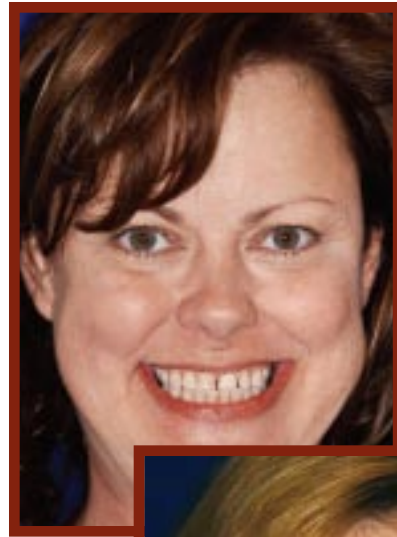
You're health conscious

- Your damaged or discolored tooth can be covered, protected, and strengthened with a single crown.
- Bone loss can be prevented by anchoring a permanent new tooth into the jawbone by combining a single crown with a dental implant.
- Missing teeth can be replaced with several replacement teeth attached to a secure crown or implant bridge restoration to prevent your other teeth from drifting and altering your ability to eat, speak, and socialize.

You love to look great

- Crowns made of natural-looking translucent porcelain are beautiful and designed to blend in so well with neighboring teeth that no one can tell that you have them.

Don't let your smile give away your age. Let us give you a midlife smile with style! Call us to schedule a consultation.



Before

After



7 Tips For A Tiptop Smile

Which would you choose?

Improving the color, shape, or position of your teeth can improve the way you feel about yourself. Here at a glance are seven tips for a tiptop smile that looks completely natural.

Teeth Whitening	Instantly brighten your smile
White Fillings of Composite or Porcelain	Make tell-tale dark fillings a thing of the past
Tooth-Colored Bonding	Cover deep-rooted stains, repair small cracks or chips, fill in gaps, and recontour teeth
Cosmetic Veneers	Conceal spaces, crooked, chipped, or discolored teeth
Crown Restorations	Restore severely damaged or broken teeth
Dental Implants	Restore appearance and function
Crown/Implant & Bridge Restorations	Replace missing teeth and prevent further damage to your smile

Silver Mercury Amalgam Fillings

An update on this ongoing controversy

This spring, the FDA will most likely set new restrictions on the use of dental mercury amalgams in vulnerable populations such as nursing women, pregnant women, young children, and immune-compromised individuals by reclassifying the product as a Class II device. Mercury is a poison that in large doses can affect the body in many ways, what we don't know is the cumulative effect of very low doses over a long period of time. What does this mean to you? In our opinion, you should not agree to have this material placed in your mouth and should always replace the fillings that show signs of wear and breakage.

Just Smiles has been mercury-free since opening in 2003. We use only composite (white) filling material allowing us to make much smaller preparations and conserve more natural tooth structure. Because

composite is not a metal, you will not have the constant expansion and contraction that results in pressure and flex placed on the tooth. This is one of the biggest problems of silver mercury amalgam fillings. This inevitably results in enamel fracture, leaks and formation of decay.

At *Just Smiles*, we are always on the lookout for fatigued, broken and deteriorating fillings and will suggest their replacement. Please do not hesitate to email us if you have questions about this subject.



Mercury-Free!

Composite fillings
– durable, safe,
natural-looking.



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FAMILY AND COSMETIC DENTISTRY

Phil Chahine, DMD, FAGD
Justin Dugas, DDS
General Dentists

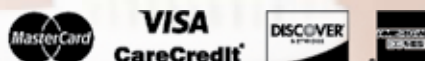
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Office Hours
Mon & Thu 9:00 am – 5:00 pm
Tue & Wed 11:00 am – 7:00 pm
Friday 9:00 am – 4:00 pm
Saturday: once monthly by appointment

Visit us online for more information
or to schedule an appointment
www.just-smiles.com

Email us your questions
info@just-smiles.com



Referral Rewards

We take great pride in a team that always offers friendly treatment in a fun atmosphere, and builds on the rapport we have developed with you. It's important that you receive the meticulous care you deserve. And when you return to our practice with positive feedback, and refer someone to us, you're telling us that we're continually raising the bar.

In appreciation, we will be sending a **\$20 Giant Eagle Gas Card** for every family you send our way. And, in return, each referred adult who comes in for a new patient exam and cleaning will receive a **FREE Oral-B® Sonic Vitality toothbrush**.

Everyone will be happy! Make sure your friends mention your name, because we want to know whom to thank!

*Above all – your referrals
mean the world to us!*

Did you know?

■ Many insurance plans roll over their benefits on July 1st instead of the end of the calendar year. This means more benefits that you can use. Please contact us to verify if your plan is one of them.

■ Please send your email address to info@just-smiles.com so we can simplify the confirmation of all your future appointments.

■ **WHY PAY MORE?** We are Preferred Providers for most insurance plans. This means that by coming to *Just Smiles*, you automatically save an average of 15% to 35% on your dental health cost compared to practices that are not in network. Please tell your co-workers about the great savings they will benefit with the following plans: Aetna, Ameritas, Assurant, Anthem, Cigna, CompNet, Connection Dental, United Healthcare, Delta Dental, DHA/Dental Wellness, Dentemax, DDS, Fortis, GEHA, Guardian, Maverest, Metlife, Principal, Renaissance, Superior, Tricare, United Concordia, and many more!