



DR. LEE DISCUSSES ADVANCES IN ORAL SURGERY ON PAGE 5

Getting your teeth Straightened

Dr. Shaw, one of the first dentists in the Washington, DC area to offer the innovative six-month braces treatment option

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“Do you have bad breath?”

Bad breath (halitosis) is a common embarrassment that in the worst cases can derail careers and spoil love lives. It can also be a sign of underlying dental problems

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¹Clinical study comparing Waterpik® dental water jets to flossing.





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MEDIA PLANET

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Brighter smiles, better oral health



Advances in dental care are coming fast, from implants to digital x-rays, yet perhaps the most significant advances during the past decade have been in our understanding of the close links between oral health and our over-all well-being.

Research has established, for example, that bacteria that cause gum disease may also increase the risk of heart disease, strokes, diabetes and pre-term births. There is also new evidence of the importance of sound nutrition for oral health.

Despite new technologies, we still

have far to go in achieving healthy mouths. In 2000, the first-ever Surgeon General's report on oral health identified a "silent epidemic" of dental and oral diseases that burdens some population groups.

The American Academy of Pediatric Dentistry noted this year that tooth decay is the most common chronic childhood disease, yet 90 percent of all tooth decay is preventable. Our fast food diet makes children and adults more vulnerable to dental diseases.

Older Americans also face dental challenges: as life expectancy increases

so do difficulties in keeping our mouths healthy. Even with national dental health gains, more than 25 percent of Americans 65 and older have lost all their teeth.

The American Dental Association (ADA), the ADA Foundation, and GlaxoSmithKline Consumer Healthcare launched OralLongevity in September, an initiative focusing on improving and maintaining good oral health throughout life.

This supplement surveys key dental

“Our fast food diet makes children and adults more vulnerable to dental diseases”

health issues and spotlights new treatments and technologies. We cover teeth straightening, whitening, gum disease, and treating the embarrassment of bad breath. Other articles examine technological innovations, oral surgery, and sedation dentistry.

Dental care is keeping up with new

trends, so we also look at dental services at spas and natural dental products.

As exciting as dental care advances are, the ADA emphasizes that oral health still depends on the traditional foundation of regular brushing, flossing and check-ups. We hope this supplement encourages our readers to do all they can to keep a bright smile and a healthy mouth.



Mediaplanet thanks the following companies for their support in the creation of the dental care supplement:



Teeth Straightening

If the smile looking back at you from the mirror isn't as dazzlingly straight as you'd like it to be, there's a new road to upright pearly whites. Unlike the cumbersome metal braces of your teenage years, though, these new braces are surprisingly comfortable, and aesthetically pleasing.

Consumers now have choices for teeth straightening in six to twelve months, versus conventional metal braces that can be in place double or triple that time. Using tooth colored braces that are made from translucent ceramic, the new technologies do not need metal brackets and they are minimally noticeable. This reduces friction and resistances and can help the braces work more efficiently. Newer tooth straightening systems also require fewer time-consuming adjustments than conventional metal braces.

The new tooth straightening systems are growing in popularity because of their comfort, aesthetic appearance, fewer adjustments, and shorter duration in the mouth. The Amer-

ican Association of Orthodontists recent survey found that the demand for newer tooth straightening systems jumped 40 percent from 2005 to 2006 and is expected to keep growing at that pace.

Dr. Marlene Saint-Phard Shaw, a Washington, DC-based general dentist, provide her patients with a system that gives straight teeth in about six months. "My adult patients range in age from 18 to about 60 years old. More women than men, perhaps sixty percent, ask about our six month braces," says Dr. Shaw. "Most of my patients who ask about teeth straightening go ahead with the procedure. They've thought about improving their appearance for a long time and are eager to get going," she adds. She's able to meet the six-month time frame because most patients don't have major bite issues on the back teeth. "We're fixing misalignment of the front teeth. Our system moves teeth less aggressively than conventional braces, and you barely notice the braces when they're on," she concludes.

No matter which type of braces someone chooses, post-straightening care such as a retainer used at night is a commitment to keeping teeth on the straight and narrow.

By Marlene Pitturro, PhD



Innovations in Oral Care

Twenty-first century dental visits are faster, less painful, and more diagnostically powerful, thanks to an array of new technologies. Innovations in oral care, from intra-oral cameras, to lasers and high-tech x-rays improve dental health.



If you want a clear picture of your mouth, traditional dental lights and mirrors don't do the trick, but intra-oral cameras provide a full view. Your dentist inserts a pen-sized camera-tipped wand with a disposable plastic sheath into your mouth. The wand takes a video of your mouth, transmitting the images via cable to a computer, which enlarges the color images and sends them to a TV screen. Accurate images help you and your dentist make treatment decisions.

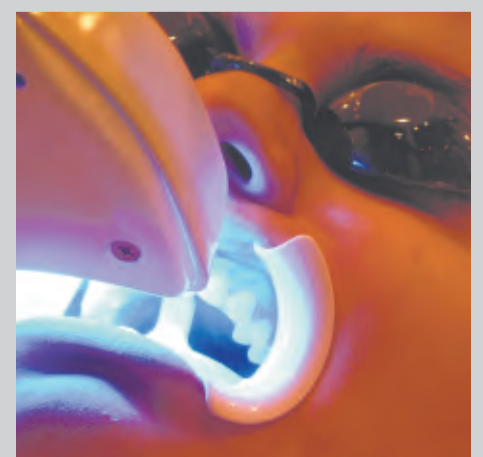
Panoramic dental x-rays (versus older bite wing x-rays) not only provide wide-angle frontal images that authenticate the baseline condition of teeth and surrounding bone, they give clear pictures of the neck's carotid arteries. By revealing calcium deposits in those large vessels carrying blood from the heart to the neck and brain, dentists can alert patients

who are at risk for a lethal heart attack or stroke.

Dental lasers are another emerging oral care technology. Even a conscientious dentist can fail to accurately diagnose cavities 20 to 30 percent of the time, according to Dr. Howard Strassler, professor of restorative dentistry at the University of Maryland Dental School. Cavities have become harder to detect because of the widespread use of fluoride, which hardens tooth enamel and makes the explorer, the metal tool used to diagnose cavities, fail to detect small hidden cavities. Through a hand-held red laser that penetrates the outer layer of teeth, dentists can now detect tiny cavities.

Dental lasers' cleanliness and precision led dentists to incorporate this state-of-the-art technology into various treatment modalities. Dental lasers are used to excise benign tumors without sutures, reshape gum tissue and bone to expose healthier tooth structure, assist in tooth restoration by killing bacteria, and facilitate muscle attachment in children (frenectomy).

By Marlene Pitturro, PhD



Straight Teeth in Only Six months



When adult patients with gap-toothed grins or crooked teeth talk treatment options with Dr. Marlene Shaw, a third generation dentist and graduate of the Howard University College of Dentistry, they come away with renewed hope.



Dr. Marlene Saint-Phard Shaw, in addition to graduating from Howard University College of Dentistry has completed continuing education courses in oral sedation, soft tissue management, dental implants, invisalign, veneers and braces. She is a member of the American Dental Association, the District of Columbia Dental Society, the American Academy of Cosmetic Dentistry, the Maryland State Dental Association, the Academy of General Dentistry and the Dental Organization for Conscious Sedation.

also have some who have had a relapse after comprehensive orthodonture because they didn't use a retainer" she says. "While 90 percent of these patients come for treatment because they are dissatisfied aesthetically with how their teeth look, these braces also tend to fix other bite issues," she adds. Correcting malocclusions in the front teeth help realign the back teeth and may correct issues such as cheek or lip biting, and improperly aligned teeth that can't be cleaned or flossed properly,

Six-month braces differ from comprehensive orthodonture in several major ways, explains Dr. Shaw. They are less expensive (under \$5,000), require four week rather than six to eight week adjustments, and give a natural bite rather than a perfect class 1 bite, which is comprehensive orthodonture's treatment goal. Most importantly, treatment time drops from 18-24 months to six months. "Using six-month braces is analogous to doing veneers on the front four to six teeth and leaving the back teeth unchanged.. The vast

majority of my patients don't want veneers on the back teeth because those teeth do not impact their appearance" notes Dr. Shaw.

Key to success

The heart of six-month brace orthodonture is the latest technology and techniques that move teeth quickly and safely. Dr. Shaw attaches small, lightweight space-age nickel and titanium wires to tooth-colored brackets on the teeth that move teeth gently and with low force. The low force technology, in addition to being more comfortable for the patient, has important impact on the patient's future dental health. Using low force to move teeth avoids damaging or shortening the teeth's roots (resorption), which may happen with

comprehensive orthodontic treatment.

Once Dr. Shaw has achieved cosmetic closure with the six-month braces, treatment is complete. With the six-month tooth straightening accomplished, Dr. Shaw's treatment protocol then focuses on maintenance. She recommends a permanent wire retainer that is secured behind the teeth, although a removable night retainer is another option.

Dr. Shaw notes that six-month braces aren't for everybody. She refers patients with serious bite issues for comprehensive orthodontic correction. But for patients with milder bite issues, the speed, comfort, and cost-effectiveness of high-tech six-month braces is a smart way to a beautiful smile.



A Great Smile
DENTAL CARE

For a variety of reasons, those patients did not or could not avail themselves of orthodontic correction (tooth straightening) as teenagers. With a visit to Dr. Shaw, they are ready for an innovative, cost-effective and relatively short (six-month) use of state-of-the-art braces that give them the smile they always wanted.

Dr. Shaw, one of the first dentists in the Washington, DC area to offer the innovative six-month braces treatment option, begins the process with candidates for six-month braces by discussing what they want tooth straightening treatment to accomplish. "My patients with six month braces range in age from 14 to 57 years old and their issues are mostly cosmetic. However, my main focus of treatment is the adult population. Generally, they have spaces between their front teeth, crooked teeth or teeth that are bucked. We

Oral surgeons save faces every day

Whether brightening smiles with implants, treating dental and facial injuries, or removing wisdom teeth, oral surgeons safeguard oral health and improve looks.

TEXT: MARLENE PITURRO

“Defusing an oral time-bomb” is how the American Association of Oral and Maxillofacial Surgeons (AAOMS) describes the latest findings in a nine-year study on links between wisdom teeth and health problems, including chronic oral infections, gum disease and tooth decay.

Lead researcher Raymond R. White, Jr., DDS, PhD, professor at the University of North Carolina School of Dentistry, and his colleagues conclude that even wisdom teeth with no signs of disease pose risks, even for young adults, and should be considered for removal.

Dental implants are increasingly popular for replacing missing or badly damaged teeth. Oral surgeons now perform more than half a million implants each year, AAOMS reports.

Every day oral and maxillofacial surgeons are treating injuries from auto accidents, gunshot wounds, sports and other causes. They are also treating our armed forces in areas of conflict overseas.

Sports are a vital part of healthy lifestyles, but protection with helmets and face and mouth guards should not be ignored. Children and teens get 5 million teeth knocked out each year while playing sports, according to AAOMS, and mouth guards annually prevent over 200,000 oral injuries.

Severe over- or under-bite and oral and facial deformities pose health risks and are devastating to self-esteem. Oral and maxillofacial surgeons repair deformities, as well as diagnose and treat cancer and other diseases of the mouth, jaws and face.

“Whether the procedures are as simple as the removal of an abscessed tooth or the replacement of a missing tooth with a dental implant, or as involved as facial reconstruction of a patient who has suffered a disfiguring traumatic injury, a developmental deformity, or a residual defect from the resection of a tumor, we have the ability to enrich the lives of those who seek our services,” AAOMS President Dr. Lee D. Pollan told colleagues at the organization’s annual meeting in Honolulu in October.



Dental implants

Nothing ruins a smile more than a gap where one or more teeth should be. The options for filling that gap are bridges, dentures, and dental implants. Adults 55 years and older, especially Boomers, are fueling interest in implants. In a 2005 survey 43 percent of periodontists polled said the majority of their implant patients were ages 55-79, while 31 percent were ages 35 to 54.

TEXT: MARLENE PITURRO

Frank Lamar, DDS and president of the American Academy of Implant Dentistry (AAID) says that two out of three Americans have one or more missing teeth. “As Boomers age they are replacing teeth weakened by gum disease with implants rather than bridgework or removable dentures.” Although gum disease is the leading cause of tooth loss, tooth decay, root canal failure, and accident/trauma to the mouth also contribute.

Dental implants are permanent artificial tooth replacements that are virtually indistinguishable from the patient’s natural teeth. Strong and durable, implants can also serve as anchors for a dental bridge or as a replacement for missing back teeth needed for a bridge to other teeth.

Getting dental implants involves a substantial time commitment, usually about six months to allow for osseointegration—the process of the implant integrating with underlying bone. The process begins with the periodontist or oral surgeon using sophisticated three-dimensional imaging technology to assess the bone structure and nerves during pre-surgical planning.



During oral surgery the dental professional inserts a titanium metal screw implant and protective cover in the jawbone, allowing three months for it to heal and anchor. Once the metal screw has integrated with the bone the periodontist removes the protective cover, and puts on a temporary crown. The temporary crown serves as a template around which the gum grows and shapes itself naturally. The dentist completes the process by replacing the temporary with a permanent crown. Advances in imaging, surgical techniques, and implant materials has boosted implants’ long-range success rate of implants to 97 percent.

Teeth whitening puts your best smile forward

Whitening treatments are the most popular cosmetic dental procedure and have increased more than 300 percent in the past decade, according to the American Academy of Cosmetic Dentistry (AACD). Not surprisingly, a recent AACD poll found that people think that discolored teeth spoil a smile the most.

TEXT: MARLENE PITURRO

The American Dental Association (ADA) recommends treatment of existing dental problems before whitening, and a consultation with a dentist on causes of teeth discoloration and appropriate options before proceeding.

Discoloration may be the result of infection or decay that could lead to serious complications if untreated. Among other causes is smoking, coffee and

other beverages, naturally occurring yellow or dark teeth, and darkening due to aging.

A number of home-use and professionally-applied whiteners carry the ADA seal of approval. Options include whitening by a dentist in the office; at-home dentist-supervised whitening; and over-the-counter brands applied at home. The ADA has also approved several whitening toothpastes.

Whitening often opens naturally occurring pores within teeth, which can

cause temporary sensitivity to air, and hot and cold food and drinks. Saliva contains minerals that close these pores, but the process is slow.

Two years ago, scientists at the ADA’s Paffenbarger Research Center created a “white with might” whitening formula that also contains tooth re-mineralization agents.

According to Frederick Eichmiller, DDS, then director of the center, tooth whiteners with the formula, which could enhance teeth’s natural healing

ability, may soon be available in over-the-counter whitening gels and strips.

Simple natural options can help whiten teeth as well. AACD President Dr. Marty Zase says, “Foods such as ap-

“Brushing with baking soda twice a month will help remove stains, and sugarless gum can stimulate saliva and clean teeth.”

ples, pears, celery, and carrots produce saliva which combines with the foods’ natural fibers to clean teeth and remove bacteria.”

Strawberries will naturally whiten teeth, the AACD notes, as will lemons.



Brushing with baking soda twice a month will help remove stains, and sugarless gum can stimulate saliva and clean teeth.

Spa dentistry

The smell of freshly baked bread, homemade cookies or lavender greets you as you pass a cascading waterfall, listening to the bird songs and animal sounds of the forest.

TEXT: MARLENE PITURRO

A smiling concierge accompanies you to your complimentary 10-minute neck and shoulder massage and deep-moisturizing paraffin hand treatment. Perhaps you’ll add a Baby Boomer Facial at \$125 for 75 minutes, a manicure and pedicure, or even a Botox or cellulite treatment. But wait! If you’re seeing yourself at an upscale day spa, look again. You’re not at a spa at all; you are at the dentist.

Spa dentistry is still relatively new; the American Dental Association esti-

mates that only five percent of its 148,000 members offer spa services, but that number is growing. Shirley Brown, a practicing dentist and clinical psychologist, teaches dentists throughout the U.S. to enhance their practices by creating a ‘comfort zone’ built on guest hospitality and spa amenities. Dr. Brown says that spa services that help patients relax—from foot massage to meditation or fresh-baked cookies—and help patients overcome their anxiety about dental visits.

That is encouraging a growing number of dentists to combine clinical ex-



cellence with pampering. In-office spa treatments appeal to both dentists and patients because they help soothe the fears of the 21 percent of Americans who have dental phobia, and offer time-starved patients opportunities to improve their health-oral, physical, and emotional.

The roughly 200 specialists in cos-

metic dentistry comprise the bulk of dental spa practices. Dr. Thomas Adams’ Spa32 Chicago-area practice has licensed therapists, estheticians, a chiropractor, an oral surgeon and two dentists to do everything from dental implants to Botox. SPADENT in Hermitage, PA offers consumers a mind-boggling array of menu choices, from

eyebrow waxing to hair coloring, porcelain tooth veneers and cosmetic bonding to close gaps between teeth, and day spa treatments including hot stone or sports massage and herbal eye masks.

“In-office spa treatments appeal to both dentists and patients because they help soothe the fears”

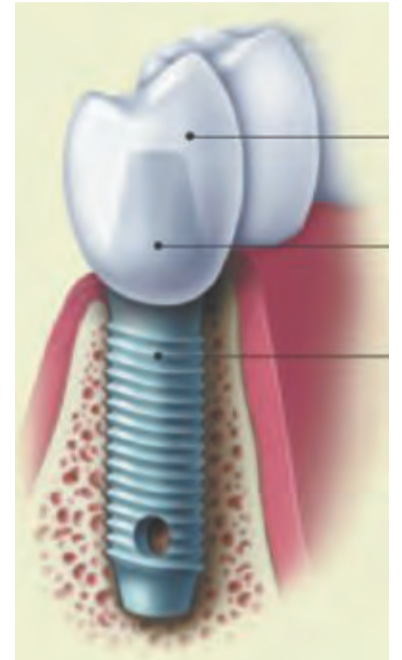
Spa amenities that help consumers stay relaxed during dental visits promote oral health, soothe fears, and give respite from busy lives. Expect to see more of them in the near future.

What's New in Oral Surgery

A recent interview with Dr. Virginia Lee, a prominent oral surgeon practicing in Washington, DC, shed light on several new advancements in oral health and technology. Dr. Lee's practice, Capital Aesthetic Center, opened a decade ago near Dupont Circle and is in the forefront of dental technology.



Dr. Lee also uses ViziLite™ technology, which is a simple and painless way to screen for oral cancer. After an oral rinse, shining the ViziLite™ in the mouth enables identification of tissue that is abnormal and in need of further assessment. Oral cancer has become more prevalent in recent years and the ViziLite™ technique aids in earlier detection. "Screening for oral cancer is very important and should be part of regular check-ups, especially for older patients, smokers and others at higher risk," Dr. Lee emphasizes.



"Many people are not aware of how important the condition of their mouth is for the health of their entire body. Infections of the teeth and gums have been proven to affect your blood,

“Oral surgeons are required to complete four or more years of surgical residency training in addition to dental school”

problems can make a tremendous difference. According to Dr. Lee, "If we can treat a condition in its early stages, it is much easier, less costly and the patient can avoid having to take considerable time off from work."

heart and your overall health," says Dr. Lee. For example, bacteria from an abscessed tooth can result in a general infection, and the bacteria that cause gum disease increase the risk of heart disease and stroke, as well as diabetes and pre-term births.

Dr. Lee uses a personal touch in combination with advance technology to give her patients the best possible care. She says oral surgery should not be scary, and prides herself on listening to each patient's concerns and helping them make the best choices in their surgical dental care. Dr. Lee says, "I really enjoy helping people. The success of Capital Aesthetic Center is a direct result of listening to each patient and truly caring about them."

Good nutrition and regular check-ups are vital, since early detection of

Oral surgeons are required to complete four or more years of surgical residency training in addition to dental school. Dr. Lee earned her D.M.D. from Temple University's School of Dentistry. She then completed her oral and maxillofacial surgery residency at the University of Maryland Medical Systems and Adam Crowley Shock Trauma Center.

Dr. Lee, who has been featured in the "A New You" series on NBC4.com and in DC Luxury magazine, primarily focuses on the surgical aspects of dental health and handles complicated cases that general dentists pass on to her. Frequently, her patients need to have their impacted or infected wisdom teeth removed. Other patients she commonly treats often need teeth removed because of abscesses, fractures, or failed root canals.

Dr. Lee also specializes in replacing missing teeth with dental implants. Dr. Lee explained that missing teeth do not just cause dental problems. They can result in nutritional and medical problems as well. Missing teeth may cause gingival and boney defects, making the existing teeth more difficult to keep clean. In more advanced cases, when the patient is missing more than just one tooth, the person's nutrition, speech, and TMJ joints can be drastically affected. Overall, miss-

ing teeth can affect the patient's appearance and self esteem.

Dental implants are an improvement on other tooth replacement procedures, such as dentures or bridges. Dentures frequently do not fit well, or do not allow the patient to chew properly. Bridges require cutting down perfectly healthy adjacent teeth in order to fill in the missing tooth. Using implants, Dr. Lee can replace a single tooth without disturbing other teeth. If the patient is missing multiple teeth, implants can stabilize the denture so it fits better. "Replacing missing teeth with dental implants can

make a dramatic difference for a patient," explains Dr. Lee. "Implants will restore the person's confidence; they can change your whole life."

Advanced technology helps Dr. Lee treat her patients with the best care possible. A digital x-ray system in her office helps diagnose and treat problems more accurately. "It gives me the opportunity to fully explain a case to a patient. I can sit down with the patient; show them a radiograph with a large screen, high definition monitor. I can show them exactly what the problem is and how to treat it," notes Dr. Lee.



*Capital
Aesthetic Center*



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Speedy tooth replacement

The average American loses 12 teeth by age 50, usually from gum disease or bacterial decay. By age 65, there's a 30% chance he'll have no teeth at all, according to the U.S. Surgeon General. As scary as those numbers are, standard tooth replacement by grinding down the abutting two teeth and attaching a bridge, is equally frightening. Now there's a quick, minimally invasive procedure for replacing one or all of a patient's teeth. Using a CT scan of the patient's mouth, dentists analyze the jawbone, then make a stencil-like pre-drilled mouthpiece to guide the dentist through the surgery. With titanium implants, the dentist affixes them to a permanent denture of perfect acrylic teeth in less than an hour.

by Marlene Piturro

New scope promises improved detection of oral cancer

Researchers supported by the National Institute of Dental and Craniofacial Research report initial success with a device that allows dentists to visualize in a new way whether a patient might have a developing oral cancer. The Visually Enhanced Lesion Scope (VELScope) allows dentists to check suspicious sores in the mouth with a special light. "The natural fluorescence of the mouth is invisible to the naked eye," said Dr. Miriam Rosin, a senior author of a Journal of Biomedical Optics paper on the device, and cancer biologist at the British Columbia Cancer Research Center in Vancouver, Canada. "The VELScope brings this natural fluorescence to light, helping dentists to answer in a more informed way a common question in daily practices: To biopsy or not to biopsy."

by Richard Leonard

The only toothbrush with the Arthritis Foundation Ease-of-Use Commendation.

At last, a power toothbrush that cleans like "an automatic car wash for your mouth"! Lightweight and simple to use, HydraBrush express utilizes 8 micro brushes that make brushing your teeth easy. No more painful twisting and turning for your fingers, wrist, arm and shoulder. No more tedious back and forth, up and down motions that tire your forearm. You know you need to protect your teeth, but sometimes it is literally a pain! That is why, after extensive research, the Arthritis Foundation found that using HydraBrush is easier for people suffering from this conditions. In the study that led to HydraBrush express being granted the Arthritis Foundation Ease-of-Use Commendation, Dr. W. Brad Fain, PhD, Director, Department of Human Factors' Georgia Tech Research Institute wrote, "The powered handle provides a gentle back and forth motion eliminating the need for the user to perform a "brushing" action. The user simply guides the brush heads along the teeth. The unique design eliminates many opportunities for user error and cleans the teeth more efficiently since all sides of both the upper and the lower teeth are brushed simultaneously."



Oral care goes natural

Smiling is natural. Your oral care products can be, too. For consumers who are mindful of oral hygiene product ingredients, natural products omit alcohol, chemicals, preservatives, artificial dyes, flavors and sweeteners.

TEXT: MARLENE PITURRO

Demand for natural oral care products is booming. According to the National Marketing Institute, the U.S. natural/organic personal care market grew 27% to \$4.9 billion in 2006, and is projected to grow by eight percent annually through 2010. A Freedomia Group study noted that natural ingredients have become key to marketing cosmetics, toiletries and oral care; impressing consumers with their performance, quality, safety, and uniqueness.

Natural oral care products appeal to health-conscious consumers. For them, New Jersey-based the Natural Dentist offers a full product range. For example, its Healthy Gums Oral Rinse is alcohol-free, has no artificial dyes, sweeteners or preservatives. Herbal formulas kill germs that cause gum disease.

Tom's of Maine, a natural toothpaste favorite, comes in wintermint, peppermint baking soda and spearmint ant-cavity fluoride varieties. It includes the active ingredient sodium monofluo-

rophosphate, sourced from calcium fluoride, to safely clean and help prevent cavities. For consumers wanting to avoid fluoride Tom's offers natural anti-plaque plus whitening gel toothpaste in peppermint and spearmint. Dentine Toothpowder is another natural oral

“A traditional Japanese tooth and gum powder made of finely ground charred eggplant and sea salt, it combats mouth bacteria, keeping gums clean and firm”

care favorite. A traditional Japanese tooth and gum powder made of finely ground charred eggplant and sea salt, it combats mouth bacteria, keeping gums clean and firm.

Natural products extend beyond toothpaste and mouthwash. The Fuchs Record-V Natural Toothbrush, for instance, has bristles harvested from a



special breed of boar using a process similar to sheering sheep. Then there's natural silk and cranberry floss spun in beeswax, designed to glide smoothly between teeth.

Dr. Cliff Whall, director of the ADA's Seal of Acceptance Program, advises caution before jumping on the 'natural' bandwagon. "Even in toothpastes that call themselves natural there are ingredients—fluorides, abrasives and humectants—that go through a lot of processing." He adds: "When the A.D.A. says a product is natural, we mean that it has no artificial color, flavors or preservatives."



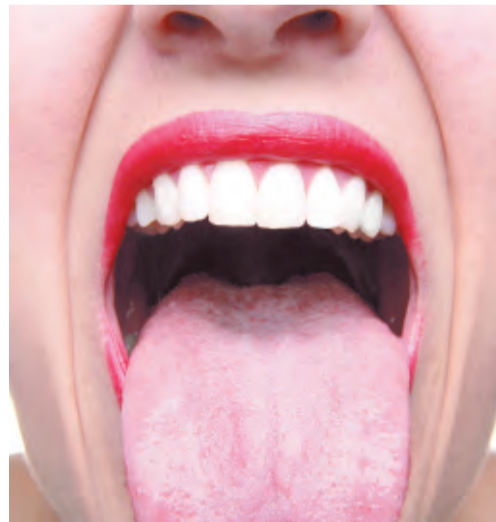
Dental insurance: A light bite

While general healthcare costs have skyrocketed recently, dental care costs have remained stable and manageable.

TEXT: MARLENE PITURRO

Unlike health insurance, dental coverage is relatively inexpensive, costing an average of \$650 per year per covered employee, and less for dental plans offered through

“Dental coverage is relatively inexpensive, costing an average of \$650 per year”



HMOs. Dental costs have remained manageable because of competition among dental plans and improved dental health. According to the U.S. Department of Health and Human Services' Healthy People 2010 project, levels of tooth decay and gum disease in children and adults have declined. Advances in oral health gener-

ally, fluoridation, fewer cavities in children, heightened awareness and public education, and more and better oral hygiene products have improved dental hygiene and lowered treatment costs.



Sedation dentistry

Fearing dentists, some people avoid them for years, even decades, until a dental emergency such drives them to the dentist's chair.

TEXT: MARLENE PITURRO

Clinical psychologist Philip Weinstein, co-founder of the Dental Fears Research Clinic at the University of Washington says the more someone doesn't go to the dentist, the worse it gets. A painful and expensive dental emergency then reinforces the fear and adds to the problem of dental avoidance. An American Dental Association (A.D.A.) 2006 survey of adults who believe they are in bad oral health showed that two-thirds of them avoid going to the dentist. For many of them, dental phobia rather than cost is the problem. Of those who have dental insurance, fully one-third avoids dental visits out of fear.

“A huge advantage of sedation dentistry is that it allows for longer but fewer sessions”

For the dental phobic, though, there is hope. Sedation, or "sleep" dentistry is a safe and effective method of avoiding pain during a dental visit. Although conscious, most patients who have been sedated won't remember the treatment. Sedation is highly recommended for patients who can't get numb, tend to gag, and need extensive dental work.

The three major forms of dental sedation administration are through inhalation (nitrous oxide or 'laughing gas'), oral, and intravenous injection. To enhance sedation's benefits by re-

laxing patients further, most dentists have a specially padded chair, cover the patient with a warm blanket, and provide headphones piping in soothing music.

A huge advantage of sedation dentistry is that it allows for longer but fewer sessions. For example, a sedation dentist might whiten stained teeth, replace crowns or dentures, fix chipped



teeth, and scale sore gums in the same visit. That's ideal for the dental phobic, who thereby minimizes trips to the dentist. Jeff Gray, DDS of San Diego, for example, uses sedation dentistry because decades of dental problems can be eliminated in just a few visits.

Unlike general anesthesia, dental sedation is considered local anesthesia, allowing the patient to walk out of the office relaxed and refreshed.

Bad breath – your best friend may not tell you

Bad breath (halitosis) is a common embarrassment that in the worst cases can derail careers and spoil love lives. It can also be a sign of underlying dental problems, such as gum disease and dry mouth, or medical disorders such as sinus infection or diabetes.

TEXT: RICHARD LEONARD

Those with bad breath may be unaware of the problem, while paradoxically others may erroneously believe that they are afflicted.

Essential for preventing or reducing bad breath, notes the American Dental Association (ADA), is maintaining good oral health, including daily brushing and flossing. Brushing or scraping the tongue also helps, and regular professional

cleaning and checkups are essential. Your dentist can help locate sources of bad breath.

Tobacco products can cause bad breath, another reason to kick the habit. Foods such as onions and garlic lead to bad breath after digestion, not in the mouth, so cutting back on those foods can reduce problems. Some medications prescribed for unrelated ailments can also be a cause of mouth odor.

Ordinary mouthwashes are general

cosmetic, the ADA says, without a long-lasting affect on bad breath.

Places in the mouth where food particles can collect and provide an environment where bacteria can thrive are a main source of mouth malodors. Pockets in the gums around the teeth caused by periodontal disease are vulnerable, and other types of oral inflammation can also cause bad breath.

Treating underlying causes helps clear the breath, and various anti-bacterial prescription mouth washes can help the process.

Jon L. Richter, DMD, Ph.D., a dentist in Philadelphia specializing in periodontics and founder of the Center for Breath Disorders, has developed the ProFresh treatment. The therapy uses chlorine dioxide, a safe and powerful antibacterial and de-



odorizing agent used in municipal water purification systems worldwide.

Dr. Richter confirmed research indicating that most bacteria causing bad breath are located on the back of the tongue. ProFresh penetrates tissue and mucus in the mouth to kill these germs, and it also eliminates bad breath odors.

A.D.A seal of acceptance award to WRigley chewing gum

The American Dental Association (A.D.A.) awarded its Seal of Acceptance to Wrigley sugar-free chewing gums Orbit, Extra and Eclipse because they were clinically effective at preventing cavities, reducing plaque acid and strengthening teeth. Scientific studies submitted by Wrigley's to the A.D.A. showed that chewing these gum products for 20 minutes three times a day after meals increased saliva production. Saliva acts by neutralizing plaque, bathing the teeth in calcium, phosphate, and fluorides; strengthening tooth enamel and helping to prevent cavities. A.D.A. Executive Director James Bramsom, DDS, says: "The A.D.A Seal on the package of a dental product means that independent experts have evaluated scientific evidence submitted to them and concluded that the product meets our criteria for safety, effectiveness, and oral health benefits."

Healthy gums are a key to good health

Not only are healthy gums essential for preserving teeth and oral health, research now shows that they are vital for whole body health. Gum (periodontal) disease can increase the risks of heart disease, diabetes, strokes and pre-term births.

TEXT: RICHARD LEONARD

It is one of the country's most prevalent chronic diseases, yet millions of Americans who have are afflicted may be unaware of the infection in their mouths, according to the National Periodontal Disease Coalition. The ailment is the chief cause of tooth loss in adults,

and can have a devastating impact on oral health.

Problems begin when bacteria collect on and between teeth as plaque, and then react with sugars in foods to damage tooth enamel and cause gum inflammation, the first stage of gum disease, called gingivitis.

A number of factors can increase vul-

nerability, including smoking and tobacco use, diabetes, pregnancy, and poor nutrition. Some medications can have side affects that affect oral health.

Stress may also lead to gum disease, according a recent review of research in the Journal of Periodontology. While further research is needed, author Daiane Peruzzo, PhD, says that "patients who minimize stress may be at less risk for periodontal disease."

Research has also found that up to 30 percent of the population may be genetically susceptible to gum disease, notes the American Academy of Periodontology.

Gums affected by gingivitis redden,

swell and bleed easily. The condition is reversible with professional treatment and good oral home care.

Untreated gingivitis can advance to periodontitis, when plaque spreads below the gum line, leading to chronic inflammation that can destroy tissues and bone that support the teeth. Gums separate from the teeth, forming pockets (spaces between the teeth and gums) that become infected.

Often, this destructive process has very mild symptoms, but eventually teeth can become loose and may have to be removed unless the disease is treated. Good oral health at home and regular check-ups are the first line of defense.

Sweet magnolia fights bad breath and tooth decay

Bark of the sweet magnolia tree can give breath mints and chewing gum with a big boost, according to researchers at the Wrigley Company in Illinois. Testing with volunteers found that breath mints with extract from magnolia bark killed more than 60 percent of bacteria that cause bad breath within 30 minutes, while the mints alone killed less than 4 percent. Magnolia also showed strong results against germs causing tooth decay. Researchers Minmin Tian and Michael Greenberg, writing in the Journal of Agricultural and Food Chemistry, say that chewing gum and breath mints with magnolia could provide an oral care supplement when brushing is not possible.

ProFresh® BreathCare System

Fresh Breath – 24 Hours a Day™ Guaranteed!

ProFresh: Your Bad Breath Cure

Welcome! Bad breath can cause difficulties in both your personal and professional lives. If you suffer from bad breath, you should know that you are not alone. Bad breath (halitosis) affects at least 50 million people in the United States. We will help you understand what causes bad breath and why ProFresh, with its unique patented formula, is the most effective bad breath cure available.

NOT A COVER UP - A Bad Breath Cure

ProFresh attacks bad breath at its source – your tongue! That's right, scientific studies have shown that bad breath is caused by bacteria that accumulate on the back of your tongue. ProFresh has been scientifically developed by Dr. Jon L. Richter, D.M.D., PhD. and proven clinically effective to remove bad breath bacteria, eliminating the noxious odors they produce and leaving you with fresh clean breath.

WHY IS PROFRESH DIFFERENT?

How does it get rid of bad breath?

ProFresh Oral Rinse is different because it is the only bad breath cure that contains active chlorine dioxide which eliminates the odor-causing bacteria on your tongue. The U.S. Patent awarded to Dr. Richter for ProFresh excludes any other oral rinse from containing a significant amount of chlorine dioxide. ProFresh has helped thousands of people get rid of their bad breath problems with a simple daily regimen.



The ProFresh Starter Kit
\$39.95 + S&H
for a 50 day supply.

Order Your Bad Breath Cure Today!



"You have given me a new lease on life! I had family and friends verify that my bad breath had been eliminated! I have my confidence back. Thanks." – A.E.

U.S. Patents: 5,738,840 6,284,152

ProFresh®

BreathCare System

www.profresh.com

1-800-210-2110

HydraBrush™

www.hydrabrush.com

Introducing HydraBrush express The Fully Automatic Toothbrush!

U.S. Government statistics show that 4 of every 5 adults suffer from some degree of gum disease, and most are unaware of this situation. This can lead to serious dental problems and could even affect other parts of your body. Infections in the gums can spread through the blood stream and reach other sensitive areas of your body. That is why proper oral care daily is essential to both your oral health and your overall health.

The first multi-headed power toothbrush which efficiently and thoroughly cleanses upper & lower teeth on the inside, outside and biting surfaces all at once!



The way it works is simple, twin heads comprised of 8 micro brushes encompass the teeth, scrubbing plaque off tooth surfaces while cleaning the gum line. A top row of bristles massages gum tissue for vital blood flow.

HydraBrush express offers a new way of brushing your teeth. Operating at 810 strokes per minute, providing a stimulating cleansing with short, quick, back-and-forth strokes which eliminate the possibility of gum abrasion, and enable the bristles to penetrate interproximally (between teeth). It is a better, more efficient clean!

Whether its for a pre-teen, teenager, young adult, baby boomer or someone in their golden years, HydraBrush express provides simple, fast, effective oral care every time!

“HydraBrush proved to be a bridge between home dental care and professional dental care delivering superior results over other oral cleaning systems.”

All the user does is flip the switch, open their mouth, insert, HydraBrush express, then bite-n-guide. HydraBrush express does all the rest, operating like, “an automatic car wash

for your mouth”, brushing all six surfaces of the teeth simultaneously and providing a comfortable, stimulating massage of the gums.

And, HydraBrush express offers different sizes and styles of brush heads making it ideal for every member of the family.

The result: In 40 seconds or less [one third the time of all other power toothbrushes] the user will experience: whiter teeth, fresher breath, healthier gums and better checkups.

Recommended by dental professionals, HydraBrush express is a clinically proven, superior product.

In a double blind study conducted at the University of Tennessee, Health Science Center, HydraBrush Express was found significantly superior to the two leading power toothbrushes in stain removal, plaque removal, gingival restoration and was found totally safe. The esteemed publication Popular Mechanics when referring to HydraBrush Express wrote, “Brush With Greatness.”

HydraBrush Express was also a recipient of the prestigious Frost & Sullivan, “Oral & Dental Care Product of the Year” Award. In January of 2007



HydraBrush Express was one of 62 products, out of more than 3,600 reviewed, to receive the Cherry Picks award bestowed on new, innovative products at the Consumer Electronics Show (CES) annually.

The product is endorsed and used by

dental professionals at every level of the industry. It has received positive reviews from US World & News Report, seen on Good Morning America, USA Today, ABC World News Now, PC World, Wired Magazine, and News Target.com



HydraBrush express is so easy to use it is the only toothbrush with the Arthritis Foundation Ease-of-Use Commendation.



Exclusive Holiday Season Promotion!

To purchase your HydraBrush Express for only **\$69.95**, a \$30.00 savings with free shipping & handling visit www.hydrabrush.com/wt or call **(888) 813-6631** and mention this ad.



Brushes surround teeth making proper oral care automatic!