

Cooke

Smiles by Design  
DR. KEVIN COOKE

Produced for the Patients of Dr. Kevin Cooke

Spring 2007

## from the dentist

### Think Spring It's in the air!

Long before the warm kiss of the sun and the first balmy breeze, we all started the countdown to spring's arrival. Gray skies, frigid temperatures, and early sunsets cannot diminish anticipation of the springtime self-improvement ritual. Whether you'll be making an appearance at a graduation, wedding, or garden party, we know your focus is forward ... to looking and feeling your best.

We can help your smile with a spring cleaning that will invigorate your mouth. We can also catch and control potential problems, and give you a refresher on home care. Prevention is the real secret to a problem-free smile! And with cosmetic dentistry, you can smile with an extra dash of verve and confidence.

So spring into action! Call us to arrange your appointment!

*Yours in good dental health,*

*Dr. Kevin Cooke*

### Welcome Back Julie!

Some of you may remember Julie DiNardo, one of our hygienists that recently returned to our office. Julie looks forward to seeing everyone again, and meeting those of you that she has not yet had the pleasure to meet. Be sure to welcome her at your next appointment.

## Say "Wow" Now!

Smile brighter with Zoom! Advanced Power

Teeth whitening has never been safer, faster or more effective, thanks to Zoom!® Advanced Power™, the very latest in-office teeth whitening. It is so effective that your smile shade could literally zoom right off the whitening charts! The Zoom people call that the "wow factor" because patients are so completely wowed by the dazzling brightness of their smile!

Zoom! Advanced Power goes even beyond Zoom! and Zoom2 whitening procedures that you may have seen on ABC's Extreme Makeover. That's because optics experts have created an exclusive custom light technology that has the highest output of any chairside whitening lamp available. Combining this light source with Zoom! Advanced Power 25% hydrogen peroxide gel, will create your super-wattage smile!

Wouldn't you like to achieve in only 45 minutes what would normally take weeks to achieve at home? And



these results really last! In fact, we can provide a customized take-home touch-up kit with custom-fitted trays for an annual perk-up.

Perhaps your teeth have discolored from the most common causes – staining beverages and products like tea, coffee, red wine, berries, and tobacco. Possibly age or tetracycline are the culprits. Zoom! Advanced Power could be the answer you've been looking for! Call us today for your personal smile consultation. In only one office visit, your teeth could Zoom! to the top of the charts ... and then some!



*In-office Whitening  
special*

Now \$500

Was \$800



Thank you for all your referrals – we appreciate them!

# 9

## Risk Factors

Could *you* lose teeth to gum disease?

Periodontal disease is the leading cause of tooth loss and it has been linked to systemic diseases as well as toxemia and premature births. Gum disease develops gradually over time

if the natural film on your teeth is allowed to accumulate, damage your gums, and interfere with the balance of oral bacteria. If you or someone you love fits any of these nine risk

indicators identified by dental experts, you or your loved one could be susceptible to gum disease and the tooth loss associated with it.

**1**  
Are you older than 35?

**2**  
Are you male?

**3**  
Have you never received – or avoided – dental care?



**4**  
Have you never – or only irregularly – used dental floss?

**5**  
Do you smoke? Have you ever?



**6**  
Do you have diabetes?

**7**  
Do you have high blood pressure?

**8**  
Do you have rheumatoid arthritis?

**9**  
Do you have gum disease around your front teeth?



These findings make perfect sense. We know that gum disease occurs when oral hygiene is neglected. We also know that men tend to be less conscientious about oral health care.

Gum disease has been linked in studies with diabetes, cardiovascular diseases, and arthritis. But if you don't fit these categories, don't be smug. No one is immune! In fact, teenagers can get

periodontal disease and virtually all adults will have some aspect of it at some point. What can you do? *A lot!* Brush, floss, and rinse, and maintain your regular dental visits!

## flossing

### Eschew This

#### Ask us how!

Which of these tools would be part of your "top ten" to use when dental floss just isn't handy?

- (1) screwdriver (2) earring (3) needle (4) key
- (5) paper clip (6) matchstick (7) nail file
- (8) pencil (9) card (10) none of the above

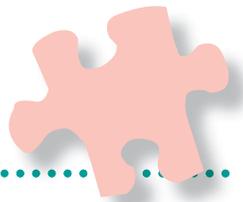
We hope you picked (10) *none of the above!* Believe it or not, over 60% of participants in one survey admitted to using at least one of these potentially gum-damaging methods to remove food from between their teeth. Another 23% just left the food there – increasing the risk of disease and bad breath!

Flossing once a day is essential to oral health, removing food and plaque buildup from between your teeth.

Ask us about flossing instructions and safe flossing alternatives.



# Is Something Missing?



**Crowns & bridges can bring back your beautiful smile!**

A lot of life can happen to a person over the years, and some of it can definitely show up in your smile. Teeth can weaken due to cavities, root canal treatment, and unexpected trauma like a sports injury or accident, and even restorations can deteriorate or detract from your smile. The great news is that today's *crowns* and *bridges* can be very effective methods to prevent the shifting of teeth, bite problems, and altered appearance that accompanies damaged or missing teeth. Here's a rundown on crowns and bridges.

● A **crown** is a strong replica of a normal tooth, and it can be made of gold or other metals but is usually made from materials that look like your natural tooth enamel. It can be used to cover, strengthen, and

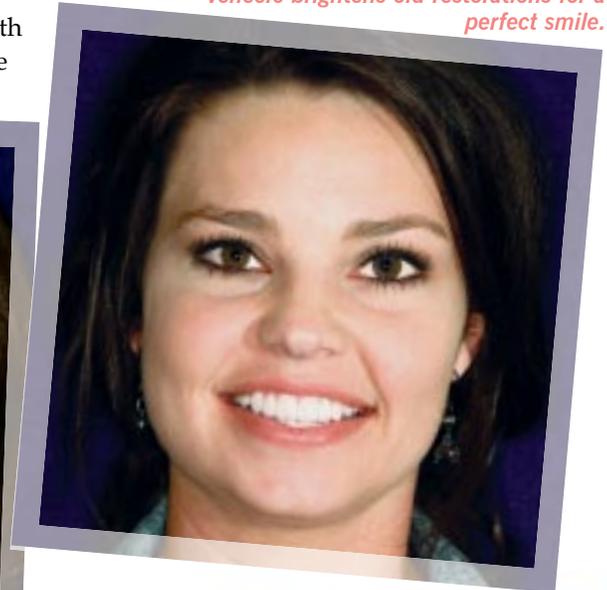
protect a damaged tooth.

● To fill in gaps, crowns are combined with an appliance called a **bridge**. Crowns are placed on the teeth on either side of the space and artificial teeth are attached to them, bridging the gap. They look and feel like your own teeth, and no one would know there were ever any teeth missing. A stable, fixed bridge

has no clasps that show, and is usually preferred to a removable bridge.

Whether your teeth are damaged or missing, crowns and bridges are accessible and attractive in a range of materials to suit your smile needs.

*New crown & bridge technology plus veneers brightens old restorations for a perfect smile.*



## It Could Be Related!

### Dental origins

Millions of people suffer from discomfort that only *seems* unrelated to dentistry. Do you have any of these symptoms? Tender jaw muscles... restricted jaw opening ... clicking or grinding jaw joints ... earaches... facial or head pain? Call us. Dental intervention may help.

**Here are some discomforts that may be dental in origin...**

● **Temporomandibular Disorder (TMD)** can create head, jaw, and ear pain when the jaw joints located just in front of your ears become misaligned or traumatized, or when surrounding muscles become strained.

● **Chronic Heavy Snoring** can interrupt breathing and usually occurs when your lower jaw and tongue drop back during sleep.

● **Headaches** can be related to TMD, interrupted nighttime breathing, and nighttime tooth grinding.

## Don't Hold Your Breath!

### Dine with friends

A yellow, sulphurish-smelling stain which has survived on an arctic glacier has been linked to extraterrestrial life. You've probably felt a little alien yourself if you've experienced yellow stained teeth or bad breath from volatile sulphur compounds (VSCs) in your mouth. We can help with oral hygiene but you're on your own with what you eat!

Volatile sulphur compounds are infamously present in some popular foods like onions and garlic. Both foods are low in calories and fat and have no cholesterol, but contain fiber, vitamins,



minerals, and antioxidants. Many people simply can't do without their intense and wonderful flavors.

### What can you do about garlic or onion breath?

- Feed them to other people so no one will notice?
- Eat a bouquet of parsley?
- Your best bet is to brush, floss, and rinse!

# 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.

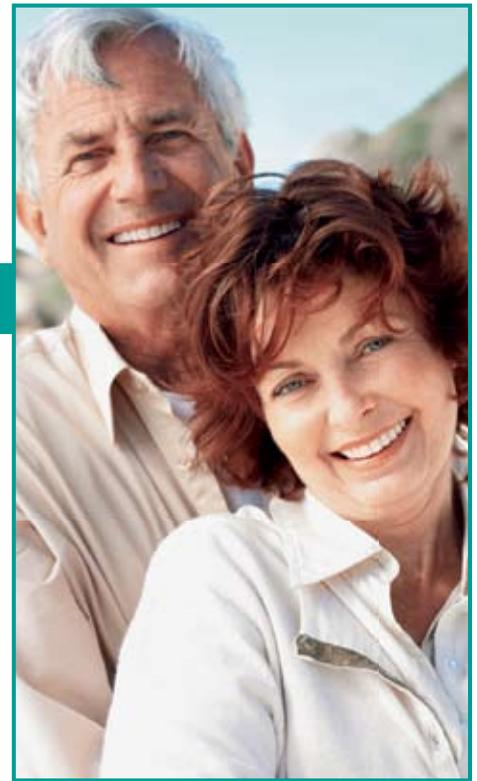
The art of dentistry is about more than color. Dentists consider esthetic principles to enhance smiles that harmonize with your age, lifestyle, ambition, and physical appearance. A too-white smile can look out of place in the prime of life when teeth tend to get shorter with wear and when laugh lines

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.

## office information

**Dr. Kevin Cooke**  
79 Rymal Road West  
Hamilton, ON L9B 1B5

### Office Hours

|           |                   |
|-----------|-------------------|
| Monday    | 8:00 am – 5:00 pm |
| Tuesday   | 8:00 am – 5:00 pm |
| Wednesday | 8:00 am – 5:00 pm |
| Thursday  | 8:00 am – 5:00 pm |
| Friday    | closed            |

### Contact Information

Office (905) 388-1977  
Fax (905) 388-7153

### Office Staff

|        |                  |
|--------|------------------|
| Jody   | Dental Assistant |
| Sandra | Dental Assistant |
| Kim    | Dental Hygienist |
| Julie  | Dental Hygienist |
| Cheryl | Administration   |
| Nicole | Office Manager   |



## Take Care Crowns & bridges

If you have crowns or bridges, you need to work even harder at keeping them clean than your natural teeth. Because the tissue around your dental work is at high risk from harmful bacteria, the rate of bone loss and gum disease are a lot higher around crowns and bridges. Why? Bacteria are attracted to the rough surfaces of crowns and they also like to find openings where the dental work meets the natural tooth.

If you do have crowns or bridges, here's what you can do. Brush and floss regularly, taking special care at the gumline. Keep your dental appointments so we can find any deterioration around dental work before bacteria do. We can also suggest special cleaning devices like stimulators, irrigators, and interdental brushes to assist you.



**Cinnamon**  
Spice up  
your life!

Say *Cinnamomum*. That's the genus the sweet, aromatic spice cinnamon belongs to. One of the earliest known and most sought-after spices, it has been credited with creating the momentum to discover America. Research now credits cinnamon with the ability to do much more!

With no known risks, cinnamon can:

- inhibit disagreeable mouth odors by destroying sulphuric bacteria;
- help the body to use insulin more efficiently, reducing the risk of type 2 diabetes which has been linked to periodontal disease;
- cut blood sugar levels by as much as 20-30% to help prevent diabetic complications that can be aggravated by periodontal disease;
- reduce total cholesterol, bad cholesterol, and triglycerides that can affect cardiovascular health.

Do yourself and your oral health a *flavor*, and spice up your life with cinnamon!