

Bay Bloor Dental News

Winter 2007

Our #1 Whitening System

Brighten your smile!

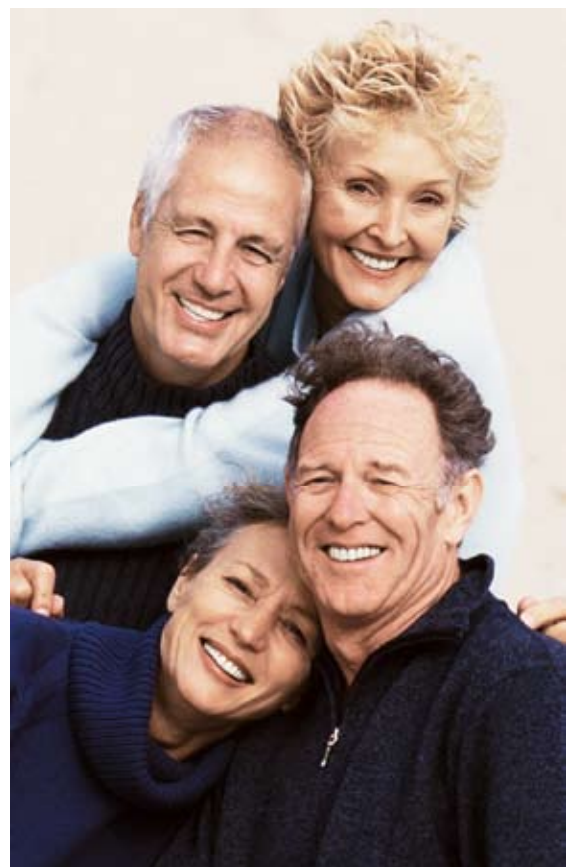
We are pleased and proud to offer our patients the newest generation of the world's leading whitening system! We use the fastest, most comfortable, and most effective in-office whitening system ever. In just ninety minutes, your teeth will be dramatically whiter: ideal for anyone looking for immediate results, and its convenience makes it the perfect choice for the busy individual.

Our procedure is simple. We apply the special gel which is activated by a specially-modified light system. Teeth typically become at least six to ten shades whiter, and sometimes even more. A five-minute fluoride treatment completes the procedure. You will be amazed with the results!

Please call for an appointment to make sure your dream smile becomes reality.

Stat:

80% of people believe that an attractive smile makes a person more appealing!



Call Today!
(416) 964-2255

Bay Bloor Dental

Dr. Vera Varadi

151 Bloor Street West, Suite 860
Toronto, ON M5S 1S4

Office Hours

Monday 9:00 am – 6:00 pm
Tuesday 12:00 pm – 8:00 pm
Wednesday 9:00 am – 6:00 pm
Thursday 12:00 pm – 8:00 pm
Friday 9:00 am – 2:00 pm
Saturday *by appointment*

Our Services Include:

- Tooth whitening
- Cosmetic veneers
- Mercury-free fillings
- Metal-free Crowns & Bridges
- Bonding & Veneers
- Dental implants
- Nitrous oxide sedation
- Free parking
- Visa, MasterCard, ATM and MediCard welcome



Visit us online at: www.baybloordental.com!

Because YOU are our neighbour ... we'd like to extend to you a very

SPECIAL OFFER & INVITATION

See the letter on page four for details...



Kiss Off Success

In a British study, men ranked bad teeth as the number one turn-off against kissing. And yet, men are notoriously more likely than women to ignore their oral health, even though it is linked with longevity and an attractive appearance.

An Academy of General Dentistry survey found that men are more likely to have gum disease than women. Gum disease can detract from your overall health as well as your appearance and can cause bad breath.

Gum disease is the leading cause of tooth loss among adults and is called the Silent Disease because it begins silently, without any symptoms.

If you have any of these symptoms, gum disease has already progressed...

...Persistent bad breath;

...Red, swollen, or tender gums;

...Bleeding gums;

...Loose or shifting teeth.

Socializing doesn't motivate everyone – smile power has many facets. Consider: three out of four individuals believe that an unattractive smile can hinder careers!

Dentistry can halt the progress of gum disease very effectively and can even reverse its effects. Combined with a good routine of home care, you can have a fresh, wholesome, attractive smile in no time.

We'll always encourage you to enjoy the benefits of excellent oral health ... and your appearance.

A Smile...

Better than chocolate?

If you receive enough smiles, you really can feel like a million dollars. Tests show that receiving a smile generates much higher levels of stimulation to the brain and the heart than being given money or eating chocolate! In fact, exchanging smiles actually changes our brain chemistry and creates a halo effect, bestowing a glow of optimism and positive feelings on the experience.

Never underestimate the importance and power of your smile. Have you ever noticed... when you smile at someone, they almost always smile back!

Make maintaining your oral health your number-one priority. Let your smile make a favorable impression!

Quitting Counts...

Great news: If you quit using tobacco products, you'll reduce your risk for oral cancer, dental cavities, periodontal disease, and partial or complete tooth loss! Whether you smoke cigars, cigarettes, or chew smokeless tobacco, the chemicals...

1 *attack & destroy gum tissue & eventually cause it to recede*

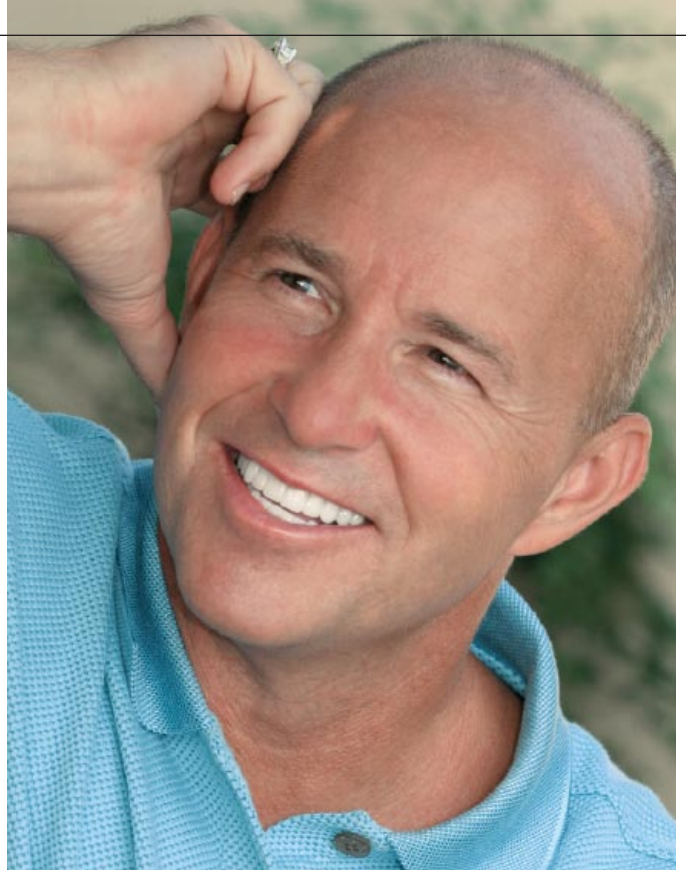
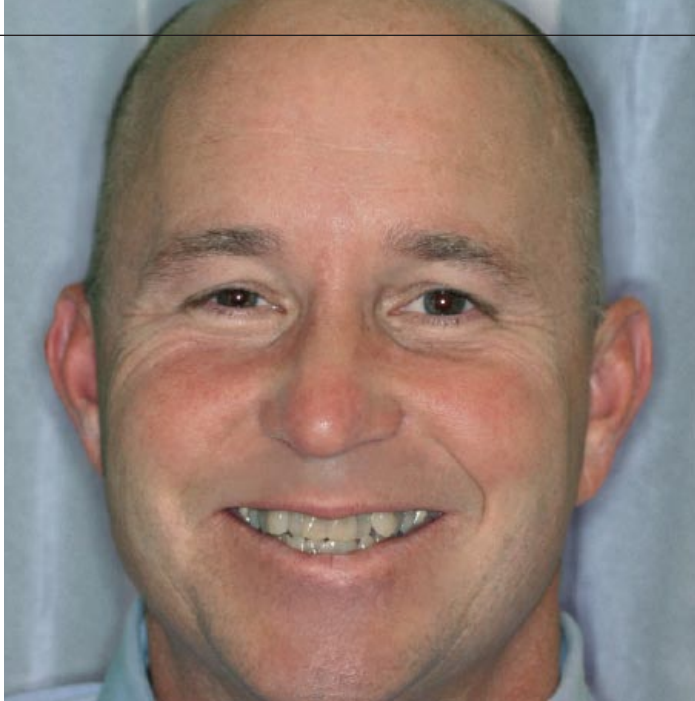
2 *wear out the enamel on your teeth, making teeth weak & vulnerable*

3 *increase your heart rate & raise your blood pressure*

If you smoke, you are six times more likely than a nonsmoker to develop oral cancer. Combining routine use of alcohol and tobacco means fifteen times the risk, and smokeless tobacco products increase your risk fifty-fold!

Back to the good news... An oral cancer screening is included in routine dental checkups and we can help heal or even reverse the damage caused by gum disease!





The Wow Factor

Choose to improve with advanced esthetics

It's true. You can choose to look and feel better. Advances in cosmetic dentistry take only a minimal investment of your time, and the rewards in well-being and self-confidence are well worth it. You can choose to trade in your tarnished smile for a smile that will *wow* everyone – including yourself.

Tea, coffee, red wine, or tobacco can gradually leave surface stains that are easy to remove with professional intervention. While age or inherited dull tooth enamel can also dim your smile, you don't have to live with it! Advanced esthetics can also boost smiles that have lost their sparkle due to root canal treatments, fluorosis, or tetracycline use.

Here's what some of the most popular cosmetic dental treatments can do for your smile...

Erase unattractive stains for a brighter smile with teeth whitening.

Banish silver-colored fillings with white fillings made from durable and completely natural-looking materials including white composite.

Camouflage discoloration and chips or overlapping and uneven teeth with veneers that are affixed to the front surfaces of your natural teeth. These extremely thin but strong porcelain shells can actually improve the proportions of your smile by re-shaping your teeth and/ or your gumline.

Replace missing teeth with dental implants, an esthetically attractive alternative to dentures and bridges that looks completely natural.

Choose to call for a consultation and find out more about your advanced esthetic options!

All Cracked Up?

Because they are most noticeable in the front teeth, craze lines can make patients crazy! When you switch quickly between eating and drinking hot and cold foods, the enamel and the underlying dentin expand and contract at slightly different rates causing superficial cracks in your enamel. These unattractive craze lines are painless, and treating them cosmetically is a simple matter.

A cracked tooth is more serious. Do any of your teeth hurt when you bite down? Is the pain fleeting? Do very cold or hot drinks cause sharp pain? You may have a cracked tooth – a common condition caused by years of biting, clenching, and grinding, or because of an accident.

Pain? Sensitivity? Call us and let the dentist diagnose ... and give you relief!



whitening
Discus Dental



veneers

Tricking The Tooth Fairy

—Diane Hill, CDA

Excerpted from *Chicken Soup for the Dental Soul*

When Daniel was in the first grade, a number of his baby teeth were extracted to make room for the adult teeth. We'd ask if the Tooth Fairy had been good to him, and invariably, he'd say, "Oh yes, I got a dollar."

One day, Daniel came in for a routine checkup, and he confessed he had recently tried to trick the Tooth Fairy. His puppy had lost a tooth, so Daniel placed it under his pillow.

"When I looked under my pillow the next morning," Daniel told us, "all I found was a bone!"

©1999 Jack Canfield and Mark Victor Hansen. Reprinted by permission. *Chicken Soup for the Dental Soul* is available by phone at 1-800-247-6553.

**For A Brighter,
Healthier Smile
Call Today!
(416) 964-2255**



A Special Invitation

Dear Neighbour,

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 Yorkville area 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 neighbour can give.

We look forward to meeting you ... and hopefully developing a long, mutually beneficial relationship.

Sincerely,

Dr. Vera Varadi and staff

P.S. We are offering FREE Cosmetic Dentistry Consultations as part of our Comprehensive Examination. We'll analyze your smile, and discuss what cosmetic dental technique would make you smile more! Please call today at (416) 964-2255. This appointment could be the best time investment you've ever made!

Smile Confidence Consider implants!

Though they've been around since the early eighties, dental implants are now the most popular "new" dental technology when it comes to replacing teeth. They can take the place of one tooth, or a whole set of teeth. They can replace dentures or be used as a foundation for attaching bridges and partial dentures. The implants themselves are specially designed pieces of metal and ceramic anchored right into your jawbone. They look



just like natural teeth on the outside.

Depending upon your particular case, getting implants will take a fair amount of time and commitment, but the results are unparalleled. If you think implants may be right for you, ask us to schedule your consultation.