

TCS Aesthetic Dental DESIGNS

Aesthetically Speaking

Spring 2005

What Is Cosmetic Dentistry?

Art & science improves your smile & self-confidence!



Dr. Todd C. Snyder

Cosmetic dentistry is the art and science of enhancing smiles. Procedures can range from the simple, like teeth whitening, to the complex, like a complete smile makeover that improves both appearance and function.

Non-surgical procedures like teeth whitening, white fillings, bonding, and veneers can improve your smile, your appearance, and your self-confidence

Non-surgical techniques can transform your smile, enhance your appearance, and build your confidence. In short, today's cosmetic dentistry offers you more ways than ever to smile with self-confidence.

The mutually compatible desires to look good and to be looked at are completely natural. Individual appeal is based on experience, learning, and personal taste. But looking good, and knowing it, is part of the total human experience.

Let cosmetic dentistry help you to look good. Non-surgical procedures like teeth whitening, white fillings, bonding, and veneers can improve your smile, your appearance, and your self-confidence! We would be happy to explore your options with you.



Office Information

We Welcome New Smiles!

**If you presently have a dentist
you are happy with, please
consider this information helpful.
If you are looking for a dentist,
please think of us.**

Aesthetic Dental Designs

Dr. Todd C. Snyder

25500 Rancho Niguel Road, Suite 230
Laguna Niguel, CA 92677-7373

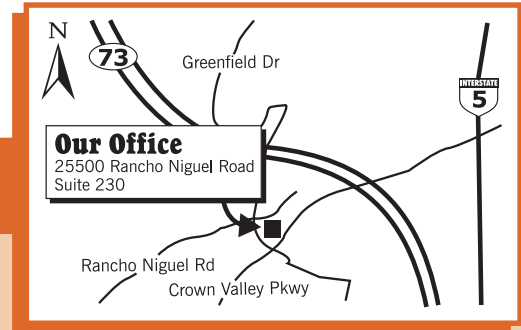
Office Hours

Mon/Tue/Fri 8:00 am – 5:00 pm
Wednesday 11:00 am – 7:00 pm
Thursday closed

Email tcsnyder@aestheticdentaldesigns.com

Web site www.aestheticdentaldesigns.com

Call Today!
(949) 643-6733



Our Services Include:

- ❖ Family & cosmetic dentistry
- ❖ Tooth whitening
- ❖ Tooth-colored fillings
- ❖ Bonding & veneers
- ❖ Porcelain & composite inlays
- ❖ Emergency dental care
- ❖ Committed to excellence in dentistry
- ❖ Modern, state-of-the-art facility
- ❖ Dentistry asleep
- ❖ Visa, MasterCard, American Express, Discover, ATM, CareCredit, Dental Fee Plan, Unicorn Financial, and Wells Fargo Financial welcome





Nobody Knows You Better

Cosmetic veneers can reveal a different side of you

Nobody knows your smile flaws better than you. You can't help it – it's human nature. But have you ever really appreciated the natural beauty of your teeth? Exquisitely crafted and strong porcelain veneers can restore natural beauty and transform your smile.

How? Cosmetic veneers can:

- make your teeth stronger;
- resist plaque-causing bacteria;
- cover smile imperfections.

And still look natural? Yes. Each hand-made custom-sculpted paper-thin

veneer is layered like a pearl and fired by hand, ensuring **translucency**, **opalescence**, and **fluorescence**, all inherent in natural teeth. *Translucency* allows light to pass through. *Opalescence* is the reflection of a lustrous light from a tooth's interior. Like an opal, natural tooth enamel glimmers with subtle iridescent colors. *Fluorescence* refers to the natural light emitted by your teeth. **The result?** Veneers look vibrant and completely natural. Get re-acquainted with the natural vibrancy of *your* smile.

- 250 – Percentage increase in popularity of veneers over the last 5 years.
- 10 – Number of years younger you could look.
- 2 – Number of visits for a stellar veneer smile.
- .3 – Number of millimeters thickness of a hand-sculpted veneer – that's paper-thin!
- 0 – Number of people who'll know you've got veneers.



Before & After

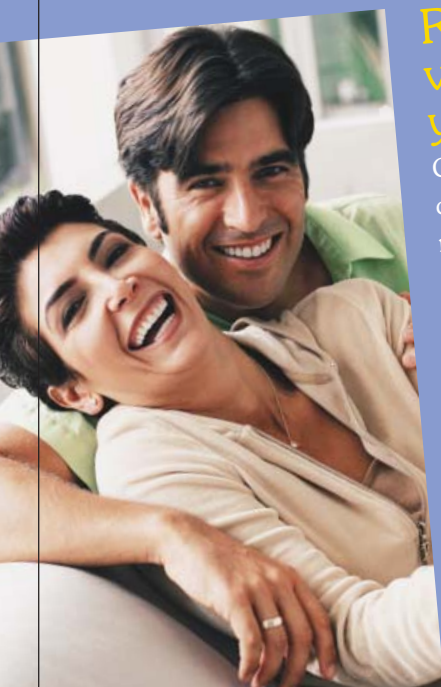


Listen Carefully

Restore your voice and your smile

Can you make the "S" sound as clearly as you'd like? Lispering is the most common speech impediment and it may be relatively easy to correct. Like many adults, you may have acquired ill-fitting tooth replacements or gaps that are affecting your bite – and your appearance. Dentists can **Reposition**, **Restore**, or even **Replace** teeth with a bridge or implant.

If you've been hiding your smile or holding your tongue, call a dentist. Before you know it, you may be speaking, eating, and socializing again with complete confidence.



Reposition with orthodontics. Many adults are fulfilling their childhood smile wish by correcting overbites, underbites, crowding, and spacing.

Restore through cosmetic dentistry. Bonding, veneers, and crowns look completely natural – without surgery.

Replace a gap with a modern bridge or implant. No one will know.

Heartburn & Tooth Enamel?

Acid reflux can erode your oral health

Are you one of the 40% of adults who suffer from chronic heartburn? It could be Gastroesophageal Reflux Disease (GERD). Some people have no symptoms ... but dentists can tell. Acidic stomach fluid backing up into the throat and mouth leave more than a bad taste. It causes inflammation of the esophagus and has been linked to cancer of the esophagus, night-time asthma attacks ... and tooth enamel erosion.

Here's how acid reflux erosion can affect your oral health and appearance:

tooth sensitivity ... grooves in the sides of teeth ... worn down teeth ... yellowing.

Dentistry can repair damage due to chronic exposure of the teeth to gastric acid – regardless of the cause.

If you have symptoms, call your physician and a dentist for a consultation.

Choose Perio Health

An informed decision is a power decision

Today's consumers are sophisticated and informed, and know that a healthy, attractive mouth is more than vanity. You are aware that oral health is an important part of overall health.

Did you know that science has linked these disorders with gum disease? Heart disease ... Alzheimer's ... Stroke ... Respiratory diseases... Hypertension ... Cancer ... Diabetes... and Arthritis.

How are they linked?

There are two favored theories:

- (a) Bacteria enter the bloodstream from the mouth and release toxins. Periodontal plaque has been found on artery walls.
- (b) Bacteria-fighting blood cells give off proteins that could have harmful effects on the body, and may trigger an inflammatory autoimmune response.

How can you protect yourself?

Brush and floss at home. An invisible bacterial film called plaque builds up on your teeth every day. Without management, it will alter the bacterial balance in your mouth and allow harmful bacteria to proliferate.

Visit a dentist regularly.

Professional cleaning in the dental office is the only way to remove hard deposits of tartar from your teeth. Tartar is formed when plaque builds up and hardens. If it stays put, chances are it will lead to gum disease.

We're committed to sharing information regarding medication, diet, and cosmetic restorative options. Let us help you to make choices that will keep you healthy and happy.

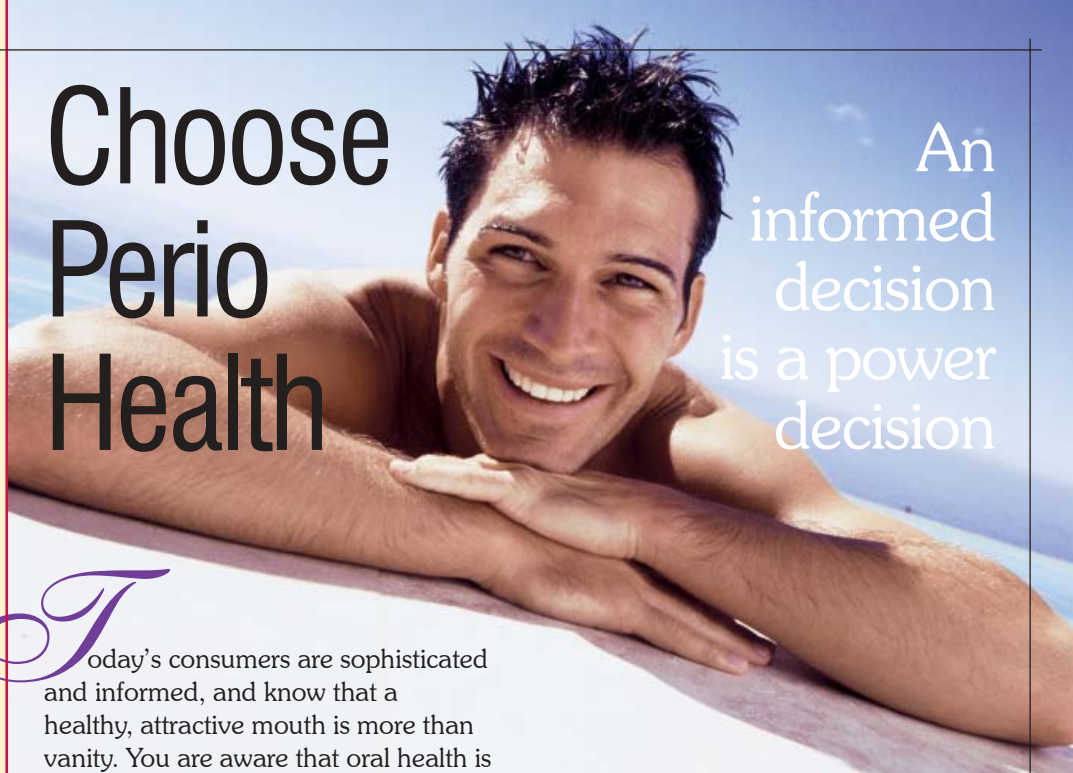
TMD The Great Pretender

Stop losing sleep over jaw discomfort

Temporomandibular Joint Disorder (TMD) can masquerade as migraine, tension headache, neuritis, neuralgia, or stress. It can also manifest in ear symptoms that include ringing, clicking, or popping, feelings of pressure or dizziness, excessive earwax, and difficulty "clearing" your ears. All of these problems could be dentally-related.

The most common cause of jaw-related problems is a *bad bite*. Your teeth must meet over 2,000 times every day and night! If your bite is unbalanced due to misaligned teeth, the muscles must work harder to bring the teeth together. Tension can spread from around your jaw joints to the temple or the back of the head.

The pain experienced by chronic TMD sufferers can lead to fatigue, insomnia, and even the symptoms of depression. Dentistry can help unmask – and treat – the TMD culprit.



Information included is not intended as dental or medical advice.

Contents may not be reproduced without permission from the publisher.
© PATIENT NEWS PUBLISHING (800) 667-0268



Printed on recycled paper.

ND05-4

Smile White

Smile bright

If you've been thinking about having a smile makeover, but you're a little nervous about where to start... try teeth whitening.

Teeth whitening is a safe, simple, and convenient process that lightens the discoloration of tooth enamel. Under dental supervision, whitening can be accomplished in only an hour...or a few days.

We can help you to say goodbye to dull, stained teeth. Simply, safely, conveniently – from start to finish. Come in and talk to us about your options!

Home Whitening

We can customize whitening trays for at home use!

NOW Regularly \$398

\$98 Offer expires:
August 31st, 2005.

In Office Whitening

A whiter, brighter smile in just 1 hour!

\$100^{OFF}

Offer expires: August 31st, 2005.



You Deserve A Happy Smile!

Don't be embarrassed to share it

Think you're alone because you're embarrassed to smile? You are not alone, and we understand.

At our practice, we've been able to help other people who are dissatisfied with the appearance of their smile. But smile flaws don't have to negatively influence your business, social, or romantic relationships.

Dentistry has a solution that will suit your needs whether you are uncomfortable with your smile because you have:

- Stained teeth that require whitening;
- Avoided dental treatment;
- Unattractive decay and gum disease;
- Crooked or uneven teeth;
- Bridgework or dentures that are uncomfortable and conspicuous, or;
- Premature signs of ageing because of visible decay, gum disease, or recession, discoloration, or worn down teeth.

Many people relate to these imperfections. Whether you need a smile lift or a significant smile makeover, we can help!

Please call our office for a **FREE** cosmetic dentistry consultation and let us help you! We'll be happy to answer all of your questions, and show you the simple, safe, and efficient treatment options you can consider. Then you can visualize your bright, smiling future!

Yours in good dental health,

Dr. Todd C. Snyder

P.S. Openings for **FREE cosmetic dentistry consultation appointments** usually fill quickly, so please call our office today at **(949) 643-6733**. Offer expires August 31st, 2005. Remember... this consultation could be the best time investment you've ever made!



Aesthetic Dental Designs
Dr. Todd C. Snyder
25500 Rancho Niguel Road, Suite 230
Laguna Niguel, CA 92677-7373

TCS Aesthetic Dental
DESIGNS

PRSR STD
U.S. POSTAGE
PAID
PNP 14304