



# Committed To Your Comfort

Produced for the Patients of Dr. Alex Shvartsman

Summer 2010

## fromthefrontdesk



Liz, Office Manager

### Cosmetic Dentistry... Not just teeth!

Everyone wants a beautiful smile. After all, a youthful smile is a reflection of your health and vitality. The smile is one of the top attractive features of the face that people focus on. What many people forget is that your smile is not just about your teeth. People actually smile with their entire face. The eyes, cheeks, lips, gums and teeth are all elements of a beautiful smile. As we age we lose the natural elastic collagen in our skin. This leads to wrinkles that deepen with age. New collagen fillers are safe, surgery-free procedures that help to erase wrinkles, plump up lips and remove frown lines and creases. We are proud to offer *Juvéderm™*, a collagen filler, to help enhance your Cosmetic Dentistry procedures. As dentists, we are trained not only to work in your mouth but around your mouth as well. Unlike physicians, dentists are familiar with injections in and around the mouth. In fact, at *State of the Art Comfort Dentistry* we are known for our painless injections.

If you have had any Cosmetic Dentistry in our office including tooth whitening, porcelain veneers or crowns, even bonding, we will apply a **\$100 fee reduction** to your first *Juvéderm™* treatment!

# Invisalign® Day

July 12th - Starting at 4pm • Over \$2,200 In Savings

## • Free Invisalign® impressions, records and professional whitening

We seek the maximum benefits from everything. Look at cell phones. They're not just for calls anymore – they're for email, web surfing, and entertainment. Talk about multi-beneficial! Why should your orthodontic treatment be any different? You can have more than just straight teeth. With *Invisalign®*, not only can you improve aesthetics but, more importantly, occlusion (bite), periodontal health, and overall health.

When teeth are misaligned they can be difficult to clean. Gaps and crowding can exacerbate the buildup of bacteria, making the development of periodontal problems likely. The resulting gum disease has been linked to overall health issues, including diabetes, heart disease, stroke, and a host of other systemic troubles. This illustrates the need for straighter teeth – not just for looks, but for your health.

You can even begin to reap the benefits during treatment, because with *Invisalign®*, unlike braces that cannot be removed, aligners can be removed to eat and at cleaning times. This allows for proper brushing and flossing techniques which reduces your risk of periodontal, and overall health problems. You can better maintain effective oral care.

Once *Invisalign®* treatment is complete, your bite will be correct, and chewing and possibly even speech improved. Realignment also relieves stress on the supporting bones and jaw joints, preventing future problems. And of course, your proud smile will be bright and beautiful.

**Dr. Shvartsman is proud to have the distinction  
of Invisalign® Preferred Provider.**

Improve  
your overall  
health.  
Ask us  
about  
Invisalign®  
Day today!



The Clear Alternative to Braces

**PATIENT REFERRAL REWARDS:** We will credit your account with \$25 for each referral you make - thank you!

# Look Great

## And save the environment too

**Choose** eco workout wear. Many fabrics made with organic and recycled fibers such as cotton and soy blends, and athletic footwear made from recycled rubber and vegan materials, are becoming increasingly available.

**Shop locally** even if you can't find the very latest eco trends nearby. You can choose partially recycled materials, minimal packaging, and you'll be saving the expense and environmental cost of travel or shipping.

**Conserve** post-workout water and energy with low-flow shower heads that don't release hot water until you actually step in the shower and turn the shower head's valve.

**Shave** with only 5-7 drops of a natural shaving oil. A tiny bottle can provide about 100 shaves, is ideal for your travel bag, and a number of brands are available online or through large retail chains.

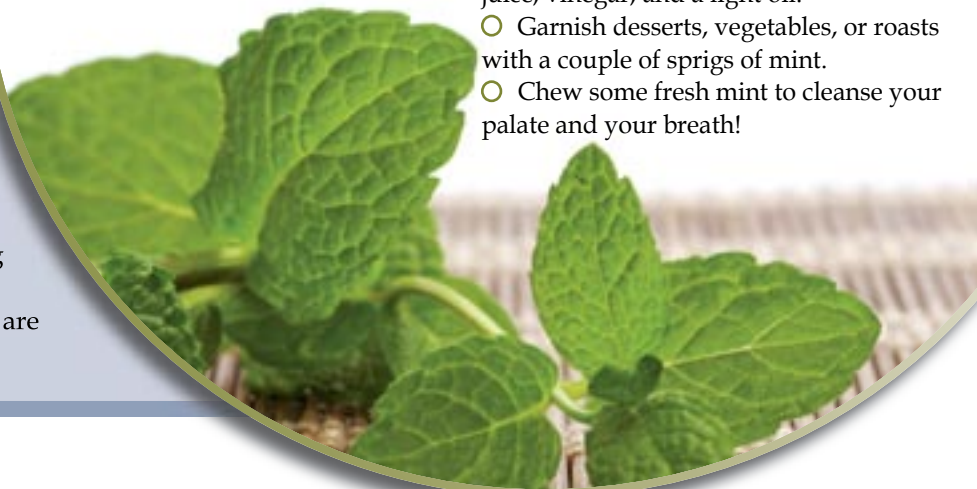
# Marvelous Mint

## More than a breath freshener

You probably associate mint with toothpaste or breath freshener, but it has been used as an herbal remedy and a spa soother in face packs, foot rubs, and bath soaks. Both peppermint and spearmint are very popular, especially for cooking, and if you're not a gardener, you can easily find commercially dried leaves.

### 7 Mint Hints For Your kitchen

- Steam vegetables with mint in the water.
- Mix chopped mint with butter for boiled new potatoes.
- Toss whole mint leaves in cooked rice before serving.
- Freeze whole mint leaves in ice cubes for tea or lemonade.
- Make salad dressing with mint, lemon juice, vinegar, and a light oil.
- Garnish desserts, vegetables, or roasts with a couple of sprigs of mint.
- Chew some fresh mint to cleanse your palate and your breath!



before



after



## ▲ Crowns ▼

before



after



# Crown FAQs

## Your best decision is an informed decision

### What Is A Crown?

A crown is an artificial cover that is used to restore, protect, and strengthen your tooth and keep it healthy.

### When Would I Need One?

- If you have a tooth that has been worn down by teeth grinding, an improper bite, or decay, a crown restoration could save it.
- Crowns will give cracked or broken teeth much-needed support.
- A tooth that has loosened due to gum disease can be stabilized by crowning it and connecting it to the neighboring teeth.
- Gaps in your smile can be replaced by incorporating a single crown onto the root of a dental implant placed into your jawbone.

### What Are My Options?

**Ceramic crowns** are the most natural-looking and can be as translucent as your own enamel. They are the perfect choice for those with metal allergies, but people usually choose them because of how they look.

**Ceramic-fused-to-metal crowns** combine this natural look with the strength of metal underneath, but they are not as translucent as ceramic alone.

Feel free to call now. You don't have to wait for your next appointment to discuss treatment.

# Defy The Trend

Subtle measures - radical results

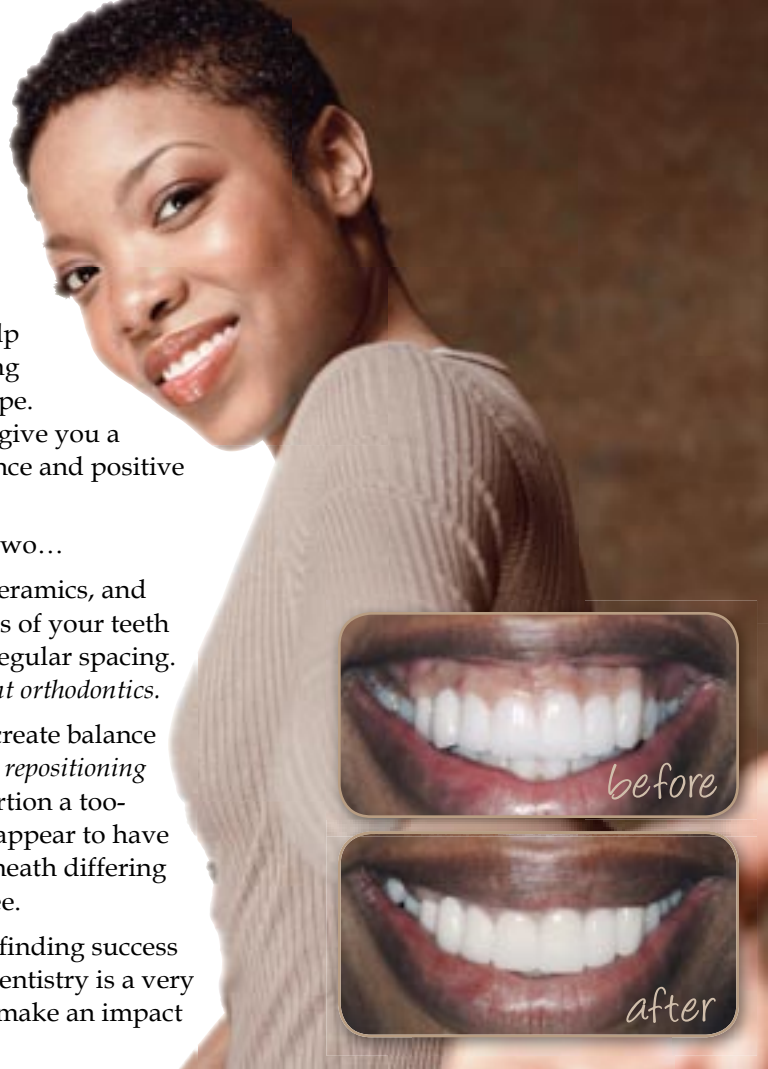
Have you seen some of the guerrilla tactics and extreme stunts people are deploying to reboot their careers? Believe us - singing telegrams or renting a hot air balloon are not your only answers! We can help you create a unique, engaging, and thought-provoking impression that will generate buzz without all the hype. For example, a subtle smile makeover can do a lot to give you a more youthful pick-me-up, and give you the confidence and positive attention you deserve.

Many cosmetic techniques involve only a visit or two...

**Veneers** crafted from translucent porcelains, ceramics, and other bonding materials can be applied to the surfaces of your teeth to disguise deep stains or other flaws like chips or irregular spacing. In fact, the veneering technique has been called *instant orthodontics*.

**Esthetic gum re-proportioning** can create balance and symmetry for your smile with techniques like *lip repositioning* and *gum recontouring*, as seen here. You can re-proportion a too-gummy smile, teeth that look too short, or teeth that appear to have different lengths because their crowns are hidden beneath differing amounts of gum tissue ... or a combination of all three.

We understand that sometimes, in today's world, finding success means getting yourself noticed. Stunt-free cosmetic dentistry is a very reliable and worthwhile investment that will let you make an impact - on your terms.



## it's laughable

For millennia, Tibetan monks have laughed out loud on awakening - no joke! Seriously, though, even faking a laugh cues your body and your mind to stay calmer and more focused.

How? By shutting off stress hormones and triggering the release of feel-good endorphins. What else? We can show you how to laugh out loud enthusiastically, vigorously, and confidently day or night - with or without an audience.

Natural-looking fillings and whitening can certainly help, but it's also about getting back to basics. Brush and floss, avoid sugary snacks, and maintain regular dental visits.

We promise - once you get the hang of it, the rewards are nothing to scoff at...

- Clean attractive decay-free teeth
- Clean pink tongue
- Clean healthy gums
- Clean fresh breath.

& so  
easy



# Newest Technology



Dr. Alex Shvartsman



In our ongoing effort to bring you the best of what dentistry has to offer we have invested into the *Galileos Cone Beam* 3-D bone scanning technology. We will no longer be forced to interpret 2-D x-rays and make “educated guesses”. With the Galileos images we can see inside the bone and teeth in 3-D, making our diagnosis clear and more accurate. This means more predictable treatment outcomes in all aspects of dentistry. The Galileos gives more information with four times less radiation than a complete set of digital x-rays and 80-100 times less than traditional CAT scans. Combined with our *CEREC™* AC, which is the most precise 3-D surface scanning technology, dental implant procedures in our office will be safer, faster, more predictable and exact as well as less costly. In fact, a single tooth



implant will now cost less than a 3-tooth bridge. We are proud to be the only General Dentistry office on Long Island to offer the Galileos 3-D bone scanning technology to our patients.

– Dr. Alex Shvartsman

## Root Canal Worse Than Giving Birth?

The words “you need a root canal” have sent chills down many peoples’ spines. Root canal treatment is constantly being villainized in media and even recently by Barak Obama. On the contrary our experience has been consistently different. Here at *State of the Art Comfort Dentistry* we work closely with *Dr. Etes*, our in-office root canal specialist who, like all of our clinical staff, is dedicated to our patients’ comfort. Dr. Etes makes every effort and takes every precaution to make your root canal experience as painless as possible. Needle-free injections and the most effective anesthetics assure pain free treatment. Meticulous technique and the latest technology including surgical microscope, NiTi instruments, Lasers and Bio-Ceramic sealers assure successful and painless treatment outcomes. Post-treatment management with proper medication and 24 hour on call availability assure your comfort after treatment. Root canal treatment **can** be a painless experience. Just ask Dr. Shvartsman ... he had a painless root canal done by Dr. Etes a few months ago!

## office information

**State of the Art Comfort Dentistry**  
**Dr. Alex Shvartsman**  
 260 East Main Street, Suite 109  
 Smithtown, NY 11787-2923

### Office Hours

Monday 10:00 am – 7:00 pm  
 Tuesday 9:00 am – 6:00 pm  
 Wednesday 8:00 am – 5:00 pm  
 Thursday 8:00 am – 5:00 pm  
 Friday 10:00 am – 3:00 pm  
 Saturday 8:00 am – 2:00 pm

### Contact Information

Office (631) 361-3577  
 Fax (631) 361-6162  
 Emergency (631) 338-1920  
 Email smithtownsmiles@cs.com  
 Web site www.smithtownsmiles.com

### Office Staff

Liz..... Office Manager  
 Maureen ..... Patient Coordinator  
 Ginette, Marina..... Dental Assistants  
 Tammy, Tori..... Dental Hygienists

## Needle-Free Dentistry

**We’ve got it!**

Dental visits can instill fear in many people, with common phobias being the drill (the sound or just the thought), the idea of dental care itself, or the needle. In our ongoing commitment to maximize your comfort at our office, we now provide needle-free anesthesia with MadaJet XL.



Tori

Rather than using a piercing needle, the MadaJet XL uses pneumatic pressure (compressed gases) to shoot a very fine stream of anesthetic into tissue... numbing the area instantly, with virtually no pain!

We’ve adopted the MadaJet XL because, not only does it help ease your mind if you’re needle-phobic, but it also makes procedures quicker and easier!

Ease your fear of dentistry ... get anesthesia with no needles!

