



Couture Smiles
Dental Group

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Produced to improve your dental health and awareness

Spring 2011



from the dentists

Spring Is Here!

We deserve it!

Open up the windows and breathe! It's time to throw the weight of winter off of our shoulders and put some new life into our steps. When brightening things up why not include your smile?

Spring is the perfect time to come in for a cleaning and get your mouth feeling its best. And we would be happy to give you a refresher on how best to care for your teeth at home – the best way to avoid repairs.

You may also be considering some of the new cosmetic techniques. We can whiten, mask stains, fill gaps, and cover cracks quickly and painlessly. Just ask for a free consultation.

Looking your best helps you feel your best. We're always happy to help. How better to say welcome spring than with a dazzling smile?

Yours in good dental health,

*Drs. Terteryan, Gordon,
Butterworth, & Lee*

Don't Forget!

Plan and schedule your dental visits now. Summer will fly by then it will be the end of the year again. This means that, before you know it, your insurance benefits will be expiring. So, plan now to make sure that you optimize your insurance – I know you want to enjoy the benefit of optimal oral health!

Life Changing Event

Transformed from anxious to extraordinary

It was end of the week. I was finishing a phone call when Jan came in to tell me about our new patient – call her "Jane". Jane was extremely anxious and at the brink of tears from just merely walking into a dental office.

I walked into the operatory to find a very attractive lady who was extremely fearful. It had been over 15 years since Jane had seen a dentist. After speaking to her, I found out that she had been embarrassed to smile for many years. Her confidence had eroded and drastically affected her self esteem. But, she was so scared, I wasn't sure if I would see her ever again.

But, I did. So, after a thorough examination and careful planning, we paved the road for a drastic change in Jane's life. As Jane came out of her deep sedative sleep, we handed her a mirror. The next reaction is something that as a team, as professionals, and as human beings brings happiness, joy, and a great sense of gratification, not to mention a few tears. Jane opened her eyes and tears of joy immediately started rolling down her cheeks.

Now, not only has Jane regained a great amount of confidence, but she is receiving regular dental care without sedation. We thank her for having the confidence and courage to accomplish her dreams.

Your Good Word

Our inspiration

From the moment you call our practice or step through our doors we want your experience, whether from a personal or a professional perspective, to be something worth smiling about. There is no more powerful promotion than a good word, so it is our goal that everyone goes away eager to tell family and friends about the caliber of treatment at *Couture Smiles Dental Group*. We consider your referrals of such importance that we are offering incentives just for mentioning us to others. When you refer new patients, ask that they mention your name because when you honor our team of dental professionals in this important way, it is our honour to give you a little something in return.

Please pass the enclosed referral cards to your family and friends. Your good word is our inspiration to excel.



We welcome new smiles!

5 TOP TIPS

4 Prevention

Here's a menu to keep you smiling!

Online or off, the digital world can present some risks to the unwary. For example, research suggests that young teenagers tend to consume more sugary snacks during prolonged gaming, which in turn can increase the likelihood of tooth decay. As well, teeth whitening products which are accessible online may not be a safe choice at any age, because they could harm gums and damage teeth enamel. When it comes to good oral health, trust your dental team.

Here are 5 tips for every member of your family:

- See us first to make sure your mouth, teeth, and gums are healthy before starting any whitening program.
- Choose one of our supervised whitening options for safety and the maximum results only we, your dental care team, can provide.
- Stick with your maintenance schedule to keep your smile bright. No whitening is permanent and regular professional cleaning is essential to remove stains and the tartar that can cause gum disease.
- Keep sweet food, desserts, and drinks to mealtimes and brush thoroughly afterwards. It's consumption over extended time periods that heightens the risk of decay.
- Acidic food and drinks can be just as harmful to your teeth as sugar. The acid erodes tooth enamel and can make your teeth sensitive, more vulnerable to cavities, and unattractive.

Virtual reality can be a great place to visit at any age, however real-time brushing and flossing combined with dental visits are still the best for problem prevention to safeguard smiles.



INSIDIOUS INFILTRATORS

Fact: Gum disease is linked to, and may impact, other serious health issues including type-2 diabetes.

Both of these diseases affect millions – children and seniors as well as those in the prime of life. Just as approximately half of type-2 diabetes sufferers have no symptoms, in the earliest stage of gum disease (called *gingivitis*), you might not even realize you have it.

WATCH FOR WARNING SIGNS:

- red or tender gums
- bleeding when brushing or flossing
- chronic bad breath
- receding gums
- loose teeth

Regular recare visits help us monitor developing oral health conditions that have the potential to adversely affect your overall body health. If you don't know you have a disease, you can't treat it ... but we can detect gum disease and treat it right away!

A GREAT GRIN IS *Ageless*

Restorations will give you reason to smile

Studies show that people in cultures that do not focus on oral health often suffer a litany of related and progressive health problems. Gum disease and tooth loss have been correlated with cognitive decline as well as hearing loss in later years, for example. Because of this, it is vitally important to ensure lost or damaged teeth are replaced or restored promptly to insure you can eat and speak properly, avoid further damage, feel good about your appearance, and maintain your positive outlook.

Ensuring healthy gums and teeth that last a lifetime begins with good oral care in childhood, but sometimes teeth can become damaged, broken, or lost. We can restore and replace teeth with beautiful esthetics at any stage of your life...

- **Inlays** are tooth-colored fillings for the biting surfaces of molars.
- **Onlays**, also tooth-colored restorations, sit on the biting surfaces and wrap over one or more cusps of molars.
- **Veneers** offer beautifully shaped straight white teeth while hiding small imperfections.
- **Crowns** cap individual teeth, lending support to compromised structure.
- **Bridges** effectively replace a lost tooth with a replacement tooth, using adjacent teeth as anchors.
- **Implants** are a secure permanent way to replace one or more missing teeth.

Call today to book your consultation to discuss solutions designed for your individual presentation, preference, and budget. Don't wait to restore your smile... Your good health depends on it.

*Call us
today for
solutions
to your
ageless
smile!*



“Ascared” Of The Dentist?

Not your kid!

Kids' fear of “going to the dentist” is usually anticipatory and unfounded. Here are a few tips to help eradicate the potential for life-time dental anxiety by ensuring positive dental experiences throughout childhood.

Show no fear. Even if you experience anxiety, do not communicate this to your child.

Set the bar high.

Demonstrate excellent home care and encourage your child to practice at an age-appropriate level. Pitch in when necessary.

Start early. Call us to discuss the best time to start your child's dental visits, beginning with a get-to-know-us appointment, and if we complete an oral exam, you will be right by your child's side. Afterwards, make the day even more special by going out to lunch or catching a movie together.

Instill pride. Praise your child for taking good care of their smile ...not for their bravery.

Ice Cream Owww!

Icy incidents

How fast can you say *sphenopalatine ganglioneuralgia*? It's the scientific name for “brain freeze.” It happens when you eat something very cold very quickly. You can try pressing your tongue to the roof of your mouth to warm it, but it's best to eat things like ice cream slowly to avoid the discomfort which, weirdly, you feel in your forehead.

That's because when the affected blood vessels signal the largest cranial nerve, your brain interprets the pain as a headache. The trigeminal nerve is also the culprit behind many head, neck, and face aches that are actually generated by the temporomandibular jaw joint. It's no wonder that some sufferers of Temporomandibular Joint Disorder (TMD), a dysfunction of the jaw, don't think to ask their dentist.

Ask us. We'll inform your brain, not freeze it!





Successful Toy Drive

How we gave back over the holidays

When you think about how many people are living in need around the world – and right here at home – you can't help but want to find a way to brighten their day. This past holiday season, our team decided to take action.

Julie, Laura, Jan, Irma, Therese, Dr. and Mrs. Terteryan, and Dr. and Mrs. Butterworth, joined together for a *Holiday Toy Drive*. We met up at the early hour of 5:00 am, on a chilly December day, to stand by Ralph's – at the corner of Topanga and Ventura Boulevard. Garth Kemp, from *ABC Channel 7 News*, even stopped by to see what we were up to. Not only did we collect many wonderful toys to be distributed to the children of families in need, but our team also unanimously voted to forgo a Staff Holiday Party. Instead we took the budget for the party and donated it towards our Toy Drive. As we loaded the toys on the bus, we were warmed by the thought that these items would reach the joyful hands of a needy child.

We were so touched by our Holiday Toy Drive that we have decided to make it an annual event. So, we invite you to join us this coming December. You are welcome to participate or simply donate a toy ... it would mean a lot.



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All About Irma

Our 'expecting' dental assistant

At *Couture Smiles Dental Group*, our team is comprised of dedicated professionals who are committed to providing you with quality dental services and building trusting relationships. It is with that in mind that we'd like to use this newsletter as a means of helping you get to know us a little better. This issue we'd like to tell you about Irma Monterroso.

Irma has been with our practice for the past two years. During that time, her skills as a dental assistant have been flawless. Irma is committed to ensuring that the services she provides are as current as possible. To this end, she enjoys exploring ways to enhance herself and her abilities through continuing education opportunities. Irma understands and emphasizes the value of homecare as it pertains to preventing dental issues, offering you this advice: "Brush and floss after every meal to ensure a healthy smile for life."

Aside from her passion for dentistry, Irma is a dedicated wife and mother. She is also very anxiously awaiting the arrival of her second child, very soon. We recently had a baby shower for Irma at *Calabasas Country Club*. The doctors say it's a girl ... but Irma isn't completely convinced.

We hope you enjoyed learning about Irma ... and hope you will join us in congratulating her on her upcoming new baby.

