



SOMETHING TO SMILE ABOUT



Produced for the Patients of Dr. Hugh Flax

Fall 2007

from the dentist

A Time to Give Thanks... For your trust & loyalty

We'd like to take this opportunity to thank you personally for your many years of continued support for our family dental practice. It's been a privilege and a great pleasure for us to be able to provide you and your family with the highest standard of dental and oral health care.

We try to treat our patients with the utmost dignity, respect, and compassion. And it's very satisfying to see just how many patients pay us the ultimate compliment by referring their friends and family to our practice. We are truly grateful for your trust.

Please continue to refer any friends or colleagues to us, and accept our genuine "thank you" for your future referrals.

Everyone here at Atlanta Aesthetic and Laser Dentistry would like to wish you and your family a Happy Thanksgiving and a wonderful holiday season.

Dr. Hugh Flax & Team

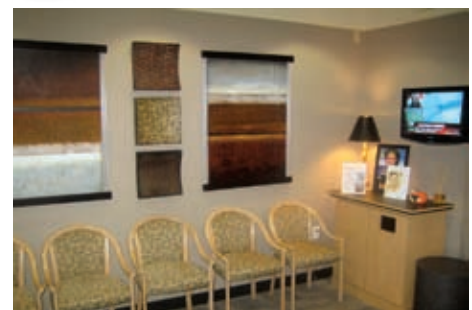
Always Aiming For The Extraordinary

For years, our office motto has always been "The difference between ordinary and extraordinary is that something extra".

During the past few months, our team has become the living embodiment of this, as we have been upgrading our office facility and staff. Many of you have been supportive and enthusiastic about the new enhancements, with the more relaxing ambience and added technology, especially the flat screens, satellite feeds, and Bose head phones. We've even heard comments like "Can I stay longer?" and "This is a major escape from reality". We are proud and certainly know that this is part of goal of constant improvement.

Of course, enhancing our service is always a major part of that commitment. Recently, the staff and I read a wonderful book called "The Fred Factor" by internationally known author and speaker, Mark Sanborn. It was a national bestseller that was about the true story of how Sanborn's mail carrier, Fred, transforms his job from one of drudgery to one that he passionately cares about, the people he serves, and goes the extra mile in handling the mail. It was a wonderful example of someone making a difference in the lives of those he serves and definitely right up our alley. There are four basic principles in "being a Fred":

- Make a difference for someone everyday
- Always try to build stronger relationships



Bottom line: our vision of "being extraordinary" is becoming stronger than ever. We can't wait to share more "Fred-iness" with all of you.

- Create greater value for others
- Constantly reinvent yourself

At Atlanta Aesthetic and Laser Dentistry, we are committed to perpetually distinguishing ourselves in all of these areas. This fall, we are going through several training courses to add more value and service to you and those you refer. Among them is an advanced customer service training course, as well as full day in office education on the Essix Orthodontic System that was the prototype for Invisalign®. Stay tuned for coming attractions.

Please visit our web site ~ www.FlaxDental.com! We appreciate your comments!

DENTAL ANXIETY

Shifting The Focus

Stay positive

In a study where people were asked to solve math problems, there was no difference between men's and women's scores until the women were required to wear bathing suits. Suddenly their focus shifted to self-consciousness.

Uneasiness and anxiety can hold anyone back. Don't let these feelings keep you from benefiting from preventive, restorative, or cosmetic dentistry.

What you can do

- Share your fears with us;
- Keep appointments – delaying

may complicate treatment;

- Avoid caffeine and sugar;
- Interrupt us if you need a break;
- Ask questions – knowledge is power!

What we can do

- Consult with you to develop your best treatment strategy;
- Provide you with distractions;
- Use technology to minimize discomfort;
- Offer sedation so that you can have more treatments in one visit;
- Provide non-surgical treatments.

Win-Win

The perfect situation

If you're considering **plastic surgery**, cosmetic dentistry could be your best first step. The results of any face-lift rely on the underlying facial structure. Cosmetic dentistry can non-surgically fill out the bottom third of your face by modifying the dimensions of your teeth. By improving the balance, proportions, and color of your teeth, cosmetic dentistry can provide an excellent foundation, and can help you to look ten years younger ... right away. How's that for a head start?

And if you've just had plastic surgery, you deserve a dazzling, revitalized smile to enhance your fresh new appearance.

Make the first step: call us for your personalized, private consultation. Cosmetic dentistry is always a win-win proposition!

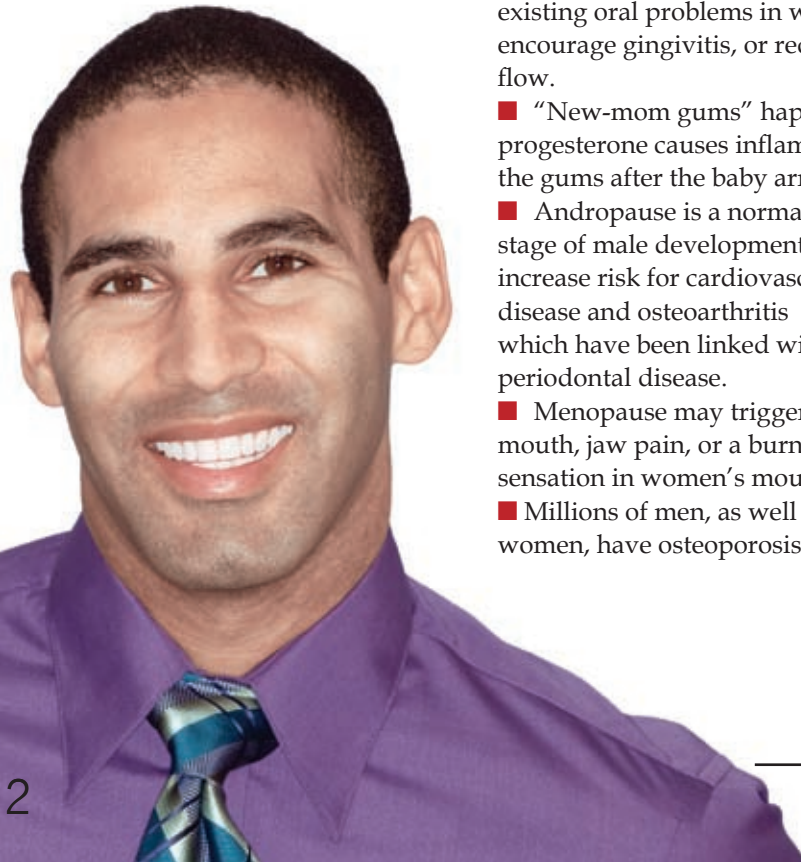
CLOSING THE GAP

Men, women, & health

The gap between men and women's oral health concerns is less than you might think. Here are some dental concerns triggered by hormones...

- Adolescent hormonal fluctuations can contribute to gingivitis for both genders.
- Oral contraceptives can intensify existing oral problems in women, encourage gingivitis, or reduce saliva flow.
- "New-mom gums" happen when progesterone causes inflammation of the gums after the baby arrives.
- Andropause is a normal mid-life stage of male development that can increase risk for cardiovascular disease and osteoarthritis which have been linked with periodontal disease.
- Menopause may trigger dry mouth, jaw pain, or a burning sensation in women's mouths.
- Millions of men, as well as women, have osteoporosis which

has been linked to gum disease which has been linked to systemic diseases, jawbone loss, and tooth loss.



Change For The Good!

Look really great ... for real!

Don't you feel badly for people who wear themselves out trying to improve things about themselves that they just can't change? It's great to know that there are still some enhancements you can make where you will absolutely, positively see a for-real difference ... and everyone else will too. Restorative dentistry can help change your smile for the better.

enhancement

Brighten stained or discolored teeth, or replace missing or worn teeth

technique

Teeth whitening can be enough but if your teeth have become stained or discolored through age or from tetracycline or other medications, bonding or veneers are a beautiful solution.

enhancement

Rebuild chipped, cracked, or worn teeth

technique

We can strengthen damaged teeth with custom-designed crowns or restore the appearance of less damaged teeth with bonding materials or ultra-thin porcelain veneers. All of these methods are completely natural looking.

enhancement

Give proportion to an uneven or too-gummy smile

technique

We can even out your gumline and reveal your natural enamel by removing excess gum tissue.

enhancement

Replace missing teeth or correct a bad bite

technique

Crowns, bridgework, dental implants, or a combination of all three could offer your best improvement for functional or structural problems.

enhancement

Close gaps between teeth

technique

Some gaps can be filled by using porcelain crowns or camouflaged with veneers which have been called *instant orthodontics*. Sometimes braces and other appliances are required to move teeth over time.

before



after



before



after



Smile Signals

It's about complex interrelationships

At the *Institute for Human and Machine Cognition*, researchers are using helmet-mounted cameras and other technology to send signals to the brain ... through the tongue! People without sight have perceived people walking in front of them and have been able to locate doorways. If this doesn't demonstrate the complex interrelationships between our mouths and other systems in our bodies, then what can?

Gum disease has a tendency to sneak up on you. That's probably why so many people lose teeth because of it. If we don't keep our teeth and gums scrupulously clean and healthy, then plaque (bacterial film) will build up and harden into calculus. If allowed to accumulate, it can cause swelling, tenderness, and even bleeding ... and that's not all! Gum disease has been *linked* to **toxemia, premature births, cardiovascular diseases, diabetes, and osteoporosis.**

Only a dentist or hygienist can remove calculus. But the best cure is prevention through regular brushing and flossing, a diet adequate in vitamins like A, C, and B-complex that build healthy gums, and regular dental exams.



