



# Dr. Nicholas Rodo's **SMILES BY DESIGN**

Produced for the Patients of Dr. Nicholas Rodo

[www.weGOTsmiles.com](http://www.weGOTsmiles.com)

Winter 2004/2005

## **fromthedentist**

### **Delighted With You**

#### *That's a fact*

On average, during the day, your mouth swallows 2,000 times, which helps flush out bacteria. At night, it swallows only 20 times, allowing bacteria to build up. That's why it's so important to brush before sleeping...

We just love sharing these factoids with you. And we appreciate it when you share our delight and commitment with your friends, family, and colleagues.

Your enthusiasm is contagious and encourages your friends and family to come and see us. We know that feeling comfortable with your dental team makes visits more enjoyable and less anxiety-filled. And that a personal recommendation from a friend is the most credible form of advertising.

So, we are thankful for the great compliment of your continuing referrals.

*Yours in good dental health,*

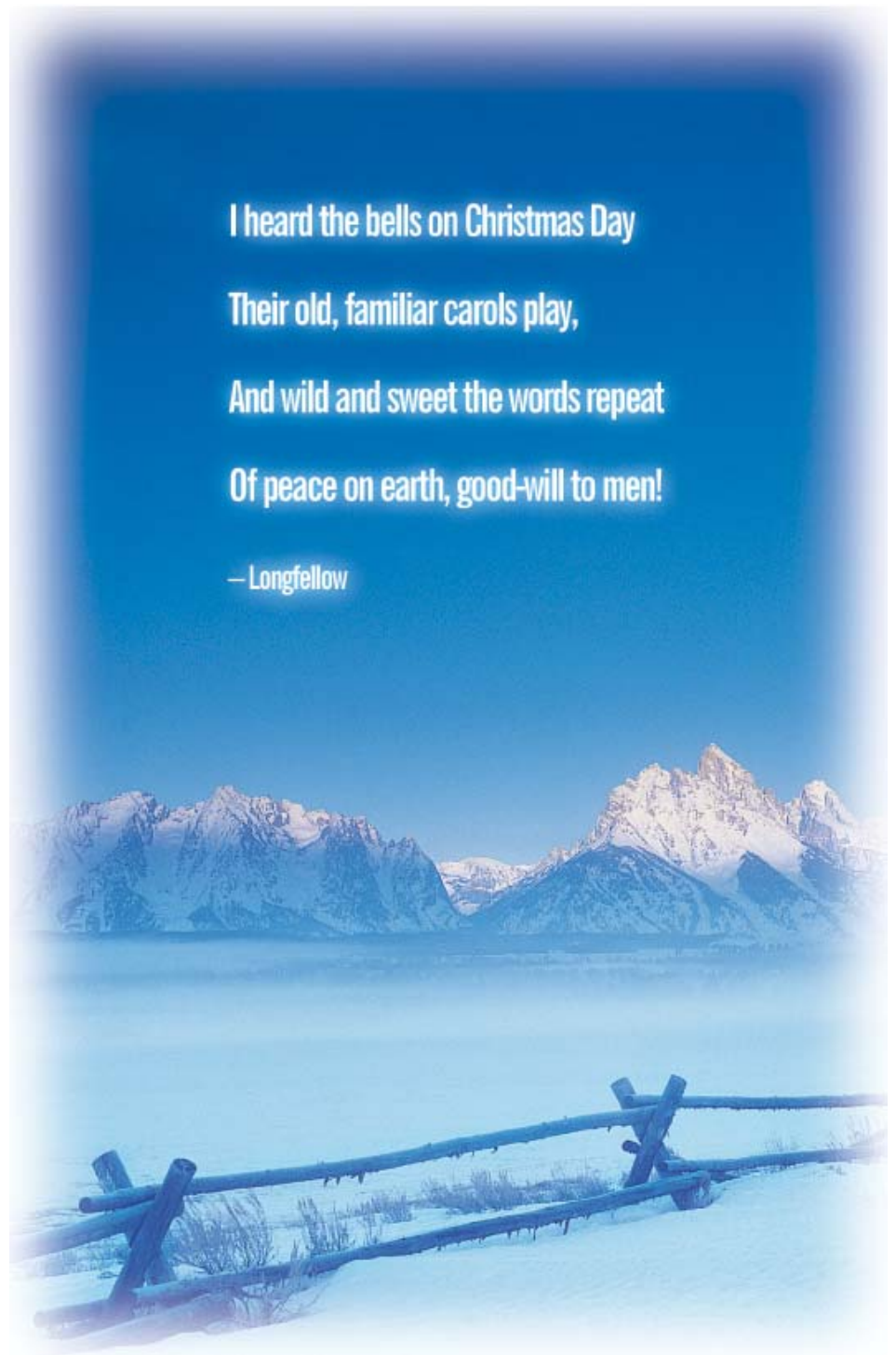
*Dr. Nicholas Rodo*

## **turnthepage**

Your Immediate Total Smile Makeover

Xerostomia: Is it threatening your smile?

Great Gifts For Your Lefty



I heard the bells on Christmas Day

Their old, familiar carols play,

And wild and sweet the words repeat

Of peace on earth, good-will to men!

— Longfellow

*weGOTsmiles.com and you can too!*



# Are You SURE That's Really you?

Children are fascinated by mirror tricks like decoding secret messages, but adults forget how deceptive a mirror can be. When considering a cosmetic dental procedure, consult with us to ensure that your new look is *really* you.

Mirrors reverse images from left to right, altering your perception of slight imperfections like an elevated lip line that others see clearly.

Only a few millimeters can alter the proportions of your smile - and face! Taking into account lip and jaw lines, tooth alignment, or gumlines to give you a balanced, pleasing smile and attractive facial appearance is part of your dentist's artistry! So remember ... the *real* you and the *dream* you is only millimeters away!

If you're wondering why the looking glass doesn't turn you upside down, just hold this page up to a mirror to decode the answer below. Or better yet, ask us! See all - know all...

your images is looking south. The mirror reverses front and back, mirror, much like the directions on a weather vane. When you are looking north, north and south must be up and down. Not so. They are perpendicular to the left and right and east and west and right as west and east. It is tempting to assume that

## Waterworks

If you have ever suffered from dry mouth, or *xerostomia*, you know how much we rely on saliva to speak, eat, chew, and swallow. Dry mouth can result from disease, hormonal changes, or as a side effect from medical treatment that can interfere with the production of saliva.

Saliva, a very important and complex component of your oral and overall health, contains 40 essential proteins, 13 electrolytes and minerals, and 7 small organic molecules that:

- Protect teeth and gums from bacteria, helping to prevent cavities;
- Help buffer teeth from hot and cold temperatures;
- Aid digestion by initiating the breakdown of food.

We can help you to relieve the discomfort of your symptoms with safe and effective products.

## Got A Lefty Who's Hard To Shop For?



Now there's a whole new range of oral health products designed just for left-handed consumers! *Just kidding...*

The truth is that all dental home care tools can be used by right-handed or left-handed people. So the next time you're shopping for a lefty, a righty, or even someone who's ambidextrous, think about putting together a gift basket with some of these items!

### Travel toothbrushes

Electric toothbrush

Dental floss

Toothpaste

Tongue scraper

Dental mirror

Gum massager

Mouthrinse

# Changing Priorities Investing in yourself

Today's mature adults are investing in their own well-being. Updating your appearance with dentistry can often mean improving oral health and function. Here are answers to some commonly asked questions about cosmetic dentistry. You *can* improve self-confidence, appearance, and oral health! Please call us for a consultation.

## How do I remove stain and discoloration from my teeth?

Supervised tooth whitening is a simple, quick, and affordable way to remove coffee, tobacco, wine, or medication stains, and even yellowing

associated with ageing. Bonding and veneers can also brighten your smile.

## How can I make my old fillings look more attractive?

Metal-free porcelain, ceramic, or resin filling materials can make your smile look fresh, appealing, and natural! These materials can look as good – or even better than – your own teeth.

## How can I repair worn, chipped, or cracked teeth?

Translucent laminates or veneers cover flaws but reflect light like natural

tooth enamel. Custom-made by hand, they are micro-thin and look totally natural. Modern bonding materials and non-metallic crowns can also camouflage flaws.

## How can I replace missing teeth?

Completely natural-looking restorative bridges can span the spaces left by missing teeth, and dental implants can permanently replace one tooth or many.

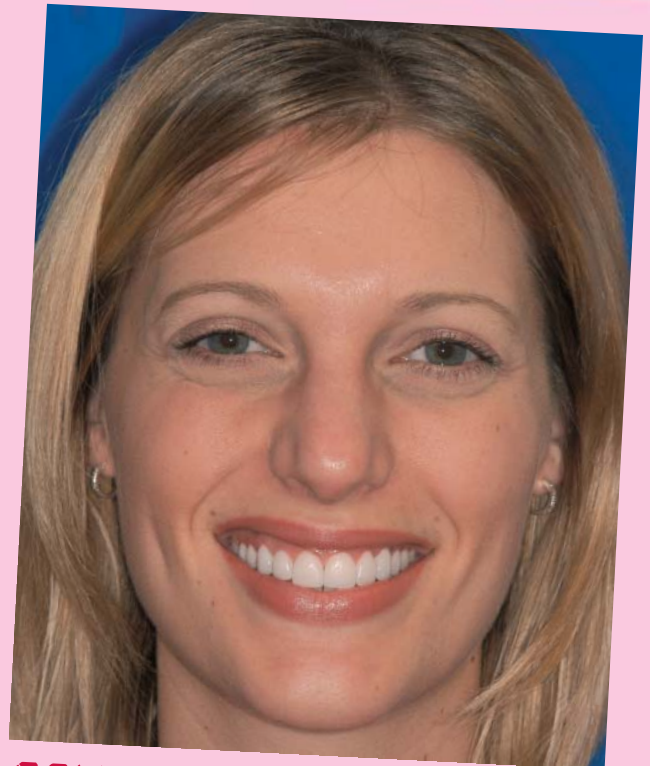
## How can I make my gumline more attractive?

We can re-sculpt your smile and transform the appearance of *too small* teeth or an *uneven* gumline.

### CASE STUDY: 221297



**PROBLEM:** Uncentered square teeth & old bonding compromise appearance



**SOLUTION:** Gum lift and porcelain veneers ... beauty, balance, & brightness

# Lasting Impressions

## Popular treatments can rally your smile

A dazzling smile can ignite a room. It projects strength, confidence, and beauty. For decades dentists have worked on ways to treat dental problems. We can now change the way your teeth look and the way you feel!

Because your mouth is one of the focal points of your face, it plays a major role in how you perceive yourself and how others perceive you. And now, taking steps to improve your appearance is an investment in your long-term health and well-being.

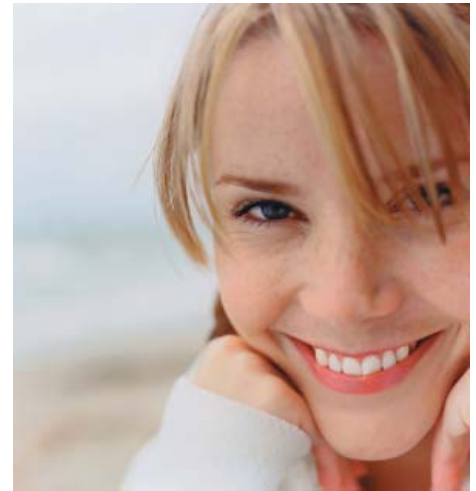
Here's a glossary of what some of the most popular treatments can do for

your smile ... apart from making a lasting impression!

**Whitening** – Erases ugly stains and discolorations for a brighter, whiter smile.

**White Fillings** – White composite, porcelain, cast glass, or resin inlays and onlays replace silver-colored fillings.

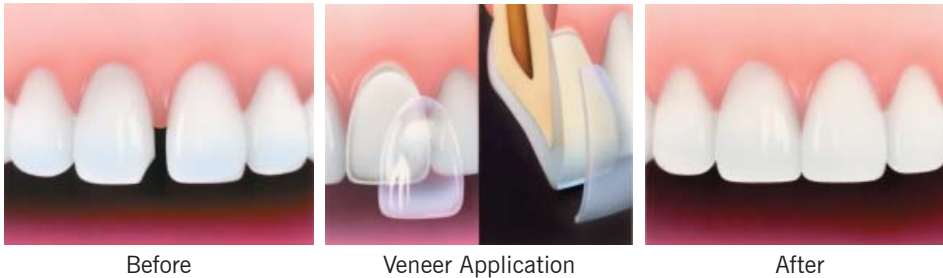
**Veneers** – Stains and chips, or overlapping and uneven teeth, may require veneers which are extremely thin but strong porcelain shells that are layered over the front surfaces of natural teeth. Veneers can be designed



to improve the proportions of your smile.

**Crowns** – Teeth that have had root canal treatment or extensive restoration can be repaired and strengthened with a crown that fits over a tooth to restore its normal shape, color, and function.

**Implants** – If your smile is suffering because of missing teeth, implants may be the answer. They can be an esthetically pleasing alternative to dentures and bridges.



## officeinformation

### Smile Design Dentistry

Dr. Nicholas Rodo

2799 Southwestern Boulevard, Suite 400  
Orchard Park, NY 14127-1418

### Office Hours

Monday 10:00 am – 6:00 pm \*  
Tue & Thu 8:00 am – 1:00 pm  
Wednesday 9:00 am – 6:00 pm  
Friday Emergencies Only

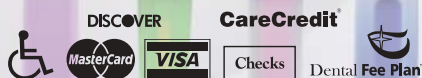
\* We are available for consultations only on Mondays 6:00 pm – 7:00 pm

### Contact Information

Office (716) 675-2900  
Fax (716) 675-1262  
Emergency (716) 913-9768  
Email [nicholasrodo@hotmail.com](mailto:nicholasrodo@hotmail.com)  
Web site [weGOTsmiles.com](http://weGOTsmiles.com)

### Office Staff

Brenda ..... Certified Dental Assistant  
Marcy ..... Office Administrator  
Lynn, Melissa ..... Dental Assistants  
Donna ..... Hygiene Coordinator  
Monica ..... Registered Dental Hygienist



## Fight That Cold

### Time to change your brush

We recommend our patients change their toothbrushes every three months, or with the seasons. And even sooner if you've recently had an infection such as sinusitis, pneumonia, or upset stomach. A study demonstrated that these bacteria can stay on the toothbrush, and remain there for up to a month!

Make sure to buy a soft-bristled replacement toothbrush with round-ended bristles which are easier on your enamel and gums. Hard, worn, or frayed bristles can actually damage your gum tissue. Powered toothbrushes are more effective at removing plaque, and are ideal for people with arthritis or other health conditions.

We already know that regularly replacing your toothbrush is good for the health of your teeth and gums, so fighting infection is just one more reason to invest in a new toothbrush!

## Razzle Dazzle

### Whiter teeth win

Let's be honest: even the healthy, young, and attractive want to look MORE healthy, young, and attractive. According to a study by *Procter and Gamble*, it may be as simple as flashing a healthy, dazzling smile. The study asked people to rate two photos of the same subject. Respondents were not informed that a slightly whiter tooth color had been added digitally to the teeth in one of the photos. The results? An overwhelming majority – 90% – thought the enhanced photos showed healthier, more attractive people than the photos of the same people with duller, less white teeth, regardless of age, gender, or ethnic background. The whiteness of your teeth *does* affect how other people see you.

If you want a razzle-dazzle smile, come in and ask us about your options.

