



*David L. Lerner, D.D.S., P.C.*

# Dental Wellness Letter

Produced to improve your dental health and awareness

Spring 2009

## fromthedentist

### The Best Investment? Prevention!

Our goal is to help you have the best possible oral health for a lifetime. For some people, only the high cost of repair is a motivator to adopt preventive habits. They know that the longer they wait, the more dental repairs will cost.

Decay in one tooth, if left untreated, will spread. Instead of one filling, you'll likely need a crown, increasing the cost by more than six times. Further delays could result in root canal treatment – even more expense!

The early stages of gum disease are easy to treat with dental intervention and good home care. Without these therapies, it can result in tooth loss.

It is never too late to start a preventive oral health program. Remember ... prevention is the best investment!

*Yours in good dental health,*

*Dr. David Lerner*

## turnthepage

Brush up on brushing!

Transform your smile!

Slow food for health!

## The Foods We Eat

The fruits and vegetables that our parents ate when they were growing up were more nutritious than the ones that we'll serve our family. On average, the produce we grow in the United States has lower levels of several vitamins and minerals today than they did 50 to 60 years ago.

Organically grown fruits and vegetables are proving to have higher levels of antioxidants, vitamins and minerals than conventionally grown produce.

The decline in our produce's nutritional value corresponds to the period of increasing industrialization of our farming systems. As we have substituted chemical fertilizers, pesticides and monoculture farming for the natural cycling of nutrients and on-farm biodiversity, we have lessened the nutritional value of our produce. Integrated well-established organic farming systems can counter the decline.

After tallying the data across all the studies, a clinical nutritionist concluded that organic produce had on average 27% more vitamin C, 21% more iron, 29% more magnesium and 13% more phosphorous than conventional produce. On average, antioxidant levels in organic produce were 30 percent higher.



Our push for higher yields per acre and cheaper food is largely to blame for the decline in nutrient levels in conventional produce. With irrigation and fertilization we can get more pounds per acre, but often without sacrificing nutrients per pound produced.

Organic farmers do not use synthetic formulations of fertilizers. These farmers fertilize their crops by adding organic matter to the soil in the form of composts, cover

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*Dedicated to helping your smile look good, feel good, and last a long time!*

# PROJECT SMILE POWER

Which of these strategies would you pick?

If the conspicuous black triangles that have opened up between your teeth are closing down your smile, it's time to take some bold action. Whether your gums have receded due to gum disease, brushing too hard, or tooth loss that your ageing restorations just can't hide, designer dentistry can open the door to a younger, revitalized – and smiling – you.

Here are some leading-edge cosmetic solutions we can provide.

**Restore** gums that have receded and prematurely aged your appearance. When the gums draw back, your teeth can appear much longer. Once exposed, sensitive root surfaces are susceptible to caries and can turn hot or cold foods and drinks into an endurance test. With time,

your teeth can loosen because as the gum recedes, so does the supporting bone.

**Prevent** or **Camouflage** visibly sunken gums caused by missing teeth. This unsightly outcome of gum and bone loss can be apparent around the edges of your older restorations. Replace them with modern, natural-looking crowns, bridges, or permanent implants that prevent bone loss as well as rejuvenate your appearance.

**Sculpt** your smile to make short teeth look longer and create symmetry in an uneven gumline. You may have perfectly healthy gums and teeth, but the radiance of your smile can be overshadowed by an excessive or uneven amount of gum tissue that can be permanently corrected.



## Plugged In Or Unplugged

Which are you?

1. Electric toothbrushes with timers can help you to brush as long as you should (2 or 3 minutes).
2. Electric brushes with pressure sensors signal to prevent you from brushing too hard.
3. Whether you use a manual or electric toothbrush, you need to be gentle with your gums.
4. The ideal manual brush has soft rounded-tip nylon bristles.
5. Hard and medium bristles can cause irreversible damage to the gums which can lead to receding gumlines and exposed roots.
6. Worn bristles clean about 30% less effectively and provide a breeding ground for bacteria.
7. Replace your toothbrush every 2 or 3 months.
8. Remember, neither manual nor electric brushes can replace flossing.
9. The **most** important part of home dental care is **regular brushing** with *your* preferred toothbrush, combined with daily flossing.

# STEP UP TO THE WINNER'S CIRCLE!



## Winner Takes All!

### Turn dreary into dramatic

You've stepped out of your comfort zone – now step up to the winner's circle! You've been challenging yourself to improve, to take better care of your health and your appearance, and now it's all about the possibilities. Whitening, bonding, and veneers can add sizzle to your smile and fortify your renewed and well-earned confidence.

After all, it only makes sense – the more life you live, the more your smile does! Enamel tends to darken and yellow over time, particularly if you...

- consume coffee, tea, red wine, or dark fruits and juices;
- use tobacco products.

Take charge again...

**Brighten your teeth** by up to eight shades quickly, reliably, and safely.

**Camouflage** more serious staining with bonding and correct chips, gaps, and other smile flaws at the same time!

**Say goodbye to old silver fillings** with bonding materials matched to your enamel or with beautiful porcelain inlays or onlays.

Go even more dramatic with beautiful **natural-looking** porcelain veneers that can...

- Make your teeth stronger, **whiter**, and more resistant to plaque-causing bacteria;
- Restore **symmetry** and **proportion** to receded gums or re-sculpt the shape of your teeth;
- **Disguise** crowded or overlapped teeth without braces.

Victory is sooo sweet. You do deserve a reward today – call us for your cosmetic consultation.

## Set Your Sights On Health

### Easy does it!

Eco-gastronomy. Yummy. Tired of life in the fast lane and fast, fast food? **The Slow Food Movement** was created to counteract exactly that, in the belief that the food we eat should taste good and be produced in a clean, environmentally friendly way. Protecting the heritage of local foods, tradition, and culture means that pleasurable dining – along with oral and overall health – can be yours for the asking.

No wonder that today the Slow Food Movement has spread from Italy to 132 countries. Celebrations of gastronomic and biological diversity are held in exciting and exotic centers like Turin, Toronto, and San Francisco.

Whether you travel the world or visit your local Farmer's Market... *slow down*. See the sights. Savor the incredible aromas and flavors of just-ripe just-picked and oh-so-good-for-you slow foods.



# #1 Whitening System

Zoom2® your smile

We are pleased and proud to offer our patients the newest generation of the world's leading whitening system! Zoom2® is the fastest, most comfortable, and most effective in-office whitening system ever. In just 45 minutes, your teeth will be dramatically whiter: ideal for anyone looking for immediate results, and its convenience makes it the perfect choice for the busy individual.

The Zoom2 procedure is simple. We apply the special Zoom2 gel which is activated by the Precision Light Guide System. Teeth typically become at least six to ten shades whiter, and sometimes even more. A five-minute fluoride treatment completes the procedure. You will be amazed with the results!



**Fact:** Teeth whitening is the highest-demanded dental procedure for patients aged twenty to fifty.

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*Spring Tooth Whitening Special!*

**50% OFF**

Regularly \$630 Sale Price \$315

**Call Today!**  
**(914) 245-4041**  
Offer ends: June 1, 2009.

*Please call for an appointment to make sure your dream smile becomes reality.*

## office information

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### Office Hours

Monday 10:00 am – 6:00 pm  
Tuesday 8:00 am – 5:00 pm  
Wednesday 8:00 am – 5:00 pm  
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### Office Staff

Deirdre ..... Receptionist  
Jayne ..... Hygienist  
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Chris ..... Dental Assistant  
Marisa ..... Office Manager

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crops and manure. By providing plants with more balanced nutrition and by triggering production of higher levels of antioxidants, organic farming systems yield fruits and vegetable that are, on average, more nutrient dense than conventional produce. We can maximize the nutritional benefits of eating fruits and vegetables by choosing organic.

### **Foods that contain VERY high levels of anti-oxidants:**

Blueberries, black plums, broccoli raab, blackberries, strawberries, red cabbage, raspberries, apples (Granny Smith, Red Delicious), sweet cherries, red kidney beans, navel oranges, prunes, pinto beans, red grapes, russet potatoes, Anjou pears, raisins.

### **Foods that contain high levels of anti-oxidants:**

Asparagus, red leaf lettuce, beets, red grapefruit, peaches, yellow peppers, tangerine, onions, apricot, green grapes, pineapple, white potatoes, black-eyed peas, almonds.

## Spring Into Action

Spring is on its way with milder temperatures, sunshine and beautiful flowers. Along with this rebirth comes a sense of all things new again. What better time to wake your body up with a good healthy diet or detoxification program. These practices help to unleash your vital energy, boost your immune system and revitalize your body, mind and spirit.

During these economically turbulent times, it can be challenging to leave space for your personal health and well being. Make your health priority #1 to insure the energy you need to deal with mounting stress. Eat right, exercise, brush and floss daily to make good health habits a routine.

Let us help you on your way to renew this spring. Call us to schedule a dental check-up and cleaning. Good oral health leads to better general health and you can feel confident in our commitment to both.

