

Dr. Emil Jansen's Word Of Mouth



Produced to improve your dental health and awareness

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fromthedentist

Show Your Success...

With your smile

The day we celebrate the New Year is really just a lucky bit of calendar-tampering... January 1st was pulled out of the air by the Romans to synchronize their calendar!

One of the most common New Year's resolutions that patients share with us is their resolve to quit smoking – a future we really support! And if you're going to be a non-smoker, why not *look* like a non-smoker? Take advantage of our *New Years Tooth Whitening Special* and ring in the New Year with a whiter, brighter smile!

The New Year is also a great time to book your recall appointment. Give us a call! We can answer your questions or concerns, and begin your tooth whitening at the same time!

– Dr. Emil Jansen

New Years Tooth Whitening Special

Only R1500

Includes FREE Scaling and Polishing
Offer valid now through February 28th, 2010

Just a reminder to our valued patients that Tooth Whitening Gift Cards are always available for purchase at our practice! This way you can give the gift of a brighter whiter smile to your loved ones year round!

PATIENT IN THE SPOTLIGHT



We're Changing Lives

**A healthy-
looking smile
means so much**

We are dedicated to providing a level of quality dental care that can really make a difference. Occasionally, we get a chance to shine when confronted with a case that is negatively impacting somebody's life. Assisting here gives us such immense pleasure that we just have to share the news. So this newsletter we'd like to tell you about Celeste, and how we were able to help her smile.

Celeste is 47. She recently lost her job and was finding it difficult to find work. Time, and tobacco, had taken their toll on her smile – leaving her with just 17 teeth that were cavity-filled and infected. It was to the point where Celeste would cover her mouth when she smiled or laughed ... not the ideal job candidate.

Celeste came to us for help. We gave her a panoramic x-ray and discussed her options, eventually deciding on immediate dentures. After taking impressions and matching the best colour for her new teeth, it was time to remove all of Celeste's remaining natural teeth and place her immediate dentures. The result ... a beautiful smile for Celeste – and some happy tears from everyone in the room.

Celeste now has self-confidence *and* a job interview – we're just glad we could help.

We welcome new smiles! • <http://www.youtube.com/watch?v=6NEbtVEDanM>

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.

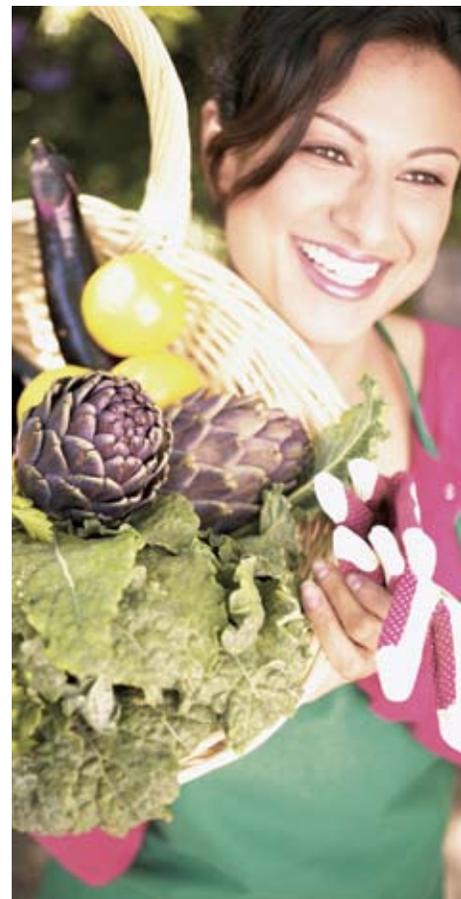
Set Your Sights On Health

Easy does it!

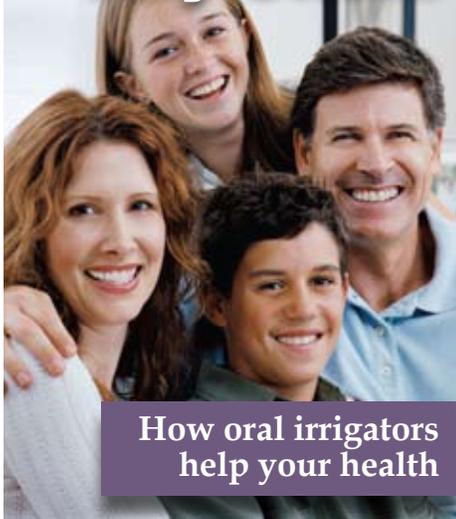
Eco-gastronomy. Yummy. Tired of life in the fast lane and fast, fast food? **The Slow Food Movement** was created to counteract exactly that, in the belief that the food we eat should taste good and be produced in a clean, environmentally friendly way. Protecting the heritage of local foods, tradition, 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.



Pick One, Any One...



How oral irrigators help your health

There are all kinds of gadgets designed to help you achieve optimal oral care. But, some seem unnecessary until you understand how they can benefit you. Take the dental water jet ... why would you invest in something that streams water into your mouth, practically performing the same function as dental floss? Well, there are actually many reasons and we'd like to tell you about why you might want to reconsider.

Dental water jets, or oral irrigators, pulse up to 1,200 jets of water per minute ... effectively cleaning away food, debris, and germs, dislodging newly formed plaque, massaging your gums, and spraying antibacterial agents and other dental medicines into areas

your brush and floss will never reach! This type of home-maintenance system is extremely beneficial to individuals with braces, crowns, bridges, or other complex dentistry - since the fluid can move freely, and safely, around all obstacles in your mouth, providing a thorough cleaning.

Oral irrigators are also very easy to use. With different settings to regulate pressure, it can provide a comfortable treatment. All you do is start at the back of your mouth and *slowly* work forward, directing the flow toward the teeth and gumline - at a right angle.

Having a clean mouth and gums will ultimately lead to a healthier you. Ask us if an oral irrigator would help you achieve optimal oral health.

LUCKY DRAW for TEETH WHITENING

The winner for January
is Cobie de Wet!

We would like to wish one of our Dental Assistants a very fond farewell. We are pleased to announce that Alinda was selected by the University of Pretoria to study further for an Oral Hygienist. It has been a real privilege to have had her on our dynamic team and we will certainly miss her presence and professional service. Alinda we wish you the very best!



office information

Dr. EW Jansen Incorporated
Practice Number: 5444713

Dr. Emil Jansen
Dr. Francois McDonald
46 Estcourt Drive, Wierda Park
Centurion, Gauteng
0157

Office Hours

Mon-Thu 7:45 am - 5:15 pm
Friday 7:45 am - 4:30 pm
Appointments available after hours.
Saturdays available upon request.

Contact Information

Office +27 12 653 4119
Emergencies:
Dr. Jansen +27 83 325 4200
Dr. McDonald +27 82 889 9457
Email ewjansen@mweb.co.za
Web site www.emiljansen.com

Office Staff

Coreen Accounts Manager
Wilma, Martie Dental Assistants



Future Wave Dental science

Dentistry continues to push the envelope of scientific knowledge. Scientists can clone, characterize, and identify patterns of a protein in mice that appear to be important to the body's ability to create dental materials (enamel and gum tissue). Scientists have also discovered that a deficiency in white blood cell function can contribute to early-onset or aggressive periodontal disease. Bacteria initiate the disease, but when white blood cells can't reach infection sites, a bacterial overgrowth may occur. This opens an exciting new avenue for future treatments.

Developing effective antibiotics presents a greater challenge due to the copious types of bacteria involved. Vaccine experiments have shown promise, but their availability for humans will be available in a distant future wave.

The best cure for periodontal disease? Prevention and early detection.

For your referrals

We'd like to thank all of you for sending your family, neighbors, and even business colleagues to our office. These referrals mean a great deal to us! They tell us that we're doing a great job for you and your family, and that you trust us to do the same for other people in your sphere of influence.

That's why we are so committed to continuing education and to leading-edge technology, procedures, and materials. And it's also why we work so hard to streamline recordkeeping and claim processing to keep your visits hassle-free.

Yes, we really appreciate the new business you send us! As professionals, the real brass ring is knowing that our team is providing gentle, caring, and excellent dentistry to you and yours.

Accept Our Gratitude...