

FACTS & FALLACIES

About Your Oral Health!

Don't be TRICKED by misinformation! Experiencing tooth loss and complications from dental disease can be downright **SCARY**. **TREAT** yourself to our expert advice for proven ways to protect your smile...and your health!

Fallacy:

Tooth loss is a natural part of aging.

FACT Sure, your teeth and gums will show signs of aging, but **your teeth are meant to last a lifetime.** Based on archeological finds of human remains as old as 3,000 years, teeth can actually exceed a lifetime!

Barring an accident, like getting hit across the face with a foreign object...**good oral hygiene, healthy eating and routine dental care will prolong the life of your teeth.**

Gum disease, not tooth decay, is the number one cause of adult tooth loss. When you're missing teeth, you're missing out on life and gum disease can actually shorten life-expectancy.

Fallacy:

People get gum disease because they don't brush their teeth.

FACT Not always! While poor oral hygiene can lead to gum disease, research shows that up to **30% of the population may be genetically susceptible to gum disease despite the best of oral care habits.**

Those who are predisposed may be six times more likely to develop periodontal disease. If you are more susceptible to gum infections, we'll help you take control of your oral health with more frequent oral exams, in-office cleanings and instruction on proper daily home care for your needs!

Fallacy:

It's better to have dentures and eliminate all of your dental worries.

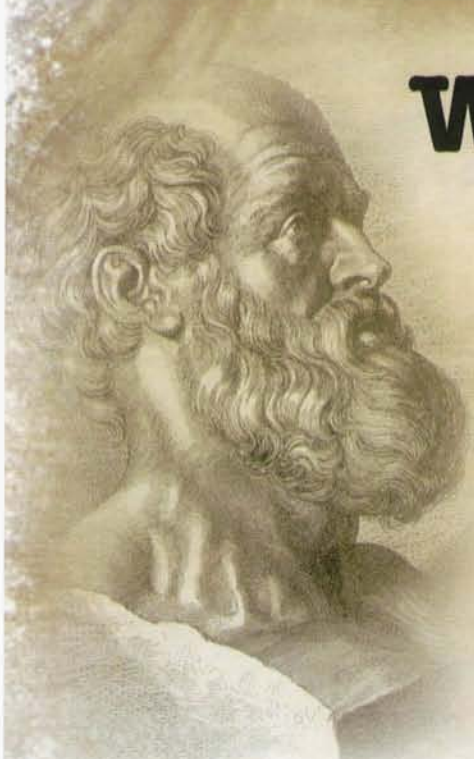
FACT You'd be hard-pressed to find anyone that will tell you their life is better with "dentures" than it was with their natural teeth. Once your teeth are gone, there is no turning back! Gum soreness, gum infections, the fear of slipping dentures and the use of dental adhesives can create a new set of challenges that pale in comparison to routine care and maintenance of natural teeth.

Don't lose what you have!!

Inside:
Read more ways to protect your smile!



What's Old... is New Again!



As far back as ancient times, there was no distinction made between diseases affecting the mouth and teeth...and those of other parts of the body!

While Hippocrates (460-377 B.C.) is considered the Father of Medicine, he also studied dental health in great detail.

During ancient times, autopsies, dissection and the study of inner anatomy was forbidden.

Amazingly, with so little to go on at the time and over two thousand years later, modern science has confirmed many of Hippocrates' profound explanations of oral disease and overall health! ❖

"I Enjoy Personalized Dental Care!"

by Caryl Schonburn



I'm so relieved to work with a dentist that is genuinely sensitive to my needs.

It's reassuring that my dental team is open to learning about my medical condition and takes the time to make sure I handle every procedure okay.

Everything is explained in advance. **All of my fears are addressed!**

I was really unhappy with my

smile when I first came to the office. My teeth are now uniform in size and color. My teeth look better and my bite has noticeably improved.

In fact, I can eat anything I want now! **You could say I'm a "smiler" and now I smile with confidence!!**

"I'm so relieved to work with a dentist that is genuinely sensitive to my needs."

From general dentistry to bridgework, **I have been more than satisfied with the results. Which is why I often refer my own family and friends!!** ❖

WHAT TIME DID
FRANKENSTEIN
SCHEDULE HIS
DENTAL EXAM
SO HE WOULDN'T
FORGET?



**AT
'TOOTH
HURTY!"**



Fallacy:

You don't need a dental exam to find a cavity.

FACT

Tiny cavities can start in hidden areas of your enamel, which have

no nerves, so you feel nothing at first. By the time you can see or feel decay, it has already damaged your tooth structure and progressed to the nerve center of your tooth. **X-rays and oral exams are the ONLY ways to detect decay early on and preserve your tooth structure!!!** We can find what you can't see long before it causes extensive damage and severe pain.

Remember that teeth with fillings, those with root-canal fillings, crowned teeth and bridges, can still decay. Decay does not go away on its own and you need us to find it for you.

"We can find what you can't see—long before it causes extensive damage and severe pain."

Fallacy:

Dental restorations are meant to last forever.

FACT

Your teeth were made to be permanent fixtures in your mouth.

On the other hand, fillings, crowns, bridges and dentures are only temporary! With the exception of dental implants, no restoration compares to the function of your own teeth. And in some cases, even dental implants may need replacing at some point.



We'll need to periodically examine your older restorations to make sure they are still in good condition to help prevent tooth fractures, bite problems and decay. Because we use the most durable, state-of-the-art dental materials available, along with your diligent home care, we can help you extend the life of your restorations!

Fallacy:

A gum infection can just be treated with antibiotics.

FACT

Since periodontal disease is an infection, it would seem logical that antibiotics would eliminate the problem. But antibiotics only work where there is a blood supply to the infection, so they can't access the bacteria in your mouth or keep them from multiplying. Nor can they eliminate plaque or calculus.

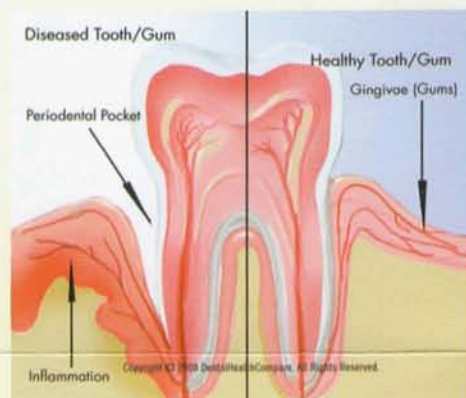
Even if antibiotics may be a useful adjunct in some situations, they should be used only for a short time as their overuse could render them ineffective in a crisis situation. **Bottom line: antibiotics are not the treatment of choice and never replace professional cleanings and good oral hygiene!**

Fallacy:

Gum disease is a minor infection.

FACT

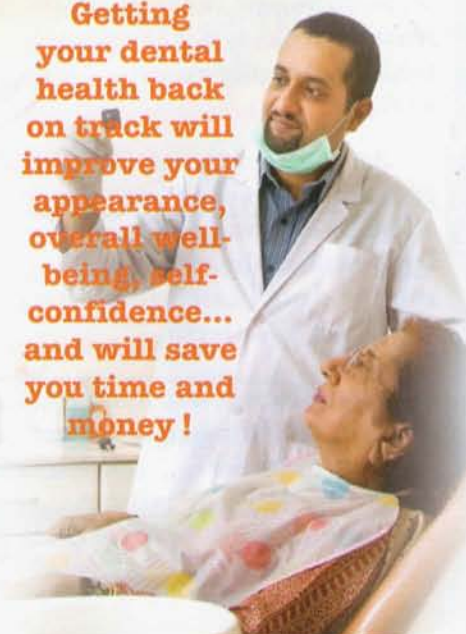
Research has linked moderate to advanced gum disease—periodontitis—to serious health problems, such as heart attack, stroke, respiratory disease, diabetes, pancreatic cancer and low birth weight babies. Oral bacteria enters the bloodstream and can cause new infections throughout the body that seriously stress your immune system.



We think you'll agree these health complications are not the result of a minor infection!

It is never normal for your gums to bleed as you brush, floss or bite into an apple! When your gums are infected, you need to see us!!

Getting your dental health back on track will improve your appearance, overall well-being, self-confidence... and will save you time and money!



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Kevin McMahon, D.M.D.

VIP Patient Referral Program

Level 1

1st and 2nd referrals, you will receive a \$25 gift card and chances to win the TV!

Level 2

3rd referral, you will receive a \$50 gift card and a chance to win the TV!

4th referral, you will receive a \$75 gift card and another chance to win the TV!

Level 3

VIP...5th referral and up the patient can choose from one of the following gifts:

- **FREE Whitening**
- **Dinner and Movie** (value \$100)
- **\$200 credit** towards your account

Referral program starts over every year and runs from January 1st to December 31st. Referred patient must be adult (age 18) to count towards the Referral Program, however you can still refer children under the age of 18 and be entered in the quarterly drawing for a prize. Referral gift cards are sent out on a monthly basis, the month the referred patients comes in. Any additional questions, please ask a front desk associate.

Did You Know?

We treat patients of all ages.

We offer all General Dentistry services and MANY specialty services, such as...

- **Orthodontics/Invisalign**—Traditional braces OR clear, removable aligners to straighten your smile!
- **Implants**—No more gaps or missing teeth, slipping partials and dentures!
- **CEREC Restorations**—One visit crowns, fillings and veneers!
- **Sedation Dentistry**—Say "Goodbye" to Dental Anxiety!
- **Sleep Apnea**—Stop Snoring and get a Good Night's Sleep!

Call Now!

(859) 757-2549



Edgewood Dental Care

Personalized & Comfortable

**Drs. McMahon,
Gutman and Peak**

Believe It or Not, 2011 Is Almost Over!

We are in the last quarter of this year, which means it is time to start thinking about taking advantage of your remaining insurance benefits.

Surprisingly, many of our patients with dental insurance **lose hundreds, even thousands, of dollars every year** because they forget to use or maximize their insurance benefits before year's end! Because these benefits do not carry over from year to year, **NOW** is the perfect time to get any dental work done that you have been putting off.

**Give Us a Call Today
to Schedule Your Appointment
So You Don't Lose Out on Your Benefits!**

If you are due for an exam, cleaning, or need additional dentistry completed, **Now** is the perfect time, before the busy Holiday Season!

Yours for Dental Health,

Kevin R. McMahon DMD

OFFICE HOURS

Monday and Thursday	8:00-7:00
Tuesday and Friday	8:00-5:00
Wednesday	7:00-7:00

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