

Something To Smile About *from Family Dentistry & Orthodontics*

Fall 2007

Know This...

More adults than ever wear braces

Are crooked or crowded teeth something you wish had been corrected when you were younger? Wish no longer. These days, orthodontics isn't just for kids. Many adults recognize that braces can mean healthier mouths, greater self-esteem, and long-term gain. In fact, today adults make up 25% of orthodontic patients!

Crooked, crowded, or misaligned teeth can make chewing difficult, and even painful if your jaw joint is stressed incorrectly. An awkward smile may chip away at your self-confidence. Straight teeth and aligned jaws are easier to brush and floss, lowering the incidence of cavities, gum disease, and tooth loss.

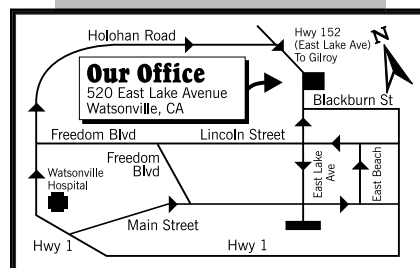
Orthodontics work by placing gentle pressure on the teeth to move

them into proper alignment. The type and length of treatment varies according to your condition. Braces have come a long way from the clunky *train tracks* you may remember. Materials are more comfortable and less visible – even *invisible* for some treatments. Braces can also be attached to the back of your teeth.

Your treatment plan may last between six months to three years, depending on the level of adjustment your teeth need. Because your mouth is one of the first things people notice about you, a strong, beautiful smile can take years off your appearance, and dramatically increase your self-esteem. Orthodontic treatment is a short-term investment that allows you to feel better about yourself, and keep your teeth strong and healthy.



See how close
we are!



Call Today!
(831) 724-4182

Family Dentistry & Orthodontics
Dr. Julius M Kong, Dr. Nancy Leung
520 East Lake Avenue
Watsonville, CA 95076-4427

Office Hours

Monday 8:00 am – 5:00 pm
Tuesday 8:00 am – 5:00 pm
Wednesday 8:00 am – 5:00 pm
Thursday 8:00 am – 5:00 pm
Friday 8:00 am – 1:00 pm
Saturday 8:00 am – 1:00 pm *

*Saturday hours are for orthodontics

Web site www.ident.ws/kongdental

Our Services Include:

- ❖ Family and Cosmetic Dentistry
- ❖ Tooth Whitening
- ❖ Crowns & Bridges
- ❖ Orthodontic Treatment
- ❖ Dental Implant Restoration
- ❖ Gum Treatment
- ❖ Emergency Dental Care
- ❖ Root Canal Treatment
- ❖ Athletic Mouthguards
- ❖ Visa, MasterCard, ATM, CareCredit, and checks welcome
- ❖ Wheelchair accessible
- ❖ English, Spanish, Cantonese, Taiwanese, Mandarin

**A HEALTHY SMILE
WILL LAST A LIFETIME!**



Getting Famous For your health

It is the subject of a forty-foot art installation and countless magazine covers. Martha Stewart featured it, and it's been served in martinis at the Oscars®. What is it? The **pomegranate** ... a Centers for Disease Control Fruit of The Month!

The round, leathery, seed-filled fruit is a hot item with scientists and fashionistas because of its super antioxidant powers. Drinking a daily glass of the fruit's juice may reduce the risk of cardiovascular disease. Also just one **pomegranate**...

■ has three times the antioxidant properties of red wine or green tea;

■ has a significant level of the recommended daily allowance of vitamin C for adults;

■ supplies a rich source of potassium.

The **pomegranate**. Good for your oral and overall health!

Another Kind Of Prevention

No mouthguard? What's protecting your smile?

Can you guess which of the following sports DO NOT need mouthguard protection?

Acrobatics, basketball, boxing, discus throwing, field hockey, football, gymnastics, handball, ice hockey, martial arts, mountain biking, racquetball, rugby, skateboarding, snowboarding, skiing, skydiving, soccer, squash, surfing, volleyball, water polo, and wrestling.

Here's a hint for you: Head injuries including concussion, broken jawbones, cuts to the lip, mouth, and tongue, and lost teeth can be caused by being hit with sports equipment, a fall, or a collision with another player.

According to the experts, wearing a mouthguard custom-fitted by the dentist can prevent serious injury and save pain in every one of these sports. Each year, mouthguards prevent more than 200,000 oral injuries among athletes!



No Excuses!

Put your health first

Research has linked cardiovascular disease – the top killer of men – with poor oral health. Gum disease has also been linked with diabetes, and about one-third of men with diabetes don't know they have it. Many men don't know they have osteoporosis either, and it too has been linked with gum disease ... as have other systemic diseases.

It's ironic that while men are becoming more aware of their appearance and of cosmetic dentistry, many still neglect their oral health. Why? Some don't see the need. Or they are nervous. Some say they have no time, or that they don't have a regular dentist.

Well, men don't see their physicians either. Studies show that women are much more likely to visit the doctor for annual examinations and preventive services than men!

Men, *please*. Oral health can affect overall health. Call a dentist!

SOUND FISHY?

Jump at your chance to change!

Are you a dolphin or a goldfish? You might want to think twice before answering. Contrary to popular belief, some scientists say dolphins and whales are dim-witted. The tiny goldfish is at least smart enough to jump out of its bowl to improve its environment, while dolphins never do. *Who knew?* Well, know this... Restorative dentistry can improve your world!

Restorative techniques can add strength to your smile, help you to eat and speak better, and help you to look fabulous. Here are some examples.

Tired of living with gaps that others can see and that you can feel?

Natural-looking bonding materials can improve smiles, while cosmetic veneers or strong crowns and bridges can restore more serious spacing problems.

Has a missing tooth caused drifting teeth, bone loss, and chewing or speaking problems? Whether you've lost teeth to gum disease, injury, or some other reason, permanent smile-saving dental implants could be the answer you are looking for.

Have your older fillings darkened, stained your teeth enamel, cracked, or just worn out? Tooth-colored invisible fillings can strengthen your teeth, and may decrease tooth sensitivity to hot and cold. Strong porcelain, cast glass, or composite resin materials are laugh-out-loud invisible.

Dentistry can restore the health of your gums and teeth ... and your self-confidence.

Improve your world. Take the leap and call for a consultation.



before & after bonding



before & after an implant & veneers



before & after composite fillings

9 Must-Ask Questions!

Could you have the G-Disease?

"Plaque" is the name for that sticky film that you have to keep brushing and flossing to get rid of. It's more than unpleasant and unattractive – it contains bacteria that can infect your gums. Early diagnosis of infection is essential.

Gingivitis is the mildest form of infection where gums become red and swollen, and bleed easily. It's treatable with professional and home care. *Periodontitis* is more serious and can lead to extensive bone and tissue loss, and eventually, tooth loss.

Here's an insightful quiz. Please take a moment to complete it.

1

Do your gums ever feel swollen or tender?

Yes
 No

2

Do your gums ever bleed when you brush your teeth or when you eat hard food?

Yes
 No

3

Have you noticed any spaces developing between your teeth?

Yes
 No

4

Have any of your family members had gum disease?

Yes
 No

5

Have you noticed that your gums are pulling back from your teeth?

Yes
 No

6

Do you have persistent bad breath or a persistent bad taste in your mouth?

Yes
 No

7

Do you smoke or use tobacco products of any kind?

Yes
 No

8

Have you noticed any change in the way your teeth fit together when you bite?

Yes
 No

9

Have you ever had gum inflammation, infection, or disease?

Yes
 No

If you answered yes to any of these questions, you should have a dental examination. Gum disease has been linked to cardiovascular diseases, lung diseases, osteoarthritis, toxemia, pre-term delivery, and diabetes.

Say "Wow!" Now!

Zoom! Advanced Power

Teeth whitening has never been safer, faster or more effective, thanks to Zoom!® Advanced Power™, the very latest in-office teeth whitening. It is so effective that your smile shade could literally zoom right off the whitening charts! The Zoom people call that the "wow factor" – patients are so wowed by their smile's dazzling brightness!

Optics experts created an exclusive light technology that has the highest output of any chairside whitening lamp available. Combining this light source with Zoom! Advanced Power 25% hydrogen peroxide gel creates your super-wattage smile in only 45 minutes! And these results really last! We can also provide a customized take-home kit for an annual perk-up.

Call us today for your personal smile consultation. In under an hour, your teeth could Zoom! to the top of the charts!

Zoom!™ Whitening Special!

Regularly \$700

now **\$350**

"You deserve a brighter smile"

Offer ends: December 14th, 2007



Dear Neighbor, You May Be Wondering...

"Why Am I Receiving This Newsletter?"

That's a question I'd be asking if I were you.

The answer is simple...

We needed to decide how best to introduce our services to you – a neighbor – and do it in a way that would benefit you and your family. Our decision? This newsletter.

Through *Something To Smile About*, we will provide valuable information that could have an extremely positive influence on you and your family. For example, you'll discover how to assure your children a lifetime of beautiful teeth ... how to create a memorable, drop-dead gorgeous smile in two weeks or less ... how to brighten your smile in LESS than one hour ... and much more.

"How will sending me this valuable information benefit our dental practice?" you might ask.

Again, the answer is simple. We're hoping that you'll appreciate our approach to dentistry, and will give us a try the next time you have a dental need, concern, or question.

Our staff work diligently to earn the respect and trust of our patients, and we'd love the opportunity to earn your trust and respect.

To your good health,

Drs. Kong and Leung

P.S. If you or someone you know would like to visit our office – or if you currently have a dental problem or concern – please schedule a FREE introductory consultation. We'll be happy to answer any questions you have. No charge. No obligation. Simply call **(831) 724-4182!** Thank you.

Get Acquainted Special!

Regularly \$224

Includes:

- Comprehensive oral evaluation
- Digital full mouth x-rays
- Periodontal screening
- Intra-oral images
- Phased treatment plan

now
\$124

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