



Dental Boutique News

Produced for the patients of Dr. Tannaz Goodjohn

Summer/Fall 2005

fromthedentist

Yes! We Will!

Answers to core questions

Here's how we answer the top three questions that the people you refer to our practice like to ask us...

Will you take time to provide personal attention to me? Yes. We pride ourselves in creating a warm, supportive atmosphere and building trusting relationships.

Will you provide instruction and explain preventive and home care techniques? Yes. We are committed to preventive care. The best patient is an informed patient.

Will you provide fee and payment plan information before treatment? Yes. We'll also help you prioritize treatment that's essential, can be phased, or is elective.

We sincerely appreciate your referrals of family and friends, as it is one of the best compliments you could ever give us!

Yours in good dental health,

Dr. Tannaz T. Goodjohn & Team

turnthepage

Making a statement ... with veneers!

7 smile solutions ... 7 reasons to smile!

Natural radiance? Rely on us!

The #1 Whitening System

Zoom2® your smile!

We are very 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. It is 33% faster than its predecessor, with 67%

less sensitivity. In just 45 minutes, your teeth will be dramatically whiter. This whitening procedure is ideal for anyone looking for immediate results, and its convenience makes it the perfect choice for the busy individual.

The Zoom2 procedure is simple. It begins with a preparation to isolate your lips and gums. We then apply the special Zoom2 gel with amorphous calcium phosphate (ACP) technology which is activated by the Precision Light Guide System. Teeth typically become at least six to ten shades whiter, and



Zoom2 Facts

- Safe and effective
- Completed in just 45 minutes
- Perfect choice for the busy individual
- Simple and painless
- Whitens an average of eight shades
- Lasts for years
- Includes a take-home touch-up kit

sometimes even more. A five-minute fluoride treatment completes the procedure. You will be amazed with the results! In fact, in most cases, teeth continue to get even whiter the first few days after the procedure.

The Zoom2 whitening procedure includes a take-home touch-up kit that can be used whenever discoloration is noticed. Most often, a touch-up once a year will maintain a whiter smile that sparkles for years. Please call for an appointment to make sure your dream smile becomes reality.



Smiles For Life

Whiten your smile ... help a child

Thank you to all of our patients who participated in this years Smiles For Life program. Together we raised \$1600 to help children in communities throughout North America who are facing serious health conditions or who are underprivileged.

To learn more about Smiles For Life program visit their website at www.smiles4life.com

From The Team

Our congratulations to Dr. Goodjohn for having received the award of Citizen of the Week (July 9th) from KNX 1070 Radio for her contributions to the Smiles For Life program!



Thank you for all your referrals - we appreciate them!



Seven Reasons To Smile

Communicate ... express yourself ... enjoy!

Why do *you* smile? Is it because you're greeting someone ... trying to reassure ... sharing joy ... covering embarrassment, sadness, or anger ... putting a good face on things, so to speak?

We'll guess you answered *yes* to all of these! And you're probably surprised at just how often you do smile!

Today we not only communicate with our smiles, we express ourselves with them. Like our clothes, hair, job, and home, smiles convey who we are.

We seek recognition from others, and smiles are one of the ways we find it. A smile is so important that it's the only facial feature humans can identify across the distance of a football field. Smiles make us feel good in another way... They release endorphins to give us a natural high.

That's a lot of good reasons why we want *you* smiling. And it's our pleasure to have just the smile solutions that will give you the feel-good recognition that a warm smile can provide.

1 Whitening Lightens the color of teeth that have darkened due to age, smoking, coffee, tea, medication, or endodontic treatment.	2 Crowns Cover broken, cracked, poorly shaped, severely discolored teeth to restore natural appearance and color.	3 Veneers Cover front of tooth to mask discoloration and improve tooth shape through esthetically pleasing contours.	4 Bridges Replace one or more natural teeth by supporting a false tooth attached to one or two crowns.	5 Braces Correct crooked or crowded teeth, overbites, underbites, incorrect jaw position.	6 Composite/Inlays/Onlays Restore and strengthen decayed areas while looking extremely similar to original tooth color.	7 Bonding Masks discolored teeth, and can camouflage other flaws while straightening slightly crooked teeth.
---	---	--	--	---	---	--

Save Energy... Smile

Does it take fewer muscles to smile than to frown? Well, it depends on who you ask. There are 53 facial muscles, and deciding which are involved in frowning or smiling is a bit subjective. By some counts, it takes a mere 11 to smile and an enormous 12 to frown.

Don't feel like smiling? Studies show that even faking a smile can make you feel better ... and it only takes an energy-saving two muscles!

Tips for Lips! **Frame that smile!**

Poets have waxed lyrical about lips. So have anthropologists and zoologists. But *really*, who sees more lips than your dental team? Here are some of our favorite lip tips.

Moisten. Drink plenty of fluids and condition lips with balm.

Stop. Do not lick or chew your lips. The skin is very thin and is easily damaged.

Exfoliate. To smooth away roughness, take a clean, dry, soft or ultra-soft

toothbrush, then gently brush your lips for several seconds to keep the skin smooth.

Switch. Matte lipstick shades have less moisturizer than shiny, so alternate them periodically.

Prevent. Age lines around your mouth - and skin cancer - can be prevented by quitting smoking and wearing sunscreen. If you have some premature lines, cosmetic dentistry may even plump wrinkles out!

Sarcopenia

You can prevent it

Osteoporosis and the bone loss that precedes it directly affect the health of your jawbone and teeth. The inactivity that contributes to osteoporosis can also lead to *sarcopenia*, a loss of skeletal muscle mass that can result in muscle atrophy.

Both genders are affected, but women are at greater risk than men for both diseases because they start out with less muscle and bone mass. Sarcopenia sufferers have fewer reserves to fight illness when the body withdraws muscle protein to aid in healing and fighting infection.

One in three people over age sixty fails to eat the required amount of protein, a dietary risk linked to poor dentition.



Your overall health affects your oral health. That's why we encourage weight-bearing exercise and a healthy diet throughout your life.

How Radiant?

Rely on us

No matter how dazzlingly white you want your smile to be, you can rely on us for completely natural results. The flat, matte, chiclety-looking restorations and whitening effects of the past really *are* a thing of the past.

If you look closely, you can see that there is a slight color gradation in natural tooth enamel. Enamel appears dense from the gumline to the middle, and thinner and more translucent at the tips or biting edge. The enamel at the front of your mouth differs from the back.

Using clinical microscopes that show color, texture, and micro surface anatomy, scientists have developed whitening systems and restorative materials that can virtually replicate the real thing.

Translucent restorations like veneers, crowns, bonding, and dentist-supervised predictable whitening procedures, ensure a totally natural look.

Glitz or glamor?

Make a statement with porcelain veneers

Glitz is glitter. Glamor is gold. Glitz is a rock diva. Glamor is an unattainable film icon. Wherever you fit on the glitz-glamor continuum, there is no better way to express your personal style than with a gigawatt smile. And whatever your trademark, exquisite porcelain veneers are all

about *you*. These *before & after* photos prove that a picture is worth a thousand words. Please call for *your* consultation!

Veneers: What's So Special

- Hand-sculpted just for you.
- Long-lasting.
- Whitening adds youthfulness.
- Dramatically recontour your smile.
- Translucence and natural color create depth and high realism.
- Applying veneers doesn't involve moving your teeth.
- Won't stain/wear like natural teeth.
- Resists disease-causing bacteria.



Improve
teeth size & gumline



Transform
discolored & crowded teeth



Correct
spaces between teeth



Welcome To Our Team

Cristina Castillo began her career in the dental field in 1998 and she became a Registered Dental Assistant (RDA) in 2000. Cristina has experience in all fields of dentistry such as: Oral surgery, Endodontics, Orthodontics, as well as cosmetic dentistry.

Cristina's hobbies include listening to Latin music, reading, and raising her two wonderful children. Most of all she enjoys going to the movies with her family - "romantic comedies are my favorite!"

Patricia Holman began her career as a dental hygienist in 1979. She worked for Herbert Mayers, DDS in Brook Park, Ohio for six years before relocating to Southern California where she continued her hygiene career and soon advanced to the position of Managing Dental Hygienist.

Patricia is a member of the American Academy of Cosmetic Dentistry and she frequently attends seminars concerning the latest techniques and innovations in dentistry and takes pride in her state-of-the-art understanding of the practice.

Patricia spends her free time listening to Jazz, reading classical literature, hiking, and raising her three precious children.



Visit us at:
www.dentalboutique.com



office information

Dr. Goodjohn's Dental Boutique
Dr. Tannaz T. Goodjohn
 8733 Beverly Boulevard,
 Suite 300
 Los Angeles, CA 90048-1843

Office Hours

Mon/Thu 7:00 am – 6:00 pm
 Tue/Wed 7:30 am – 4:00 pm
Friday and Saturday by special reservations only!

Contact Information

Office (310) 652-6518
 Fax (310) 652-3796
 Email smile4me@acninc.net
 Web site www.dentalboutique.com

Office Team

Troy Operations Director
 Laura, Christine Dental Assistants
 Tonya, Patricia Dental Hygienists
 Yoshiko Massage Therapist

CareCredit DISCOVER



Ensure Your Insurance

No time like the present

Most insurance companies base compensation on a calendar year, therefore summer marks the half-way point in your opportunity to use 2005 benefits. We encourage you to come in as soon as possible to ensure sufficient time to sort out treatment and insurance considerations.

We want your teeth to last your entire lifetime. That's why we like to see most of our patients at least once every three to six months. Not sure about coverage? When you file your insurance booklet here with your records, we can review your treatment and cost options in advance. If you don't have a booklet from your employer or insurer, simply ask for one, then bring it in to us. We look forward to seeing your smile.

Getting To Know Us

Welcome to our world

It is truly a privilege to practice dentistry. Scientific knowledge has exploded, giving us better technologies to improve your oral health and your self-esteem – all while keeping you comfortable. We are always very happy to welcome new patients to our practice, and we welcome your call to schedule an introductory appointment with us! Please feel welcomed to visit our web site at www.dentalboutique.com; it offers information about our team, our philosophies, and of course, describes our full range of services. It's been designed with you in mind!