



Dental Boutique News

Produced for the patients of Dr. Tannaz Goodjohn

Winter 2004/2005

fromthedentist

Season Of Joy

About tradition

The French have an ironic but oddly comforting expression: *plus ça change, plus c'est la même chose*. The more things change, the more they remain the same. Today we raise the same questions about technology that the Victorians asked about the machine age. And our concerns that commercialism has taken over the holiday season? Underneath it all, people still really care about other people and about what the season signifies.

Our team would like to thank each and every one of you for your confidence in us and for the loyalty you've shown to our practice. It is always a pleasure to see you and a joy to experience the continuity of treating new generations of your family.

Plus ça change, plus c'est la même chose.

Season's Greetings To You

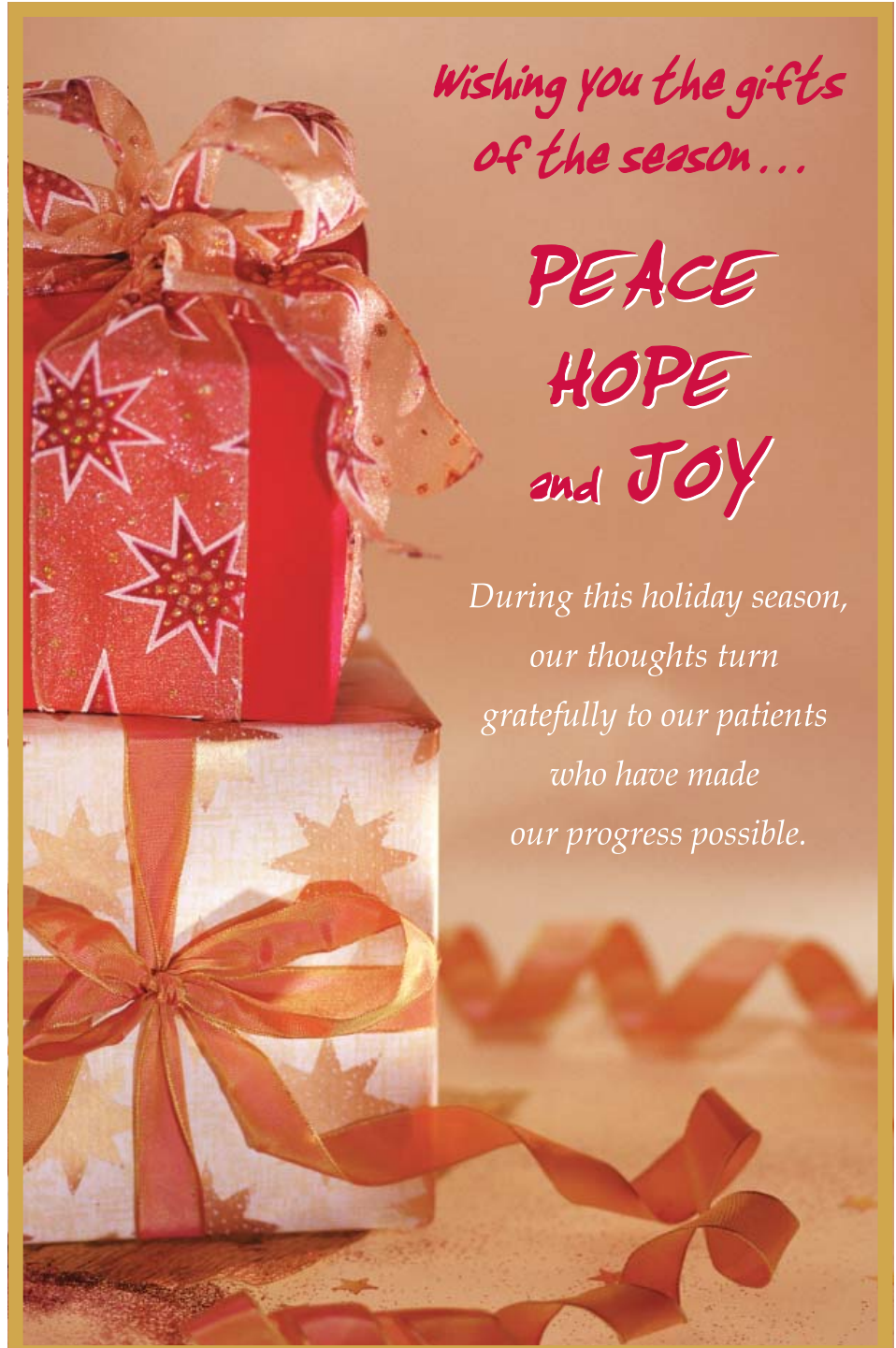
Dr. Tannaz T. Goodjohn & Team

turnthepage

7 Hot Smile Solutions!

More reasons to quit smoking now

Take your healthy smile on vacation



*Wishing you the gifts
of the season...*

**PEACE
HOPE
and JOY**

*During this holiday season,
our thoughts turn
gratefully to our patients
who have made
our progress possible.*

Thank you for all your referrals - we appreciate them!

Beauty & Perception

The word "esthetics" comes from the Greek *aisthetis* which means perception through the senses. We judge beauty with all of our senses, and appearance, in particular, with our eyes.

You may not have noticed the slight but significant facial differences that contribute to our perception of masculinity and femininity. In dentistry, the biting edges of men's teeth are usually straight while women's tend to be curved. The second incisors (teeth on either side of the front teeth) are wider on men and narrower on women. The eye-teeth tend to be more dominant in males, and male tooth enamel tends to be thinner, affecting color.

Taking these differences into account is just one of the ways that we help you to achieve a balanced, natural smile that matches your perceived ideal.

Oral Health Tips For Jet Setters

You can take your good habits with you!

Whether for business or pleasure, an overnight or extended stay, many people travel year-round. Thanks to the global village, even business travel can take us to exotic locales.

In one study, 91% of the participants continued with their home oral care routine while they were traveling. Excellent news. Brushing, flossing, and rinsing are still the best strategy to prevent periodontal disease, the leading cause of tooth loss among adults, and a contributor to systemic diseases like diabetes, osteoarthritis, and cardiovascular disease.

Here are some travel hints – all are valuable whether you're at home or away.



Crooked

...due to shifting and crowding. Adults can often avoid braces with **bonding** and **veneers**, restoring alignment, balance, and symmetry.

Smile Concern.

Shape

Veneers reshape teeth and are matched to your tooth color.

Discolored

...due to silver amalgam fillings. Modern **composite** or **white filling materials** that match your natural tooth color are virtually invisible.

Stains

...due to age, smoking, coffee, tea, and red wine. **Whitening** can safely and comfortably brighten teeth. **Bonding** with a tooth-colored plastic, or applying porcelain **veneers** can whiten while hiding flaws and improving tooth shape.





Your LIPS Speak Volumes

Your lips frame your teeth, drawing attention to, and even enhancing, your smile. That may be why women who don't usually wear makeup often wear lipstick. Men are also paying attention to their lips. In one study, 30% of men used lip moisturizers at least once daily.

Lip cosmetics may enhance the frame, but cosmetic dentistry can complete the picture. Non-surgical dental techniques like bonding and veneers can actually plump out tissues and reduce lines and fine wrinkles for women *and* men, adding the appearance of volume to lips. Teeth whitening can safely add sparkle and glamor to any smile.

So whatever your gender, consider enhancing your smile!



Say Goodbye To Wrinkles

Great news! If you quit smoking, you can avoid premature wrinkling.

Science has long known that long-term smoking causes wrinkles to appear earlier on smokers' faces than non-smokers', and earlier on women's faces than men's.

Research shows that **the gene that is implicated in wrinkles from sun exposure is highly active in smokers and silent in non-smokers.**

The gene is involved in destroying collagen, the structural protein that gives skin its elasticity. Everyone should wear sunscreen, but smokers in particular because of this highly active gene. Smoking can also damage skin

through the dehydrating effects of nicotine and through constriction of the skin's vascular structure.

There are other esthetic reasons to quit smoking. The smell gets in your hair. **Smoking stains teeth and contributes to bad breath.** But most importantly, and much beyond esthetics, smoking has been **linked to heart disease, periodontal disease, and cancers, including oral cancer.**

We provide a **free oral cancer examination** as part of your regular dental appointment. And **we can remove yellow nicotine stains from your teeth.** But only *you* can stop smoking.

Smile Solution!



Missing

Implants have become the treatment of choice for millions of people who have replaced teeth while actually strengthening bone. **Crown and bridge** treatment can close gaps by cementing a replacement tooth or teeth between two crowns that cover existing teeth.

Chips & Cracks

Bonding and **veneers** can hide these flaws and strengthen your teeth.



Gummy

Gum recontouring can show the natural length and beauty of your teeth to give you a natural-looking, balanced smile.

The Best-Kept Secret

Keeping your gums in the pink

Did you really expect people to share all their secrets about looking younger, healthier, and more appealing? Or about how they got fresh, clean breath, and added that mysterious little something to their smiles? Even though it adds allure to the alluring, you won't likely hear any glamorous movie stars sharing this secret on late night TV.

It's your gums. Pink, healthy, fresh gums set the stage for all those straight, sparkling teeth that smile out of magazine covers. Research has shown that we see teeth as whiter

when they are surrounded by pink gums, and that even the whitest teeth are not perceived as attractive without them. And the only way to get a smile that's "in the pink"? Take care of your periodontal health.

Healthy gums and bone firmly anchor your teeth, but the tissues surrounding teeth can become infected so that gums become red, swollen, and perhaps bleed when you brush. Because periodontal disease is usually painless in the early stage (gingivitis),



you may not know you have it. You can prevent and even reverse gingivitis by brushing your teeth twice a day and by flossing daily. Without brushing and flossing, bacteria have the potential to damage your gums which could eventually lead to tooth loss.

Take ownership of the best-kept secret ... keep your regularly scheduled dental visits, and keep up a good home care regimen.



LEFT: Without brushing and flossing, bacteria have the potential to damage your gums which could eventually lead to tooth loss.

RIGHT: Research has shown that we see teeth as whiter when they are surrounded by pink gums.

office information

Dr. Goodjohn's Dental Boutique

Dr. Tannaz T. Goodjohn
8733 Beverly Boulevard,
Suite 300
Los Angeles, CA 90048-1843

Office Hours

Mon/Tue 8:00 am – 5:00 pm
Wed/Thu 7:00 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, Lucy Dental Assistants
Tonya Dental Hygienist
Yoshiko Massage Therapist
Glenda Accounts Manager
Dr. Rajpal Hygiene Department

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You're Important!

Our thanks to you

The holiday season. It's when we stop to consider who is important in our lives. I must thank you, my family of patients: it has been my privilege to care for you and your family, because YOU are important to me. So important that I hope you remember my thanks all year long. I am pleased to give to you a bright and beautiful 2005 magnet calendar.

The new year means new resolutions! Please don't forget your oral health: commit to brushing and flossing daily! And remember ... we can help improve your smile power with "makeover" procedures like teeth whitening. Please call for your convenient, no-charge consultation.

I wish you all the best for the coming year!

Please Help Us To Serve You Better

Cancelled appointments cost all of us. When our time is not used effectively, we lose our freedom to see you when you really need us. If you must reschedule an appointment, we ask that you contact our office at least 48 hours beforehand. No shows will result in a \$100 fee, and a deposit will be required to book all of your future appointments.

A 48-hour notice is required to avoid the \$50 cancellation fee for all cleaning appointments, or the \$100 fee for all other appointments.

