



The Monthly Mouthful



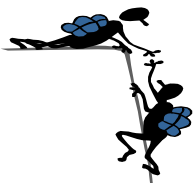
Volume 11, Issue 2

www.ToothWiz.com

215-634-7006

VERY SPECIAL THANKS!

THANKS AGAIN TO A GREAT GROUP OF FRIENDS WHO HAVE EXTENDED THEMSELVES AND RECOMMENDED OUR PRACTICE TO THEIR FAMILY AND FRIENDS. THANKS AND PLEASE KEEP IT UP. SOME OF YOUR FRIENDS NEED LOTS AND LOTS OF REMINDERS AND PUSHES TO CALL US THAT FIRST TIME.



TO ASSIST YOU IN YOUR EFFORTS TO REFER YOUR FAMILY AND FRIENDS WE ARE PRESENTLY OFFERING A NEW PATIENT SPECIAL. THIS INCLUDES A COMPLETE EXAMINATION, ALL NECESSARY X-RAYS, AND A CONSULTATION FOR ONLY \$89. THIS IS \$55 OFF THE USUAL FEE!

ANYONE INTERESTED SHOULD CALL OUR OFFICE AT 215-634-7006

The Doctor's Corner

It generally agreed upon common wisdom that prevention is the best medicine.

Nevertheless, I still manage to see quite a few dental emergencies despite this "common knowledge." In fact, I would have to say that recently, I am seeing more and more of them.

When a person has a dental emergency, it is generally not a pleasant thing.. Typically, these are the result of extremely deep decay, sometimes periodontal abscesses, or accidents following trauma.

The latter may be more difficult to control, but the first two definitely are not.

The number one misconception I encounter when it comes to dental pain and problems is that a cavity usually hurts. While this is typically true in its advanced stage, it is not the norm when a cavity is just starting. In fact, I would go so far as to say that even most moderate sized cavities will not cause many patients pain. While there are a few exceptions to this (mostly based upon the location on the tooth), the truth is most cavities can easily go unnoticed by a patient.

Sometimes, people will notice dark spots on front teeth alerting them to the onset of decay, but when it comes to the back teeth it's a whole other story.

Since back teeth are not as visible, decay may go unnoticed until it is advanced. The main reason is that the outer layer of the tooth, your enamel, is all mineral. There are no nerves in the enamel, so it doesn't tend to transmit pain. It's actually something of an insulator.



The dentin, the next layer below, has sensation, but even *there* the decay has to travel pretty close to the nerve before you will feel it.

The whole point is don't let it get that far. A cavity that today may cost \$150, can very quickly turn into a root canal, buildup and crown and may end up costing closer to \$2,000.

Don't let things go that far. Extractions may be cheap in the short run, but lead to other long-run problems and expenses.

Sincerely,

Dr. Walicki

Making Your Smile Affordable

CareCredit is the leader in patient/client financing, and has helped more than 1 million patients get the treatment or procedures they needed and wanted. Patients can often obtain financing for treatment ranging from a few hundred dollars up to \$25,000. We offer plans with a low monthly payment to fit comfortably into almost every budget.

There is really no need to put off needed treatment for individuals who qualify. As many patients know, putting off treatment can lead to more painful problems and, unfortunately, much higher dental bills in the long run.

Please call our office and ask Megan to help you with any questions you may have. If you prefer, you can contact CareCredit directly. Visit one of our websites, at www.ToothWiz.com or www.BeddazlingSmile.com for direct links to CareCredit and to access an online application.

Getting your teeth fixed has never been closer with CareCredit financing!

In This Issue:

The Doctor's Corner

Making Your Smile Affordable

1

Dental Magic © Contemplating Toothpaste?

2

This Month's New Monthly Mouthful Offer!

3

DENTAL MAGIC

If there were ever a way to magically transform a smile easily, quickly, and painlessly wouldn't that be great?!

What if the procedure were also reversible and didn't require getting an injection? Better still, what if it only took two to three visits to completely transform a smile into a permanently white and stunning look that could have people admiring you each time you flashed your new pearly whites?

Well, it **is** possible. Lumineers® by Cerinate® can accomplish all of those objectives in most cases. Dr. Walicki is a Lumineers®-trained dentist and has been successfully placing these patented veneers for almost fifteen years.

Check out our website at www.ToothWiz.com for more information or call our office today for your consultation. You know how important a great smile can be. Get yours today!

Contemplating Toothpaste?

One of the most common questions patients ask me is "What toothpaste should I use?"

You would think this a simple question to answer, but it actually depends upon whether you actually care about the ingredients....

Did you know that toothpaste goes way back? According to dental historians, Egyptians used it over 5000 years ago — even before the toothbrush was invented. It would seem that even in ancient times people were concerned about fresh breath, healthy gums, and white teeth. Back then, they used crushed oyster shells and bones, along with herbal mints and salts to remove debris and leave a fresh taste in the mouth. Though the substances used today are different, the concept is pretty much still the same. Abrasives for scrubbing and flavorings for aroma and taste are common ingredients. So what's the problem?

The first point of controversy is the fluoride. Many dentists feel it is helpful. Yet, others actually believe it may *lead* to brittle teeth and bones. Pretty much everyone agrees, however, that when swallowed it is

harmful. Children are prone to this, (parents have a really tough time stopping kids from swallowing toothpaste) so it can result in fluorosis which can also produce permanently discolored teeth.

Then there is the question of abrasives. Scrubbing your teeth to a white shine may sound desirable, but creating little scratches on your enamel can actually attract stains. Not to mention that if you wear your enamel thin, your teeth can become more sensitive.

For these reasons, to name just two, I prefer to use *Tooth and Gums Paste*®. Developed by a dentist, it is safe, effective and leaves you with a fresh breath for hours. Made entirely from natural sources, it also helps you to maintain healthy gum tissues. Not available in stores, we carry it in our dental office. A little goes a very long way, and because it doesn't contain sodium laurel sulfate (a foaming agent that certain sources fear is linked to oral cancer), you won't look like a rabid dog after using it! Ask to buy a tube at your next visit.

The Monthly Mouthful Offer



Here is a completely new twist on the *Monthly Mouthful Special*!

Do you have a favorite special you never got the chance to use before it expired? Today is your lucky day! Bring in an old copy of "*The Mouthful*" and we will honor the special of your choice from 2008 until last month. How's that for flexibility?!

Start rummaging through those drawers. There's probably an old issue lying around somewhere!

Expires: July 16, 2010.

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Call Today!

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