

# Dr. David Mitchell

# Word *of* Mouth

Winter 2006

## Dental Age Erasers

**Simple, effective, smile improvements!**

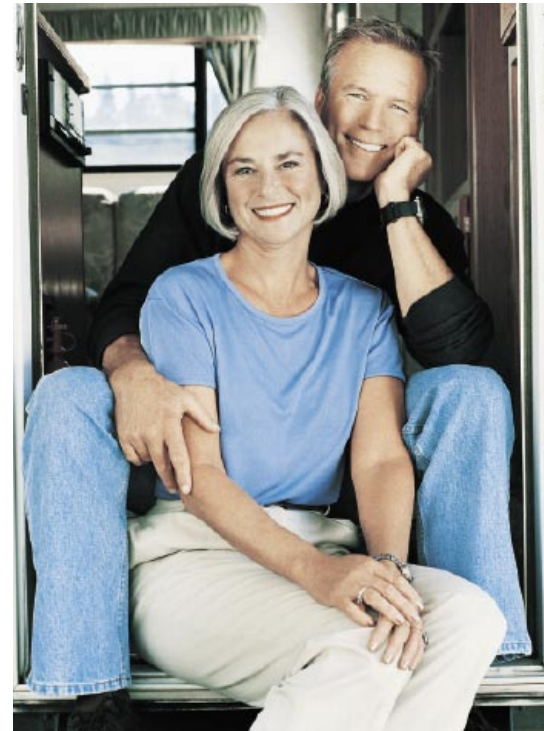
The Fountain Of Youth! All through the centuries people have longed for an elusive elixir that will turn back the clock for them and reverse the inevitable process of ageing. But we often overlook one of the simplest and most effective ways to shed a few years – just improve your smile.

*Come and see us soon  
for a smile analysis as a first  
step towards a bright and  
youthful appearance*

It's hard to overestimate how important our smiles are to the general impression we make. A smile that reveals discolored or cracked teeth, a receding gumline, or just a generally dull look has a subtle but profound effect on how old we look.

Most adults don't realize that as time passes, our smiles are not as bright as they used to be. Coffee, tea, smoking, red wines, and certain antibiotics are all contributors to dull, stained teeth. Time and periodontal disease can shrink the underlying bone and gum tissue that hold our teeth in place, and this can add years to your appearance.

We're your smile experts, and we can help to improve all of these conditions. Whitening treatments, replacing existing silver restorations with white composite fillings, and porcelain veneers can all be part of your smile makeover. We can't promise the Fountain Of Youth, but a new and improved smile can be the next best thing. Come and see us soon for a smile analysis as a first step towards a bright and youthful appearance.



## Office Information

### Tooth Whitening Special!

**\$100 off**

*You can have a whiter,  
brighter smile to start  
the year!*

*In-office or take-home available.*

*Offer ends: March 31st, 2006.*

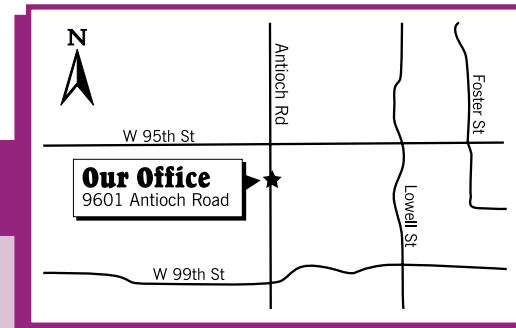
**David M. Mitchell, DDS, PA**  
9601 Antioch Road  
Overland Park, KS 66212-4061

#### 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

**Emergency (913) 634-1066**

**Call Today!**  
**(913) 383-2343**



#### Our Services Include:

- ❖ Family & cosmetic dentistry
- ❖ Tooth whitening
- ❖ Cosmetic veneers
- ❖ Crowns & bridges
- ❖ Porcelain & composite inlays
- ❖ Latest in sterilization techniques
- ❖ Committed to excellence in dentistry
- ❖ New patients welcome
- ❖ Nitrous oxide sedation
- ❖ Payment plans available
- ❖ Visa, MasterCard, American Express, Discover and CareCredit welcome





# Striking A Balance

## Healthy gums

Healthy gums help create balance and symmetry in the appearance of your smile. They draw our eyes to small areas of vibrant pink **color** of sufficient **intensity** to contrast against the whiteness of your teeth. They also provide contrast of **shape** and **scale** by creating a small, intricately shaped frame for each larger tooth shape. So why tip the balance with periodontal disease?

Red, swollen gums that bleed easily are caused by an imbalance in the bacterial levels in your mouth. When the good bacteria are overwhelmed by bad bacteria, inflammation, infection, gum and bone recession, and tooth loss can occur.

You have the power to restore your smile's equilibrium! Call for a consultation and bring back nature's symmetry to your smile.

### Did you know?

- **75%** of adults over age 35 are affected by gum disease.
- **Up to 30%** of people may be genetically susceptible to gum disease.
- **Regular screening** by the dentist can detect periodontal disease in its earliest stage.
- **Tartar/calculus** are hard calcium deposits that infect your gums, spreading below the gumline, destroying your gums and the bone that support your teeth.
- **Only the dentist** or hygienist can remove tartar/calculus.
- **Brushing, flossing, and rinsing** at home can help you prevent gum disease. Only regular visits to the dentist can help you keep it completely at bay.

# Smile Smarter

## Music and exercise – a great combo

Turn on some tunes and take care of your teeth. Too much of a stretch? Not if you're physically fit. Music enhances reasoning, and exercise benefits your overall and dental health. What happens if you combine music and exercise?

Apparently, you get smarter. Volunteers who listened to Vivaldi's *Four Seasons* while on a treadmill performed twice as well on a test of verbal ability than when they exercised without music. The next step will be to test people using music they choose themselves.

Getting smarter is nice, but the volunteers said they felt better emotionally and mentally after working out – with or without the music.

### Here's how exercise can benefit you.

- Increases bone density for stronger bones and teeth.
- Increases cardiovascular efficiency.
- Increases flexibility.
- Increases endorphins which make you feel like smiling.



+ + + + + + + + + + +

## You Do **+** The Math!

3 minutes/day = 7 years

A lifetime of oral health and great-looking smiles is a substantial return for investing three minutes a day. Only flossing can reach between your teeth where your toothbrush can't. Experiment with different types of floss until you find one that works best.

### It's This Easy!

- + Take about eighteen inches of floss and wrap securely around your middle fingers.
- + Hold about a half-inch length between index fingers and thumbs.
- + Gently ease the floss between teeth. Press tightly against each side of each tooth, forming a C shape.
- + Ease floss up and down several times. Be sure to go below the gumline.
- + Research shows this could add almost seven years to your life!

# Real Men Really Care

## Teeth whitening is a big priority

A magazine survey revealed that 83% of their male readers intended to get their teeth whitened before their wedding. That's twice as many as those getting into better physical shape. This mirrors the experience of many dentists who are seeing more men for teeth whitening procedures.

Dentist supervised teeth whitening is a safe, reliable, non-surgical way to make your smile dazzling. A dentist can provide a system that's right for your smile.

## Grooms' Prep Plans

83% plan teeth whitening

46% plan getting into better physical shape

33% plan a self-tan

20% plan manicures

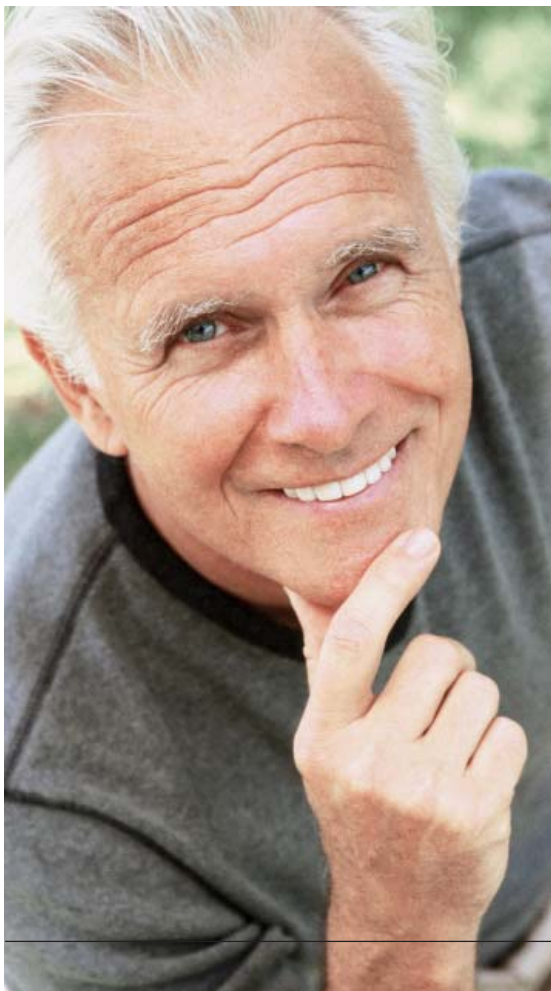
Why should men care about their smile?  
Three words: courting, career, and competition.

People notice a smile first.

The opposite sex considers a smile to be number-one on the attraction scale.

A white smile can make you look younger and healthier.

A white smile makes an impression – before you even say a word!



## Crown & Bridge

### Will make all the difference

Improving your smile enhances more than appearance. True, repairing structural problems like missing teeth with crowns and bridges can only make you look better ... even your best. But when function is restored, so will your ability to chew, speak, and socialize freely.

Here are some crown and bridge facts.

- A **crown** is a cap that covers a damaged tooth. It helps restore its normal shape and size – and strengthens it.
- When a replacement tooth is required to fill a gap, it can be affixed permanently with a **bridge** attached to the teeth on either side of the space.
- If a space is left untended, the surrounding teeth will drift, alter your bite, encourage cavities, and

negatively affect your appearance – beyond the original gap.

- High-tech materials along with custom fitting result in a strong, natural-looking restoration.
- It takes only one or two visits to the dentist to restore your smile and prevent further problems.
- No one will know you have a crown and/or bridge unless you tell them.

Could you benefit from crown and bridge treatment? You may be an excellent candidate. Please consult with a dentist. A crown and bridge can make all the difference.

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# Forget About Braces...

## With Invisalign®

We're very excited to introduce you to *Invisalign*®, a revolutionary orthodontic technique that has brightened the smiles of thousands of patients. Invisalign uses a series of clear, removable aligners to gradually straighten teeth. The aligners are comfortable, and because they're made with medical-grade plastic, they're virtually invisible. No more metal mouth means you'll smile more during treatment, and you'll spend less time in our office having adjustments! Because the aligners are removable, daily brushing and flossing are not affected in any way, and you can eat anything you fancy!

We welcome you to arrange a consultation to discover how Invisalign can give you the smile you've always wanted!

**\$300 off Invisalign  
if treatment  
begins before  
March 31st, 2006.**

**Call Today!  
(913) 383-2343**



## A Special Invitation

### For YOU and YOUR FAMILY...

Dear Neighbor,

There's a good possibility we're exactly right for one another. The need to feel comfortable with – and confident in – your dentist is very important. It makes visits more enjoyable, less anxiety-filled. With so many wonderful patients in the neighborhood, we anticipate that our relationship with you would be just as wonderful and fulfilling.

We care a lot about our community and are extremely proud of our reputation. Our practice was built on our patients' referrals and trust – year after year.

We'd like your trust also. Toward that end, I'd like to invite you to visit us so that you can decide for yourself if we are the right fit for you. I can promise you that...

- You'll have access to preventive, restorative, and cosmetic dentistry from *Simple Smile Enhancements* like teeth whitening to *Total Smile Enhancements* that close gaps and strengthen and improve the appearance of your smile.
- You'll be treated as a friend and a valued patient.
- You'll discover that we offer the kind of attention only a neighbor can give.

We look forward to meeting you ... and hopefully developing a long, mutually beneficial relationship.

Sincerely,

Dr. David Mitchell

P.S. We are offering **FREE Cosmetic Dentistry Consultations!** We'll analyze your smile and discuss what cosmetic dental technique would make you smile more! Please call today at (913) 383-2343. Offer expires March 31st, 2006. This consultation could be the best time investment you've ever made!

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