



Smile Report

www.westenddental.com



Produced to improve your dental health and awareness

Winter 2012

from the dentists

Waste Not, Want Not

Benefit now!

We just love it when we get to be the bearers of good tidings! This is our chance to remind you that for most people, January signifies renewal time for insurance benefits. That means you get to begin the year with a clean slate and a fresh start for your smiling future.

Early in the new year is an excellent time for an examination so that we can monitor your oral health and review your home care regime. It's a great opportunity to consider cosmetic or orthodontic procedures you might have been postponing. Once we've assessed your oral health, we'll be happy to sit down with you to help map out your personal treatment options.

Make *this* your year to have a healthy, happy, fabulous smile. Don't waste a minute of it!

Yours in good dental health,

Dr. David Fiore &

Dr. Matt Zander



Westend Dental is thrilled to announce they have just been presented with the **2011 Super Service Award** from *Angieslist.com*. Only the top 5% businesses can achieve this recognition.

Meet Amber & Maria

Two of our Dental Assistants, Amber and Maria, have been with us for only a short while, but each has already contributed so much to the *Westend Dental* team, and to our patients' positive experiences here.

Amber has been with us for six months and thinks our patients and staff are great. Right back at you, Amber! She has been Assisting for eight years and is certified in polishing and applying sealants. Amber grew up in Berwyn and in her spare time enjoys working out, tanning, and spending time with her boyfriend, her pals, and her

crazy cat Mikey! It's her dream to travel to Ireland and Hawaii, then settle down and start a family some day.

Maria has been with us for five months and loves everything about her job - especially the friendly environment and getting to know her patients. Maria grew up in Schaumburg, has a dog named Miya, and loves to play soccer in her spare time. It's her dream to become a hygienist some day, and she tells us she never thought she would work with such amazing doctors and staff. Well, we think we're lucky to have you on our team, Maria!



Office News

A Special Thank you to all of our patients, family and friends that participated in our First Candy Buy Back! 190 pounds of candy was collected on November 1st and 2nd. Thank you for all who participated, and keep an eye out for Westend Candy buyback 2012!!!!

A special congratulations goes out to our dental assistant Alyssa, she was recently accepted and started hygiene school!

We look forward to hearing from you (773)639-1114!

Tick Tock

Forget the clock!

Even things that are supposed to simplify life, like computers, can become a source of anxiety. One survey team coined the phrase *Hourglass Syndrome* to describe the frustration participants reported while watching the little hourglass icon spin. You know - as you wait ...and wait ... and wait for the connection.

When you experience frustration you could be grinding your teeth and clamping your jaws without realizing it. That can wear down your teeth, place stress on your gums, create aching jaws, and even headaches that seem unrelated.

No matter what it is that gets you going, try to get in touch with your unique signs and symptoms. That way you'll know better when it's time to de-stress, and you'll feel better in no time!



Look Younger Without Surgery!

Ask us about your dental facelift options



One of the things we are seeing more often is patients choosing dentistry as a non-surgical alternative to a face-lift. It's a great option and it's one that can produce excellent results whether you're a mature adult who requires more volume to soften wrinkles, or a younger person whose appearance is prematurely aged because teeth have worn down from grinding and clenching, or from bone loss due to gum disease, for example. The secret is to select the right cosmetic techniques to reshape and re-proportion the face, rather than just focusing on the mouth.

Veneers made from bonding materials and ceramics can be applied to the teeth to do more than mask enamel stains, cracks, and fill small gaps. They can also create greater facial volume and add length which can open up your bite, making you look instantly younger.

Crowns made from natural-looking materials to match your own tooth enamel can protect and strengthen teeth and fill in gaps from tooth loss. Combining them with permanent dental implants and crown-and-bridge restorations can create a more youthful esthetic and proportion to your face.

Cosmetic Dentistry:

The non-surgical alternative to a facelift!

The results of a smile makeover can help you look significantly younger ...without undergoing plastic surgery. If you think you might be interested, we'd be happy to talk to you about your smile and show you options we think will work for you.

Smiles That Go Miles

Home and pro care

A healthy beautiful smile is one of your best assets. It tells people you are conscientious, approachable, and responsible. And frankly, it ramps up your “attractive quotient.” Isn’t it a relief that keeping your smile clean and healthy takes so little daily effort and just a small portion of your personal home care budget? You know the at-home routine: brush at least twice a day, floss every day, eat sensibly, don’t smoke, exercise, and get sufficient sleep. Easy.

By having your teeth professionally cleaned by us at least every six months, you give us the opportunity to keep abreast of your oral health – preventing, detecting, and remedying a number of unwelcomed and harmful conditions such as gum disease, halitosis, cavities, cancer, and even perhaps identifying systemic disease that may be reflected orally. Plus fresh professionally polished teeth. Beautiful.

VIVACIOUS VENEERS

Once we’ve decided together that cosmetic veneers are the best option for you, the fun begins! In addition to your great new look, we’ll take into consideration your face shape and the proportions and symmetry of your face and smile.

We’ll look at these elements...

- overall dimensions of your face
- midline position of your teeth relative to the midline of your lips and face
- position and fullness of your lips
- tilt, angle, and curves of your teeth
- color of your teeth enamel
- contours of your gumline.

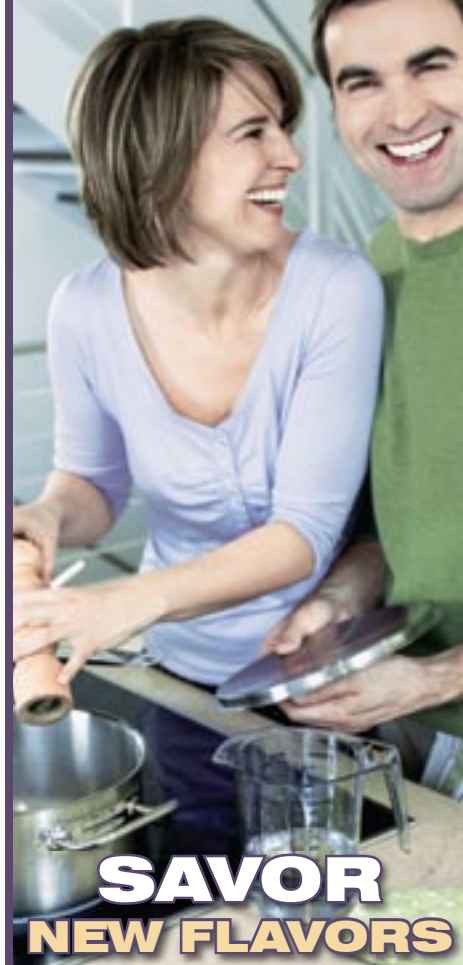
Based on these dimensions, your occlusion (bite), and your preferred smile color, contours, and proportions, we can move on to decide what size, shape, and type of veneers will best complement your smile.

A new smile in just a little while

Veneers can immediately provide you with whiter, even, straighter appearing teeth by...

Camouflaging

- pitted, worn, and dingy or yellow teeth due to enamel erosion, foods, beverages, age, or medications
 - gaps that trap food and make you feel self-conscious about smiling
 - overlaps and crowding that create an accordion appearance, especially in profile
 - unsightly chips or cracks that catch on dental floss and attract stains like magnets.
- ### Reproportioning
- an uneven or too-gummy gumline
 - teeth that appear too long due to receding gums
 - poorly shaped or sized teeth that don’t suit the proportions of your smile
 - worn down teeth from clenching and grinding or enamel erosion.



SAVOR NEW FLAVORS

Train your taste buds

Ever since you were a kid, you’ve known that sugar is bad for your teeth. Even so, who can resist a sweet now and then? But people with high blood pressure, diabetes, cardiovascular diseases, and other health challenges sometimes have to adjust their diets and retrain their taste buds to appreciate flavors they might otherwise avoid.

The transition need not be painful...

- Experimenting with aroma, texture, shape, and color can all improve anyone’s dining experience.
- Scientists say humans can detect six distinct tastes: sweet, sour, salty, fat, bitter, and umami, which means “savory” in Japanese. You can mix ‘n’ match foods and seasonings that are more healthful and yet appeal to your palate.
- Nutritionists say your taste buds will adjust in only 3-5 servings!

Your health, your teeth, and all of us salute your good taste!

The Key To Our Highly Skilled Hygiene Team:

Year five under one roof - Amy Konishi RDH/Manager of Hygiene Services

For the fifth year our hygienists attended the three day meeting specifically dedicated to our profession. Twenty plus hours were spent in continuing education covering a multitude of topics ranging from digital x-rays to care of the geriatric patient to stem cells and organ regeneration. This year's meeting held at the Hyatt Regency here in Chicago allowed our four hygienists as well as our hygiene assistant, Alyssa who is in her first year of hygiene school, to attend.

You may have noticed a new professional image and dress to our hygienists. This was in part due to our keynote speaker who discussed the importance of dress and the impact it has on us as well as our patients. Some other recent changes include our digital x-ray system and our beautiful new HD large screen TV's in all



of our operatories. The changes have truly enhanced our ability to catch problems at their earliest stages when preventive or conservative early treatment can be implemented avoiding more advanced and expensive procedures. Our class on digital radiography taught us great techniques for patient comfort and minimizing need for retakes. We were most excited to learn about the advances in stem cell research. Did you know we all have stem cells in our teeth and they are especially plentiful in baby or primary teeth? These cells can be collected, grown and saved. This is potentially life changing since some day in the not so distant future we will be able to take these cells

and grow you new teeth, bones, ligaments, nerves and organs if the need arose. Who knew teeth were so important? Well, your

hygiene team at Westend does and we can't wait to share our knowledge with all of you.

Thanks again to Dr. Fiore and Dr. Zander for your ongoing commitment to all of us and our ability to care for our patients.

If you think you may be a candidate for Implants -
Please Call
 schedule your **Complimentary Implant Consultation TODAY!**



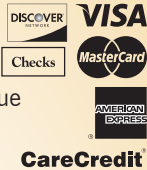
Implants



office information

Westend Dental
 Dr. David Fiore
 Dr. Matt Zander

1170 West Armitage Avenue
 Chicago, IL 60614-6385



Office Hours

Announcing newly expanded evening appointments

Mon, Tue & Thu 7:00 am - 7:00 pm
 Wed 7:00 am - 4:00 pm
 Friday 7:00 am - 2:00 pm
 Saturday 8:00 am - 2:00 pm
Saturday hours seasonal

Contact Information

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Office Staff

Sylvana..... Office Manager
 Linda..... Front Desk Manager
 Kelly..... Schedule Coordinator
 Bernadette, Megan D. Megan P.....
 Registered Dental Hygienists
 Maria C, Lucy, Amber, Maria P, Alyssa ...
 Dental Assistants
 Cindy..... Clinical Assistant
 Amy .. RDH/Manager of Hygiene Services

Welcomed! Appreciated!

Patient referrals

We always accept new patients, particularly if they come to us as referrals from you. If you know someone who you think would benefit from our state-of-the-art dental practice, we would very much appreciate you referring them to us.

When you refer new patients, they will receive the same courteous, skilled, professional, and friendly service that you receive. In addition, as a welcome, we'll offer them a \$50 first visit discount. To show our appreciation for your trust and belief in us, we will be delighted to present you with a \$50 VISA® gift card for each new patient referred. Just follow these three simple steps:

- 1) Download and print the 50/50 certificate from our website...
- 2) Enter your name as the referring patient...
- 3) Pass the certificate along to any friends or family members in need of quality dental care.

Smile Concern?

We can help!

- **Shape?** Veneers reshape teeth and are matched to your tooth color.
- **Crooked?** Chipped? Cracked? Bonding and veneers restore alignment, balance, and symmetry while concealing flaws.
- **Discolored?** Modern composite or white filling materials that match your natural tooth color are virtually invisible.
- **Stained?** Whitening can safely and comfortably brighten teeth. Bonding with a tooth-colored plastic, or applying porcelain veneers can whiten, hide flaws, and improve tooth shape.
- **Gaps?** Implants and crown & bridge treatment can close gaps with natural-looking replacement teeth.
- **Too gummy?** Gum recontouring can show the natural length and beauty of your teeth to give you a natural-looking, balanced smile.