

EXCEPTIONAL DENTISTRY

BY DR. WILLIAM C. BERG, D.D.S., M.A.G.D.



Family, Cosmetic, Implant & Reconstructive Dentistry

Fall 2010

Like A Force of Nature!

3 ways you could crown your day

Why is it that these days you can't tell whether someone's terrific smile is a gift of nature or has been revitalized by dentistry? It's because fabulous restorative materials like porcelains and ceramics create crowns that are so beautiful and translucent that they look just like natural enamel. They also resist chipping, staining, and cracks, and are strong enough to withstand natural biting pressure. So your smile is not only better ... it's completely natural looking.

Here's how...

1) Cover your damaged tooth completely to protect and strengthen it with a single crown.

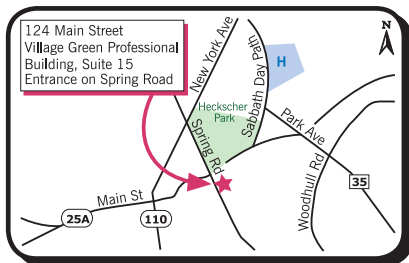
2) Fill a space from tooth loss due to decay, genetics, or an accident by combining more than one crown with a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.

3) Create a permanent new tooth by incorporating a single crown onto the root of a dental implant placed into your jawbone. Several crowns can be attached to an implant bridge and implants can also be used to secure a denture. By anchoring implants permanently into your jawbone, the bone loss that normally accompanies the loss of a tooth is prevented.



Contemporary crowns used with dental implants and crown and bridge restorations can shine up your smile and re-generate your confidence.

Dare to be the one who keeps other people guessing! Please see us soon for a consultation.



Call Today!
(631) 412-2825

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Huntington, NY 11743-6922

Office Hours

Monday 9:00 am – 5:00 pm
Tuesday 12:00 pm – 9:00 pm
Wednesday 2:00 pm – 8:00 pm
Thursday 9:00 am – 2:00 pm
Friday *closed*
Saturdays 8:30 am – 2:30 pm*
**alternate*

Email

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Web site

www.dentist-huntington-ny.com

Our Services Include:

- Mercury-free fillings
- Crowns, bridges & veneers
- Removable clear orthodontics
- Dental implants
- Dentures - partial dentures
- Nitrous oxide (sweet air)
- Non-surgical and surgical periodontal treatment
- Emergency dental care
- Modern, state-of-the-art facility
- Laser dentistry
- DVDs/videos & music in treatment rooms



Emergencies Are Always Welcome!



How Susceptible Are You?

Get to the root of the matter

There's a type of decay you may not have heard about. It can occur when the roots of your teeth have been left exposed by receding gums which are often caused by progressive gum disease. But recession is more frequently the outcome of brushing too hard. So root decay is associated not only with older adults, but with younger people who are susceptible too.

Once exposed, the soft roots of your teeth are even more defenseless against the acids formed by sugars than vulnerable teeth enamel. Yet believe it or not, root decay can be easier to treat. Why? Softer tissues can absorb healing fluoride more easily than tougher enamel.

Adequate fluoride, choosing alternatives to sweets, plus brushing and flossing and regular dental visits can help with *all* types of cavities.

From The Inside Out

Radiate confidence & personal power

There's a well-known, extremely well-documented scientific phenomenon called *the attractiveness effect*. You know – attractive kids get higher grades, and attractive adults get paid more. Now research shows that personality and grooming can boost high school grade point averages even more than beauty. This makes sense. When you look good you feel good, and just acting outgoing even if you don't feel it makes you happier, more optimistic, energetic, and confident.

Here's how cosmetic dentistry can light up your smile – and your charm quotient!

If you try to hide your stained, discolored, or dull-looking teeth ... you might only need a safe and effective dentist-supervised **whitening** treatment to get rid of stains.

If your teeth are worn, chipped, cracked, or poorly positioned ... dentistry can restore, reshape, and strengthen your teeth with natural-looking **crowns** or **bonding** techniques that are cosmetically pleasing. They'll make your smile brighter too!

If you have gaps between teeth ... bridge them with beautiful **enamel-colored crowns** or permanent **implants**. Camouflaging smaller gaps with **veneers** will enhance and re-proportion your smile.

There is nothing more charismatic than a genuine smile straight from the heart. If you're ready to match up the natural charm and potential you carry within with your warmest most-appealing smile, cosmetic dentistry can help. Please phone for a consultation and we'll show you how.



Don't Lose Out

Sometimes there's more than one price to pay

Can you really afford future lost workdays because you keep delaying necessary dental treatment you know you need? According to research, more than 80% of North American adults are fearful of dentistry, and more than half say it could keep them from going to see the dentist. Millions won't show up even for simple cleanings or preventive treatment that can keep their smiles healthy. Yet dental problems can often be taken care of quickly and easily if dealt with early enough. Don't let oral health problems like these keep you down.

■ Gum disease is progressive and can lead to...

- wobbly teeth
- bleeding gums
- sensitivity to hot or cold
- worn-down teeth
- toothache
- jaw joint discomfort
- receding gums
- lost teeth
- bad breath
- uncomfortable bridges and dentures
- misaligned teeth

Our dental team can help you avoid or treat any of these potentially serious problems by...

■ **Explaining** how many non-surgical techniques can improve jaw alignment, restore facial symmetry, correct bite problems, and replace missing teeth.

■ **Screening** for tooth decay and gum disease, and showing you home-care techniques that will keep your smile healthy and bright.

Please replace anxiety with action. Treatment can help you to feel more comfortable, look better, and socialize with greater assurance.



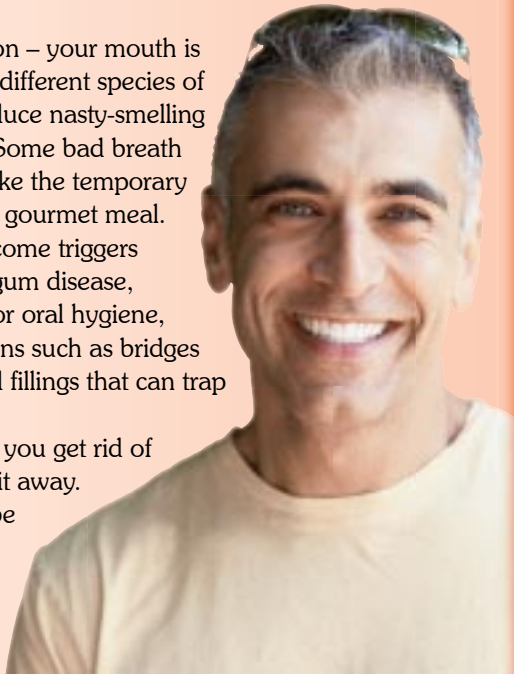
Halitosis Stole Your Harmony?

Take a breather

Like laughter, belting out a show tune is a super way to reduce the damaging effects of stress hormones on your body. But if the rest of the choir is moving up wind – look out – you may have bad breath!

Halitosis is common – your mouth is home to hundreds of different species of bacteria that can produce nasty-smelling volatile compounds. Some bad breath is to be expected ... like the temporary sacrifice for a garlicky gourmet meal. Longer-lasting unwelcome triggers include tooth decay, gum disease, insufficient saliva, poor oral hygiene, badly fitting restorations such as bridges and dentures, and old fillings that can trap bacteria.

Dentistry can help you get rid of bad breath and keep it away. Then you can relax, be proud, and sing out loud!



Spa-licious Tea Baths

You'll feel delectable

Herbal bath bags or bath tea bags are mixtures of aromatic herbs that can benefit your skin, relax you, and soothe aches and pains after a hard day.

Here's a super-simple recipe using teas you have on hand...

- Take 4-6 favorite herbal tea bags such as
 - soothing lavender
 - reviving peppermint
 - comforting chamomile
 - restoring lemon verbena.
- Tie in cheesecloth or very fine netting in case of a tear.
- Hang the sachet on your tap, making sure the hot water runs through it until the tub is filled.
- Lay back and let the bag float in the tub with you.

You'll enjoy it so much, you'll want to make pretty organza or muslin drawstring gift bags, and share them with your friends!

It's Fall Again!

It's checkup time

The seasons have rolled around and fall, the season of reflection, has returned. We know that summer holidays are wonderful, but during them, regular habits like brushing and flossing can get neglected. Plus, we usually consume more sugary snacks and beverages, putting even more stress on our oral health. That means your whole family will need their after-summer dental checkup.

We are pro-active when it comes to prevention and to maintaining an excellent level of oral health. Our goal is to keep teeth and gums scrupulously clean and disease-free, ensuring that simple problems don't become more complex and costly. Plus, checking for oral cancer is always high priority.

So when the autumn leaves swirl, look forward ... to your healthy smile! With proper home care, regular dental visits, you'll be flashing those pearly whites every season!

Get
\$75
OFF

Offer ends:
October 31st, 2010

Get
**Acquainted
Special!**

We are pleased to
welcome you, and
to extend a gift of
**\$75 toward your
first invoice!**

Please call us at
(631) 412-2825

We look forward to
meeting you!



William C. Berg, D.D.S., M.A.G.D.
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Dear Neighbor:

You are important!

How you look and feel matters – to you, your friends, co-workers, loved ones – and to me, a dental practitioner who practices right in your neighborhood. That's why I personally invite you to discuss how the professionals at our practice can enrich your life (and your smile) with oral health care – right here, near your home!

Life can be tricky. Times, unpredictable. But one thing remains the same – the importance of your oral health! Isn't it time to give yourself the smile you deserve – with brighter, straighter, healthier teeth? I believe it is. That's why I am committed to helping you look and feel your best so that you can start your day with a confident smile!

Wonder what one of our most requested services is? **Smile enhancement.**

And one of our popular *solutions*? *Porcelain crowns and porcelain veneers* – ultra-thin shells that are bonded directly to your teeth to...

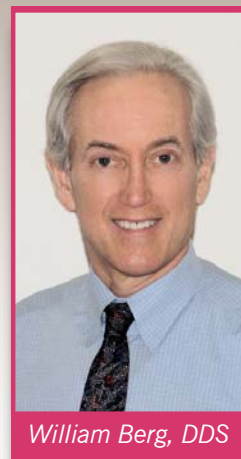
- lengthen teeth that are too short
- re-proportion your smile
- strengthen and hide large front-teeth restorations
- close spaces between teeth
- cover badly stained teeth
- restore chipped &/or cracked teeth
- and much more!

We offer numerous solutions for every smile, and invite you to discover the right fit for you. And, I have to be honest ... when you love your beautiful, healthy smile, my smile brightens too!

Yours in good dental health,

William Berg, DDS

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 phone today at (631) 412-2825. Offer expires: October 31st, 2010.



William Berg, DDS