



# EXCEPTIONAL DENTISTRY

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



Family, Cosmetic, Implant & Reconstructive Dentistry

Fall 2010

## When Was The Last Time You Had An Oral Cancer Exam?

Did you know that your routine recare appointments also include an oral cancer check? We are trained to detect the signs and symptoms of oral cancer before they have a chance to develop into serious problems. It only takes several minutes to do the screening, but it can save your life.

What can you expect during the examination? Oral cancer screening consists of a through head and neck exam along with the examination of all intra oral tissues. The throat, hard and soft palate, tongue and floor of the mouth, as well as the gum tissues are also checked.

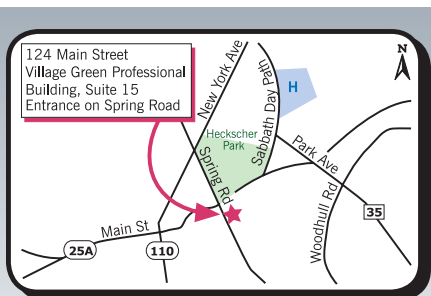
Recently, studies show that more than 25% of oral cancer victims have been under age forty and did not fall into any category of the known risk factors, such

as tobacco and alcohol use, diabetes or being HIV positive. In its earliest, most treatable stages oral cancer usually causes no pain or discomfort.

### *Did you know...*

- Oral cancer affects an estimated 30,000 to 40,000 North Americans each year and kills 8000 to 9000 annually.
- Men are twice as likely as women to develop oral cancer.
- People who smoke and also drink are at high risk.
- If left undiagnosed oral cancer can progress to more advanced stages as well as metastasize to other areas.

We want our patients to have a bright smiling future. Please contact our office for a complimentary oral cancer screening.



**Call Today!**  
**(631) 412-2825**

**William Berg, D.D.S., M.A.G.D.**  
**Master - Academy of General Dentistry**  
124 Main Street, Suite 15  
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**  
[wmborgdds@dentist-huntington-ny.com](mailto:wmborgdds@dentist-huntington-ny.com)

**Web site**  
[www.dentist-huntington-ny.com](http://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



*New Patients Are Always Welcome!*

# Take A Time Out

## It's your turn to be prioritized!

Do you sometimes live your best life in your imagination? Are you striving for a more genuine life where you can re-connect with your community, reduce your stress, and take better care of yourself? If that sounds too ambitious ... would you settle for just putting yourself first once in awhile? Then schedule that dental appointment you've been postponing.

Making your own self-care a top priority doesn't mean abandoning your values. Whether you're married or single, a successful entrepreneur, or a student just starting out, taking positive action to improve your health, appearance, and quality of life is a good thing.

So please – accept our invitation to call. Sharing your questions and concerns about preventive, restorative, and cosmetic dentistry could be your first step towards turning wishful thinking into confident reality.



## Seeing **Is** Believing

### Take this test & change your life

Research has shown, not just once or twice but repeatedly, that for most people your smile outranks your eyes, hair, and body as your most attractive feature. Being a person yourself, it's probably also the first thing you notice – or avoid – when you look in the mirror or at photographs of yourself.

Here are questions to help you decide how much you like what you see. After all, who knows better than you how your smile has affected your happiness and success.

Are you totally happy with the way your teeth and smile look?

Do you habitually hide your smile with your lips or your hands?

Do you try not to smile in front of others, especially people you don't know or who have terrific smiles?

When the camera comes out, do you avoid smiling?

Would you like a smile that makes you feel proud and confident?

What would you like to change about your smile?

You know, there's no need to be embarrassed to visit us because it's been some time since your last appointment. That's what dentists are here for. Once you've decided to improve your smile, our dental team will help you explore your esthetic options. Teeth whitening, veneers, crowns, and implants can create your ideal smile – often in only a visit or two. We look forward to helping you pass your smile test with flying colors!



# Yes – You Can Have What It Takes!

## Just make a commitment to yourself!

Being the best you can be not only makes you look and feel great, it has competitive benefits socially and in the workplace. Yet to fulfill your potential you need the stamina that good health provides. Maintaining your oral health should be an essential part of your fitness program – it does more than give you a great-looking smile. Gum disease, for example, not only looks unattractive, it may be linked to cardiovascular and other systemic diseases including diabetes.

**Look at the big picture.** Just as you wouldn't focus only on cardio fitness to the exclusion of strength and flexibility, you need to take care of your teeth and gums and restorations like crowns, bridges, implants, and veneers.

**Think about what you drink – not just what you eat.** Fruit juices, sodas, and sports drinks are calorie sneaks and damage gums and tooth enamel. Alcohol consumption is known to boost calories and increase your risk of oral cancer. Water is best!

**Stick to your exercise and oral care routines – even on weekends.** Skipping workouts and overindulging in treats can undermine both your fitness and your oral health. It takes only minutes for damaging oral bacteria to attack your gums and teeth enamel.

**Technique matters.** Just as you must exercise correctly to get maximum benefit, we can teach you proper brushing and flossing techniques that can save your smile.

Let us help make your dreams a reality. We'd love to keep you smiling.



## Tried & True

### Your best smile solution

Researchers are experimenting with techniques to develop tooth tissue using stem cells obtained from your own mouth. What's the big deal? Some day, synthetic restorations will be history. Until then, here are three amazing pro-active cosmetic solutions.

**Have receding gums revealed the dark edge of metal on your older crown?** Replace it with a new porcelain crown customized to match your other teeth.

**Do you have a tooth that has cracked, has been worn down by teeth grinding, an improper bite, or decay?** A crown can strengthen it and prevent more serious and costly future damage.

**Do you have gaps in your smile?** One or more crowns attached to surrounding teeth or to a permanent implant will prevent crowding, drifting, and other problems.

Get your best smile back – in the here and now!

## Rev It Up A Notch

### And smile with confidence

Here's a handy hint from the phone professionals – they keep a mirror close at hand so if their energy and enthusiasm starts to sag, they can take a look and put a smile on their face. Smiling physically helps you to change your mood and energy level, so if you're not smiling, consider a cosmetic option like veneers.

Whether your older fillings or other restorations have darkened, you have gaps you'd like to disguise, or you have slightly chipped teeth, veneers are a versatile, easy, and effective way to improve your smile. Hand-crafted veneers made from translucent porcelain or another beautiful contemporary bonding material mirror natural enamel's luster and durability.

Find out how cosmetic veneers can give your smile a lift. All you have to do is ask!



## Is Your Dental Insurance For This Year About To Expire?

The signs of fall signal back-to-work and back-to-school for many of us. They should also be a cue to make a dental appointment because your dental insurance has seasons too. More than 90% of dental plans are based on a calendar year. If you do not use the benefits you are entitled to, they are gone as of December 31st. Your benefits are not carried forward into the next year.

If you are thinking about getting some dental care sometime this year, now's the time. Many treatments can take weeks to complete once treatment options are sorted out and insurance considerations are resolved. That's why it's especially important to come in for a visit to get things on the go ...ASAP ... **before** this year's dental insurance expires. So give us a call!

Get  
**\$75  
OFF**

Offer ends:  
December 31st, 2010

**Get  
Acquainted  
Special!**

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

Not applicable with Whitening Special below...

# (631) 412-2825



William C. Berg, D.D.S., M.A.G.D.  
124 Main Street, Suite 15  
Huntington, NY 11743-6922

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## It Could Save Your Life!

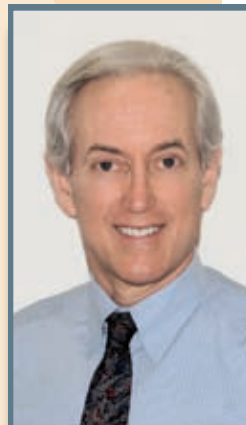
Periodontal disease is the leading cause of tooth loss and has also been linked to multiple systemic diseases. Gum disease develops gradually over time if the plaque film on your teeth is allowed to accumulate, damage your gums and generally increase the level of tissue inflammation. If you fit the risk indicators identified by dental experts, you could be susceptible to gum disease and possible systemic diseases as well.

- Do you have bleeding gums and bad breath?
- Are you older than 30?
- Did your parents have periodontal disease?
- Do you not floss regularly?
- Do you smoke? Have you ever?
- Do you have high blood pressure?
- Do you have rheumatoid arthritis?

We know that gum disease occurs when oral hygiene is neglected. Gum disease has been linked to diabetes, cardiovascular disease, arthritis, low weight and pre-term babies, stroke, Alzheimer's disease, severe osteopenia and respiratory infections.

But, if you don't fit these categories don't be smug. No one is immune! Teenagers can get periodontal disease and virtually all adults will experience it at some point. What can you do? A lot! Brush, floss, rinse and visit your dentist regularly.

Our office closely monitors each patient for signs of periodontal disease. If we find disease we have all the necessary techniques and treatment to help restore your mouth to a healthy state.



William Berg, DDS

**Whitening Special!**  
Regularly \$450  
**Call Today! Now \$250!**  
Offer ends December 31st, 2010

\*Must complete new patient exam.

 **Mixed Sources**  
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