

# Smile Update

## DR. QUANG CAO TRAN'S DENTAL UPDATE

Produced to improve your dental health and awareness

Winter 2011

### fromthedentist

#### An Open Invitation

##### To you & yours

We appreciate your business and friendship, and though you may not realize it, your referrals are also crucial to our success. Your ongoing recommendations let us continue to grow. In turn, we can invest in technology, additional staff, expanded hours, and other improvements to offer you and yours the most convenient and very best dental treatment.

Your referrals are our number-one source of new patients and not one of our team members takes that for granted. We are proud of your confidence in us and sincerely look forward to providing you, and each person you recommend, with only the highest quality of service and care.

Thank you in advance! We look forward to welcoming your friends, family, and colleagues with a smile!

*Yours in good dental health,*

*Dr. Quang Cao Tran*

**REFER us ONE  
NEW PATIENT and  
RECEIVE ONE ORAL B  
VITALITY ELECTRICAL  
TOOTHBRUSH for FREE!**

Offer expires March 31st, 2011

### turnthepage

Let your smile speak for itself!  
Don't whine over your wine!  
Bad breath? Busted again!

## It's In The Numbers!

### One Tip You Might Not Know

■ Cosmetic dentistry can plump out lines on the lower third of your face - without surgery!

### Two Things You May Not Know About Facial Ageing

■ The pull of gravity on facial tissues is not a significant component of facial ageing. Loss of fat beneath the skin and sun exposure play a bigger role.

■ Your smile, dulled by age, can add years to your appearance.

### Three Smile Spoiler Facts

■ 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 you look.

■ Coffee, tea, smoking, red wines, and certain antibiotics are all contributors to a dimmed, stained smile which suggest ageing.

■ Time and gum disease can shrink the underlying bone and gum tissue that hold your teeth in place, collapsing the proportions of your face, exposing teeth roots ... and adding years to your appearance.



### Four Beneficial Smile Solutions - Right Now!

■ Professional whitening can lighten and whiten stains - even after root canal therapy.

■ Natural-looking tooth-colored materials can replace silver fillings and even fill in chips and cover cracks so no one will ever notice.

■ Bonding or veneers can plump out fine wrinkles by building up tooth surfaces, restore normal shape to worn-

down teeth, and fix widely spaced teeth and gaps in your smile.

■ Crowns and bridges and implants with modern natural-looking materials can close very wide gaps and restore function, appearance, and the proportion of your smiling face!

### Stat:

80% of people believe that an attractive smile makes a person more appealing!

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*Thank you for all your referrals. We appreciate them!*



## White Wine

### Say it isn't so!

If you're a connoisseur of the grape, so to speak, you should know that in addition to all the good things wine has to offer, it doesn't have to be red to cause stains on your tooth enamel. Alas, white wine can also create rough spots and grooves that enable staining chemicals in tea, coffee, and other beverages and foods to penetrate deeper into your tooth enamel.

Even so, red wine, long known to stain teeth, should still be seen as more hazardous to whiteness because it contains *chromagen*, a richly colored substance.

Still, you don't need to stop enjoying wine in moderation. The best way to prevent staining caused by wine, and coffee or tea for that matter, is to rinse often, brush regularly, and ask us about dentist-supervised teeth whitening products.

## About Bad Breath

### Don't be misinformed

How we process and cope with information has acquired its own academic discipline: *information environmentalism*. Because there is such an excess of information consuming the airwaves, we need to be conscious of – and challenge – what we're absorbing. Well, there's a lot of misinformation about bad breath out there, and that matters to millions of people who experience chronic halitosis.

No matter what the ads say, eating mints or other scented candy, chewing gums, or beverages can only temporarily mask bad breath ... not fix it.

Bad breath that lingers can be caused by:

- bacterial plaque and food particles on and between your teeth;
- untreated gum disease;
- bacteria you haven't brushed away from your tongue.

Here's good information for you. Regular dental visits and scrupulous home care can keep your breath fresh and your smile sweet!

## Your Wordless Smile Others will listen ... and look ... at you!



The image you project *is* worth a thousand words. It takes mere moments to make a first impression, and according to a UCLA study, only 7% comes from our spoken words. Body language accounts for more than half of that initial impact! Since your smile is always the first thing people notice, maybe it's time to spark up the power and turn up the volume.

**Whitening** is by far the most popular way to make over a smile from boring to beaming. Your grin can dim just from enjoying your tea, coffee, wine, or juice that gradually stains and abrades your teeth enamel.

#### We can...

- Whiten these accumulated surface stains;
- Remove stains trapped in micro-cracks in tooth surfaces;
- Remove discoloration caused by ageing, illness, medication, or heredity.

That's not all! We can help you decide on your best whitening option...

**Bonding and veneers** are completely natural-looking and can correct the appearance and function of cracked, chipped, or unevenly spaced teeth without surgery or braces.

**White fillings** can strengthen your teeth – and they'll look like you've never had a cavity.

**Crowns** can repair severely damaged teeth, and when combined with bridges and permanent dental implants, can replace gaps.

So, please – go ahead. Give yourself the gift of a great-looking makeover like the one in this after photo. Without saying a word, your smile will shout, "I'm the best I can be!"

# Your Crowning Achievement

## Making strong choices can be beautiful

Many believe that yoga offers the inner harmony and body awareness required to achieve a healthier and more-fulfilling approach to life. Getting in touch with yourself helps to define and refine your esthetic perception, deal with the moment, and look to the future with greater clarity. This can help you to find the confidence to make long-term choices that will enhance your oral health and create your strongest most-beautiful smile.

Like your choice to have a strong body and mind through yoga, choose strength, longevity, and esthetics with beautiful porcelain and ceramic crowns that look so natural no one will guess you have them. Besides being durable, they are highly resistant to bacteria, chipping, staining, and cracking.

## Crowns are versatile as well...

**1** Protect your damaged tooth by capping it with a crown.

**2** Close a gap due to decay, genetics, or an accident with a crown plus a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.

**3** Create a new tooth with a crown attached to a "root" implanted permanently into your jawbone. These *implants* can also be used to secure a denture, and several crowns can be attached to an implant bridge.

We'd be proud to help you reach your personal best and to keep your distinctive esthetic. Please feel free to ask for a consultation!



Before



After

Crowns

## WE'VE DONE THE MATH About popcorn

Believe us when we say that we understand the attraction of buttery-smelling popcorn. North Americans consume 54 quarts per person each year and about 70% is cooked and eaten at home. Sad to say, we don't recommend it.

### Here are 5 reasons why:

1. Popcorn is the #1 cause of tooth fracture.
2. Kernels get lodged in between teeth and between the cusps of teeth.
3. Hulls can get jammed under the gum and irritate the tissue, which can eventually lead to infection.
4. Sharp bits can scrape and irritate your tongue.
5. Rough edges can damage cosmetic restorations.

It's hard to give up a satisfying snack ... but why not consider fresh raw fruits and vegetables or low-salt pretzels? And if you can't always brush and floss, please rinse with water afterwards!



**BOTTOM LINE? DENTALLY SPEAKING, POPCORN JUST DOESN'T ADD UP.**

# Miraculous Mangosteen Enjoy health benefits from XanGo juice

We've all seen commercials, heard testimonials, and likely scoffed at outrageous claims made by companies who say they have discovered the next "miracle cure". Now, whenever a new product is introduced boasting incredible health benefits, it's only natural to be skeptical. But when it comes to XanGo™ Mangosteen Juice, we're all for it!

The health benefits of XanGo come from the mangosteen being a "superfruit". As a superfruit, it is believed to have a combination of the following characteristics:

- appealing taste, appearance, and taste;
- high nutritional value;
- antioxidants;
- and potential to improve immunity against various diseases.

The mangosteen fruit is full of Xanthonenes, which are powerful antioxidants and are boasted to promote overall health. It can combat various ailments, including periodontal disease,



## Please feel free to ask us for more information!

by swishing with the juice 4 times a day, and diabetes, by lowering C - reactive protein levels.

XanGo Mangosteen Juice uses the entire mangosteen fruit; from the skin, which is full of nutrients, to the pulp, that gives the juice a delicious flavor, even the seeds are pureed ... nothing is wasted. It

is healthy, tasty, and beneficial to those between the ages of two and ninety, plus!

Although XanGo juice can help treat periodontal disease, it does not eliminate the need for proper homecare and regular dental appointments. Please feel free to ask us for more information.

## Oral Cancer Checkups **DETECT IT EARLY!**

Did you know that one person dies each hour of each day in the United States from oral cancer? In fact more people die from oral cancers than either cervical or skin cancer. And because two-thirds of oral cancers are discovered in the late stages of the disease, prognosis is poor. When discovered late, the 5-year survival rate is a frightening 50%. It is imperative that oral cancer is detected early, before the disease advances. Conscientious dentists keep a keen eye for telltale signs like lumps and discoloration, and many are employing high tech devices to detect changes even before they are visible. But patients can have a role in early detection too, through the self-exam process – see [www.oralcancerselfexam.com](http://www.oralcancerselfexam.com) for a complete tutorial or call today for a comprehensive exam.

## office information

**Dr. Quang Cao Tran**  
North Springfield  
Professional Center 2  
5413-D Backlick Road  
Springfield, VA 22151-3915

### Office Hours

Mon-Tue 9:00 am – 6:00 pm  
Wed-Fri 8:00 am – 4:00 pm

### Contact Information

Office (703) 256-4243  
Fax (703) 941-0568

### Office Staff

Aynalem .....Assistant  
Sara, Tina ..... Front Desk  
Phin ..... Hygienist

*Communication is important  
to us – don't be  
afraid to ask questions!*



## A Fresh Start For 2011

### Insurance renewal

Can you believe that it's already 2011? To us, the start of a new calendar year represents limitless opportunities, which with the renewal of your insurance benefits and flex care spending ... it can for you, too!

We are experts on dealing with insurance coverage. We can provide you with estimates on treatments to ensure that your dental care meets your needs, uses your insurance wisely, and fits your budget. In fact, some of you have already gone through this process and have approved your plan, now all you have to do is book your appointment to get started, so call today!

We look forward to meeting your dental needs throughout this new year, and to helping you make the most of your insurance coverage. Get started now to achieve a healthy, beautiful smile for 2011.