



Word Of Mouth with Drs. Tong & LaCap

Beautiful Smiles Through Exceptional Care

Produced to improve your dental health and awareness

Spring 2006

fromthedentists

Give A Big Smile...

Give a gift certificate!

Do you know someone who'll be making an important appearance this spring? Someone who is getting married? Graduating? Attending a special event?

What will you give them?

Now you can give them the gift of looking and feeling their best!

At the suggestion of some of our patients, we are pleased to offer a terrific gift idea: our very own Gift Certificates which can be purchased by anyone ... for anyone ... for any dollar amount.

These certificates can be used for any dental service that we offer, from a cleaning to cosmetic and natural-looking restorative procedures like teeth whitening, veneers, and implants.

Call us today to purchase a Gift Certificate for someone you care about. And please tell your friends, family, and business colleagues about this service. Gift giving couldn't be easier!

Yours in good dental health,

Dr. Tong, Dr. LaCap & Team

turnthepage

The "numbers" reveal all the answers

Find the solution to information overload!

How can you benefit from positive thinking?

Investing In Your Comfort

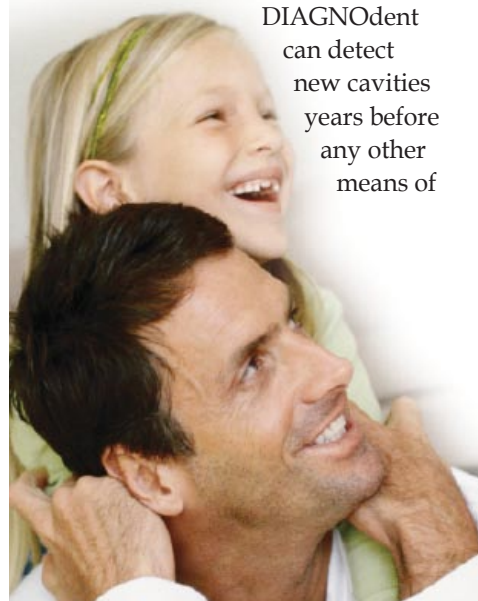
And Your Children's Comfort With Leading Edge Technology

As most of you know, one of Dr. Tong's favorite hobbies is investing and "playing" with new technology. You literally have to pull him away from Dental Expos where cutting edge technologies are featured. He brings back only the best and proven technology into the office.

Lucky for our patients, Dr. Tong's hobby has many benefits for them. Here are two of his most recent purchases: **DIAGNOdent™ Diagnostic Laser**

Unbelievable! The greatest advance in dental diagnostics since the x-ray. The

DIAGNOdent can detect new cavities years before any other means of



cavity detection. It shines a harmless laser beam into the tooth. If tooth decay is present, even in very small amounts, it will be reflected back at the sensor in the laser. The laser will alert us to the presence of a cavity and also provide an indication of how much tooth decay is present.

The benefits?

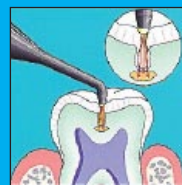
Small cavities are found much earlier, so no anesthesia, no pain and no more big fillings. Don't you wish we had this when YOU were a child?

Biolase Waterlase™ Hard/Soft Tissue Laser

You may have seen it on the TV news lately. Unlike lasers of the past, this laser is used for both gum and teeth procedures.

This new "Water Laser" is a breakthrough in comfortable dentistry. Energy from the laser is absorbed by water instead of by the teeth. The microscopic water droplets are energized by the laser and it is actually the energized water that removes the tooth decay and at the same time sterilizes the tooth ---- no vibrations, no pain and no sensitivity.

If you haven't been to our office recently and have been putting off making an appointment because you were nervous about the drill and needle, you don't have to put it off any longer. We look forward to seeing you again.



DIAGNOdent™

The laser light can reflect through the most minute openings

Thank you for all your referrals. We appreciate them!



Cause For Concern

Why should you be concerned about periodontal (gum) disease?

Periodontal disease is so common that estimates of those affected range from between 75% to more than 90%. It is an insidious bacterial infection that begins with no symptoms and can progressively affect the appearance of your gums, cause bad breath, and eventually lead to tooth loss which can affect your ability to chew, speak, and socialize. It causes progressive bone loss which can alter the proportions of your face. Periodontal disease has also been linked to cardiovascular diseases, diabetes, osteoarthritis, premature births, kidney disease, oral cancer, lung disease, and Alzheimer's.

What causes it?

Plaque, the soft thin film you may feel on your teeth, is a natural *biofilm* with its own ecosystem of bacterial environments. If this film is allowed to build up, it hardens into *calculus* (or *tartar*) which can cause gum inflammation and bleeding. Calculus can damage the natural seal formed by your gums against the migration of oral bacteria into your bloodstream. The earliest and most common stage of gum disease is called *gingivitis*. As it progresses, it is called *periodontitis*.

How can you prevent or manage gum disease?

It's very important that you maintain a home care routine to prevent plaque from becoming calculus. Maintaining adequate nutrition and avoiding stress, teeth grinding and clenching, and tobacco can help. Keep your regular appointments so we can keep on top of things, because once calculus is formed, only your dental team can remove it. Thanks to modern dentistry, periodontal disease can be managed – and even reversed!

Go Pro-Active!

Prevent cavities and gum disease

We know that bacteria has been linked to cavities *and* gum disease. A pro-active approach to your home care routine will go a long way to preventing oral health problems that can affect your appearance and overall health.

- Brush to prevent the buildup of the bacterial biofilm that can contribute to cavities and harden into the tartar that causes gum disease.
- Floss to reach below your gumline and in-between teeth where your brush can't reach.
- Rinse with antibacterial mouthrinse. We can recommend alcohol-free products.
- Remineralize enamel that has weakened and become porous. We can help here in the office, and can recommend and prescribe fluoride gels, mouthrinses, drops, or tablets that will keep your teeth strong and resistant to decay.

Think Positive!

Benefit from a whole new point of view!

Can't you just *see* yourself tripping on your way across the stage? That kind of thinking can become a self-fulfilling prophecy – you just might *make* yourself fall down. Negative thinking happens to many people who are afraid to visit the dentist. We'd like to help you benefit from a *positive* self-fulfilling prophecy.

If someone you care about is prone to worrisome visions, they don't need to avoid or delay dental appointments. Encourage them to imagine a caring dental team that is trained to help ... modern dental technology that maximizes their comfort ...improved appearance and oral health. Good oral health benefits overall health! Encourage them to call us!

We can help replace

outdated fears and

imagery with

positive experiences.

Have you booked your

recare appointment?



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.

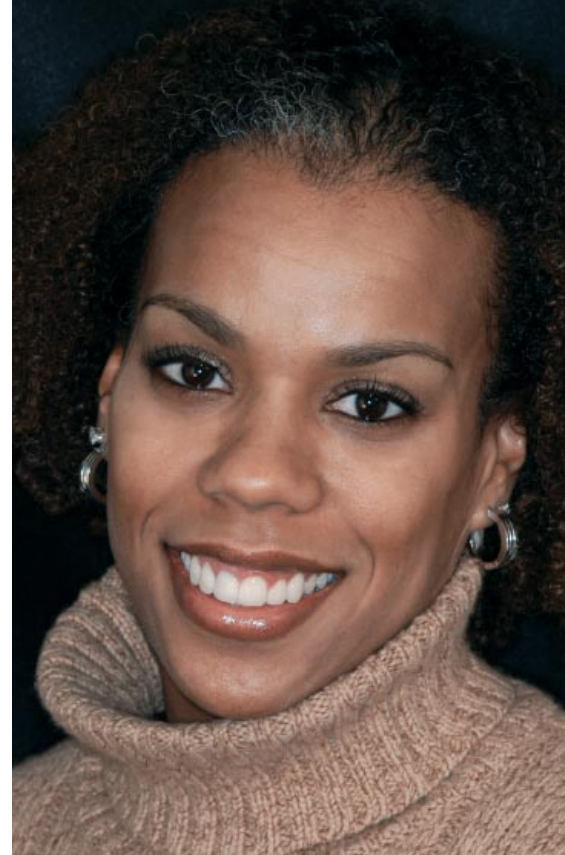
Four Beneficial Smile Solutions – Right Now!

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



ONE
Beautiful
Smile!

INFORMATION OVERLOAD?

Ask your personal smile-consulting team!

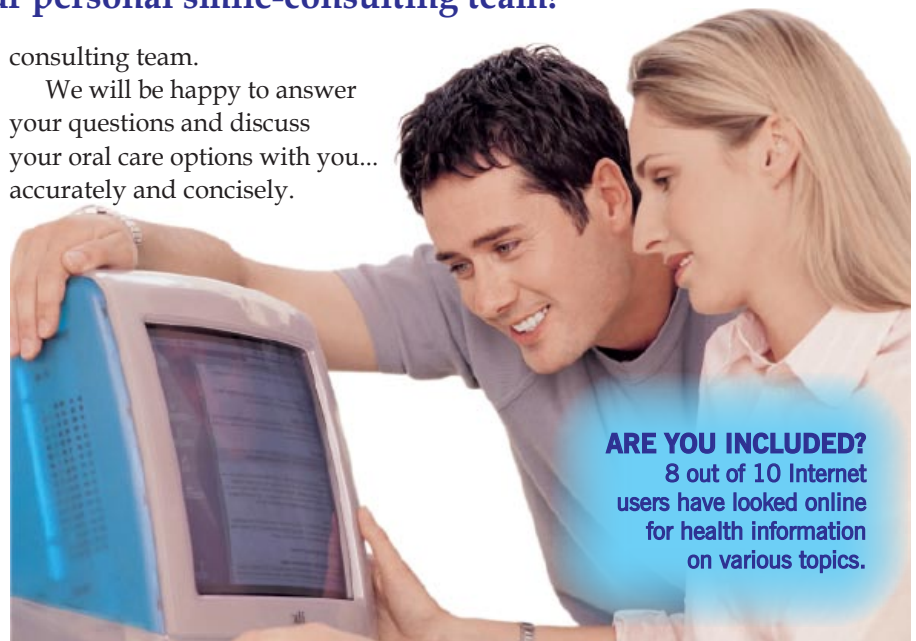
As dental professionals, we find it ironic that in an era of unprecedented good health, people seem *more* anxious about illness. Could it be the overabundance and ease of access to information out there?

Self-directed research on the Internet or in health-reference texts can be very helpful ... but it can also be confusing and even seem contradictory without proper training. The media can also overwhelm by introducing statistics into everyday language or by presenting anecdotal accounts as factual.

How do you stay informed without feeling besieged by provocative headlines and unfiltered data? You can rely on us – your personal smile-

consulting team.

We will be happy to answer your questions and discuss your oral care options with you... accurately and concisely.



ARE YOU INCLUDED?
8 out of 10 Internet users have looked online for health information on various topics.

"Give Kids A Smile" Program Leaves Everyone Smiling

A BIG thanks to Dr. Tong, Dr. LaCap, Laarni, Diane, Joanne, and Lindsay for volunteering their time to perform free dentistry to children who really needed it. Instead of our regular office hours, our doors were open for children twelve and under who needed dental care, but did not have access elsewhere due to financial reasons. "Sometimes people need a helping hand - this is just our way of showing we care", said Dr. LaCap.

The children who came to the office were treated to home baked cookies, oral hygiene instruction, a cleaning, fluoride treatment and free dentistry totaling over \$14,000 by the end of the day.

"This is wonderful that the doctors and their team do this for my children," related a grateful Mom. "My children really feel special here. They are treated with dignity and patience. Everyone at the office are genuinely caring people."



A FISH Without A Name

Our adopted fish finally has a name. We asked our patients 16 years and younger to help us. The top 10 were chosen and put into a hat. The name picked out of the hat was submitted by Kristy Flores. Stop by our office and say hi to our newly named fish, **Washington**.

Congratulations!!

Kristy will receive a \$50 gift certificate from Toys R Us. To see the top 10 names picked, visit our website at www.WashingtonDentalnj.com and click "the Children's Corner"

officeinformation

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Office Hours

Monday by appointment only
Tue - Fri 9:00 am - 6:00 pm
Saturday by appointment only
Sunday closed

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Joanne..... Clinical Care Coordinator
Diane, Melani, Cece, Lindsay
..... Registered Dental Hygienists

CareCredit® CapitalOne® healthcare finance™



Invisalign® Keeps Your Secret

We have been performing *Invisalign*® now for over 5 years. In fact, we were one of the first offices in Bergenfield to offer *Invisalign*. The results are AMAZING. The patients that completed treatment have a perpetual smile on their face.

Because *Invisalign* keeps your secret - no brackets, no metal wires and no food restrictions, it will not interfere with your lifestyle or your social life. It's a proven method for straightening teeth using a series of custom-made, nearly undetectable aligners. Each aligner is precisely calibrated and manufactured to custom-fit over your teeth and gently moves them through every stage of your treatment. Average treatment time is one year.

Adults account for nearly 25% of all our orthodontic patients! All who are candidates choose *Invisalign* over conventional braces. We also treat children with *Invisalign*. Most children over the age of 12 are candidates. The most common problems treated with *Invisalign* are crowding, spaces, and protruding teeth.

After consultation, we take an impression of your teeth and submit it to *Invisalign*. Using the latest 3-D computer technology, our instructions are translated into a series of medical-grade aligners. You can even view your own virtual treatment plan when you start, so you can see how great your straight teeth will look!

If you're inspired and think you're a candidate for *Invisalign*, please call us for a complimentary consultation. We've even included a \$100 gift card for you or a family member with this newsletter to help you take that first step to a more confident smile.

