



NYC SMILE DESIGN

Making A Lasting Impression

Produced for the Patients of NYC Smile Design

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Smile Makeovers

by Drs. Tabib & Mello

Lisa V.



See before and after pictures and continued story on page 4!

Some people are born with good teeth. And sometimes bad things happen to good people: Lisa, a billing specialist for a law firm, was born with a genetic condition that affected her gums and caused her teeth to develop very little enamel. As she herself describes them, "they were brittle, ridged, yellow, weak - and not pretty." In addition, they were very sensitive to heat and cold. And, she adds, "even though I took care of them, there was lots of decay. Problems just kept happening."

Lisa also had a significant overbite and a gummy smile, which combined to make her self-conscious about smiling. But she didn't know that something could be done about her problems until she tuned into a gum lift procedure on television. She visited the dentists who had done the TV procedure. "I got an estimate and a plan, and although I was okay with them, I decided to learn more from the Internet before I made the first move.

"I typed 'gum lift' into my browser and found an article about Dr. Mello. It convinced me to call for an appointment. "After our consult, *NYC Smile Design* made a much more complex and comprehensive plan; it dealt with all my issues, instead of just one, and all the parts fit into each other in succession.

"We started with a gum lift. Most of it was done in one day, with a laser touch-up about a month later. It was awesome. I actually went shopping the next day, and could hardly believe I'd had surgery! A bite analysis was next. The doctors did electronic imaging of my teeth, and placed pulsating sensors on my face to see which muscles were affected in my

Thank you for all your referrals. We appreciate them!

Set The Trend

Select your cosmetic veneer option

There's a definite trend among men who choose to revitalize their appearance in the competitive workplace. They're opting for non-surgical procedures that increase facial volume and require only minimal or no downtime. For many, veneers are the non-surgical cosmetic option of choice. Here's why.

When veneers are bonded to your teeth, they can be matched to both the color and natural contours of the rest of your smile, and you can...

- ▶ **Look younger** by adding volume to the lower third of your face and minimizing fine wrinkles.
- ▶ **Camouflage** exposed roots and restore esthetic proportions to your smile.
- ▶ **Close gaps** between your teeth.
- ▶ **Repair** chips and cracks.
- ▶ **Straighten** slightly crowded or overlapping teeth without braces.
- ▶ **Brighten** your teeth and cover even severely stained teeth.

Veneers are hand sculpted from beautiful ceramics by trained technicians. Built-in translucence mimics natural enamel and allows some of the inner light to shine through.

Veneers really are *super* natural! Once applied, they act as a shield for your teeth. Porcelain material is highly resistant to oral bacteria and to permanent staining from smoking, coffee, tea, and food.

Men and women who want to look more successful and more energized in *any* environment can enjoy the advantages of even, straighter-looking, whiter teeth!

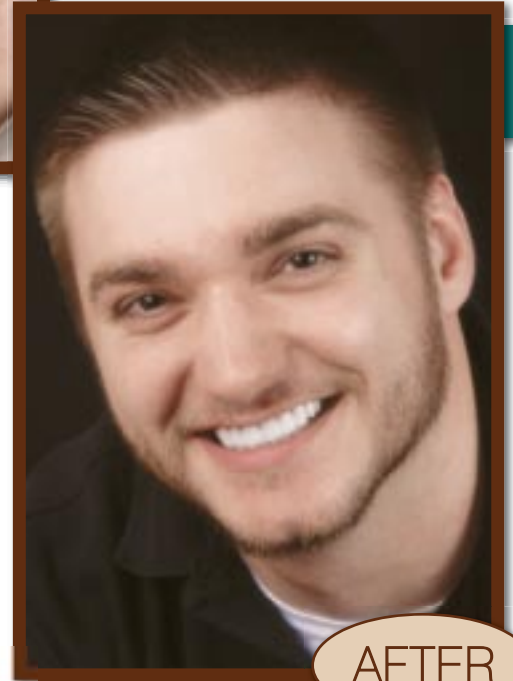
Please come and see us at our practice for a cosmetic veneer consultation.



BEFORE

look younger
close gaps
repair
straighten
brighten
camouflage

VENEERS



AFTER

Avoid Gum Disease

Here's how...

Chances are you will be affected by gum disease at some point in your lifetime. Initially it often appears without symptoms, but it is progressive and is the leading cause of tooth loss in adults. Furthermore, without treatment, bone loss in your jaw is inevitable and can alter your facial appearance, speech, and diet over time.

What We Can Do

Perform regular exams and cleanings to remove plaque, the disease-causing biofilm that builds up on your teeth and can harden into tartar.

Provide brushing and flossing instruction and explanations about your oral health needs.

What You Can Do

Schedule and keep regular dental examinations and cleanings to ensure the health of your smile! Remember, with early diagnosis, gum disease can be reversed!

Commit to a smile-saving routine of proper brushing, flossing, and healthy eating at home.





2 Quick Fixes Ready? Set. Go!

Your face is *the* most looked-at part of your body. And your mouth is the first feature that everyone looks at! Dramatically enhancing your smile can instantly lift your self-confidence, and you can even get transformative results over your lunch break.

These two tried and tested procedures will let you see a new you in no time and without invasive surgery...

Whitening - We can design and supervise whitening that may lighten your teeth by up to eight shades! Safe, reliable, and predictable teeth whitening technology may even remove stains caused by illness or medication.

White Bonding - We can cover the deepest stains by bonding material directly onto your teeth, and we can use it to replace older stained or silver fillings!

Choose one technique or two ... it's up to you!

What's On Your Menu?

Smile savers!

Brushing and flossing to remove yellowing plaque is an essential strategy to keep your brightest smile. But for at least some of the time, start dining *white... and light!*

Add low-fat milk to sugar-free coffee or substitute with skinny lattes.

Swap black tea for green which has beneficial antioxidant properties.

Switch from stain-producing desserts like blueberry or cherry pie to fresh or baked apples, pears, or gooseberries.

Rethink soy and Worcestershire sauces and consider yogurt or trans-fat-free oils flavored with white vinegars, herbs, or garlic.

Replace red wine with white, and dark berry juices with light.

Avoid...

■ hot and cold liquids that expand and contract tooth structure, creating fine lines and cracks into which stains can penetrate;

■ regular consumption of acidic foods and drinks that can soften enamel and encourage staining.

Suit Yourself!

4 ways to restore your smile

You know, when even one of your teeth becomes severely damaged or is lost altogether, it can affect more than your appearance and self-confidence. With time, your speech can be affected and your food choices limited. That's why restorations including fillings, crowns, bridges, and implants were invented. They can restore natural-looking form and function.

Here's how restorations work.

A **filling** is a restoration that repairs part of a damaged tooth. When modern composite or ceramic materials are combined with precision techniques, fillings can fit and fill most types of cavities without removing large amounts of healthy enamel. And they can be color-matched to look completely natural.

A restoration that strengthens and protects the tooth is called a **crown** and you may have heard it called a cap because it actually caps the entire tooth.

A **bridge** is a combination of crowns and artificial teeth that closes a gap left by a missing tooth (or teeth), restoring your smile and redistributing the workload.

An **implant** is an artificial crown and root which is permanently implanted right into your jawbone. Once placed, it acts like a natural tooth to avoid bone loss and prevent drifting of surrounding teeth. Different implant types and techniques are available to provide individual solutions, from replacing one tooth to anchoring dentures securely.

Whatever your need, restorative treatments can save time, money, and your smile!

IMPLANT & VENEERS



COMPOSITE FILLINGS



Smile Makeovers

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bite, where the stresses were, and then finished the analysis with a mold so that the bite could be adjusted as the work continued.

“Because I had so little enamel, I didn’t feel comfortable with the idea of veneers – Dr. Mello suggested crowns instead, and made temporaries to make sure that the final results would be perfect. The crowns would be bigger than my own very small original teeth, so being able to make adjustments along the way was critical.

“The whole process took about four months, with another two for occasional follow-ups. My co-workers were the first to see the difference as I progressed through the stages of treatment. At the end, they said it was so worth it! My friends loved it, too. Then, when I finally visited my family in Virginia, they were blown away!

It’s had a huge impact on my life. My confidence level has risen – although I’m still getting there, and getting used to being able to smile with comfort.

“What I really appreciated about the treatment was how the office seemed to really care about the patient and the process – everyone who works there was into it. It was a very personal approach; they knew what I was trying to achieve, always made sure I was comfortable, and were happy for me as the plans turned

into reality. They were like a cheering section, helping and supporting me each step of the way. It was empowering to discover that I didn’t have to live with what nature gave me.

So I smiled when I first came in, and was smiling (without feeling self-conscious) when I came out. Now, after a lifetime of doing it, I don’t hold back any more. When I see pictures of me now (I hated them before!) I can’t believe my smile looks so natural and beautiful. I love it, and I love NYC Smile Design!



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