



Halsted
Aesthetics
Dental

Halsted Dental Aesthetics'

smile update

Produced for the Patients of Dr. Ronald Widen

Winter 2003/2004

FROM THE DENTIST

Much has happened over the last twelve months and I hope this past year has been a pleasant one. We at *Halsted Dental Aesthetics* have been undergoing changes as well. We have remodeled the office and it is beautiful. Please stop in and take a look. You won't recognize the office. We have also been expanding our knowledge.

Dr. Widen and the rest of the team have taken many classes at LVI, the world's premier post-graduate Advanced Cosmetic Dentistry Institute. You may have seen the LVI commercials during 'EXTREME MAKEOVERS' on ABC. There we have learned to better help you achieve the smile that you always wanted. You can see some of the Smile Makeovers on our Website at www.halsteddental.com.

There are some great articles in this newsletter and I hope you get a chance to read them all and please feel free to give us a call if you have any questions. If there is anyone you know who would like a copy of our newsletter let us know or see the newsletter on-line at our website.

- Dr. Ron Widen, Margaret, Nichole, and Jodi



Quality Dentistry: Beauty And Function

We know that some patients wonder why our dental fees are higher than some other practices. Quality has become a fundamental principle in our professional teamwork philosophy.

The successes of modern cosmetic dentistry are based on increasingly sophisticated materials and craftsmanship, and require an investment of time, highly complex equipment and knowledge.

This is why during our initial consultation with you, we will always



take the time to ask questions so we can then establish a treatment plan that will give you the best possible outcome. We'll take the time to create photos for you, and we'll create a diagnostic wax-up of your restoration so that you can see how your smile will look.

The materials will be of only the best quality, and the esthetic technician will use precision tools and micro-detailing to mirror your tooth personality. By sculpting in layers and incorporating

hue, chroma, and value, the technician can match your natural teeth exactly. By skillfully ensuring translucence, your new crown, veneer, or prosthetic will reflect light just like your own natural tooth enamel.

Our final consultation for the placement and finishing of your tooth

restoration involves time to ensure that it's just right and to answer any questions you might have about home care and other oral health considerations.

Excellence takes time and expertise. It costs more, but the quality of your smile and the quality of your life is definitely worth it.

Stunning Results

We're privileged to witness the positive, life-altering changes that our patients experience after cosmetic dentistry.



Thank you for all your referrals - we appreciate them!

Most people know that cosmetic dentistry involves creating an attractive smile. They often think that means taking care of *teeth*: their shape, color, and the restoration or replacement of damaged or missing ones. But creating an esthetically pleasing smile actually involves *three* components: the teeth, the lips, and the *gingivae* or gums.

Individuals with a “gummy” smile may have a perfectly healthy mouth and attractively shaped teeth, but the impact of their smile is diminished by an excessive amount of gum tissue. Cosmetic dentists think of the lips as a frame for our smiles, with an ideal lip line that shows the teeth in their entirety plus a little bit of gum. Excessive gingival tissue can distort this symmetry, make teeth look smaller or shorter, and more square by comparison.

Cosmetic dental techniques can be used to create a more natural, more proportioned smile simply by removing excess gum tissue.

We would be happy to discuss options that are best for you.



Silent Pictures

If you collect unusual phrases, here's one for you: *zygomatic smile*. That's the *big* smile.

It's the one that curves up the corners of your mouth and crinkles the corners of your eyes. It's a true smile of happiness. It makes us feel good – the sender and receiver both. If you can't remember the last time you smiled like that, cosmetic dentistry could be what you're looking for.

We've long known that non-verbal communication is crucially important for the human species. Experts believe that what we say without speaking is more trustworthy than the words we use. But sometimes we're our own worst enemies. We override our natural impulse to smile because we're ... well ... embarrassed about how it looks. Hiding our teeth doesn't just cancel our smile – it sends out a totally different message. Compressed or down-turned lips can communicate anger, dislike, grief, or sadness.

Cosmetic dentistry is a growing industry: whitening procedures have increased by 300% in the last five years. That's because more and more people know that their smiles

communicate who they are. It's also because there are many non-surgical, non-intrusive procedures that can resurrect your smile in as little as one visit.

Whitening can lighten discolored teeth, tooth-colored composite can replace darkened fillings, and crowns can restore damaged teeth. Veneers correct gaps, and crooked or chipped teeth, and bridges and implants replace missing teeth. Gum sculpting makes teeth look longer and re-proportions your smile. Orthodontics straightens teeth and closes gaps.

Giving a smile can feel as good as getting one. We welcome a consultation to discuss your smile with you!



dentistry's bright future

Many adults will suffer tooth loss in their lifetime. When teeth are lost through extraction, periodontal disease, or inherited traits, bone loss can occur. Over time, with the combination of tooth loss and bone loss, the proportions of the face can alter, bringing the nose and chin closer together. This creates an overall appearance of sadness, and limits our ability to chew properly or to speak clearly. Restorative procedures like implants or even dentures can require bone grafting or guided bone regeneration first, to create a more stable supporting structure. Scientists are working to inhibit bone loss, but

the puzzle remains unsolved.

Still, the future looks bright as a number of exciting scientific advances are being made in bone regeneration. Scientists are experimenting with adult bone marrow stem cells to grow new bone, and are also trying to identify all the components of bone formation to create a designer blueprint. Another approach involves using proteins that occur naturally in the body. Scientists have already had some success with human subjects.

It's just a matter of time before an exciting new wave of treatments arrive, because along with science, we're on your side!

science is on our side!

Reach For The Stars!

Modern cosmetic dentistry can

give you a stellar smile!

If you were given the moon, would you ask for the stars? Probably. Most of us feel naturally compelled to strive for more ... to *be* better ... to *feel* better about ourselves. For some of us, the quest for self-esteem can even lead to fame and fortune.

If the celestial stars feel just too far from reach, then you might want to reflect on the glory of some luminaries who are closer to earth. Many of today's celebrities have fulfilled their personal dreams - maybe that's one of the reasons we like to emulate them. Some of the most coveted smiles belong to leading lights like Julia Roberts, Halle Berry, and Jennifer Lopez, George Clooney, and Mel Gibson. In the celebrity couples category, Will Smith and Jada Pinkett Smith, and Brad Pitt and Jennifer Aniston are considered the tops!

We know that positive self-esteem is powerful. When combined with a sense of personal control, it can make

us less susceptible to illness. It allows us to look outward and feel more concern for others. With self-esteem *and* personal control, the sky really is the limit!

Taking control means taking action - making the changes that allow us to feel more accepting of ourselves. Cosmetic dentistry offers numerous

options that can improve both the appearance and the function of our smiles. Many people have inherited a family feature like a receding chin or genetically missing teeth. These traits can become barriers to self-esteem, and it is easy to assume that they are inevitable. This is not the case.

With the help of modern cosmetic dentistry techniques, we can re-sculpt a stellar smile.

Cosmetic dentistry is no longer the exclusive preserve of the rich and famous. Treatments are faster and financially more accessible than ever before. Your smile will look so natural that your friends won't be sure what's changed.

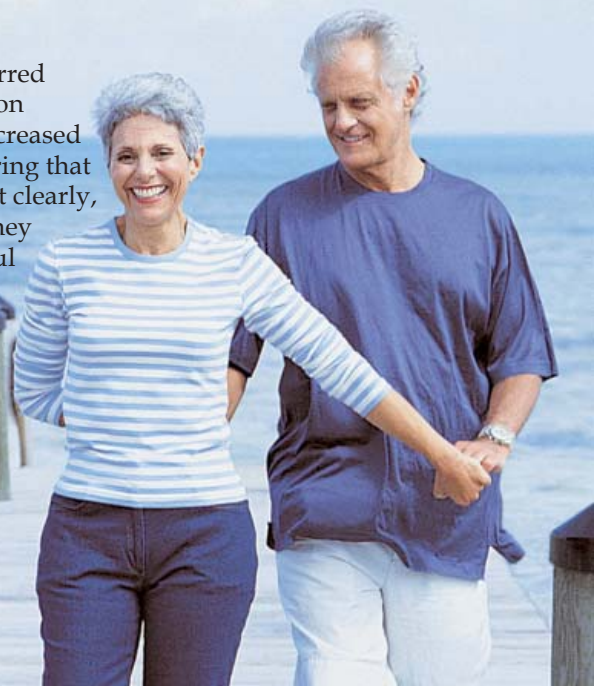
Dare to reach for the stars, and call us today for your VIP consultation.

Dental Implants

More people than ever before are choosing dental implants as the preferred tooth replacement therapy. According to an American Dental Association survey, the average number of surgically placed dental implants has increased by almost 50% in the past five years. That's because people are discovering that implants not only feel secure and stable, allowing them to speak and eat clearly, but they look so natural as well. And there's another bonus - because they help to prevent bone loss, implants can help to maintain a more youthful appearance.

Implants are based on sound science. They have withstood the test of time, and the procedure has been continually refined and improved since they were first invented in 1952. A titanium post will be placed into the bone to support a single replacement tooth, or a frame for several, beneath your gum. The post will become biologically fused to your jawbone. The replacement tooth will then be secured to this implanted post, leaving you with a natural-looking and fully functional smile.

Call us today to see if you are a candidate for this exciting and popular procedure.



Headaches Anyone?

Have you ever had headaches, neck pain or ear congestion? Many people have these symptoms and are not aware that they may be related to your misaligned bite (malocclusion).

Misaligned bites and being over-closed can cause a multitude of problems such as; headaches and migraines, neck and shoulder pain, tinnitus (ringing in the ears), cracked or worn teeth, clicking or popping jaw joints, pain in the jaw joints, and even numbness in the arms and fingers. These are all symptoms of TMD, Temporomandibular Joint Dysfunction. There is a fundamental relationship between body and head posture and teeth and bite relationships. If all are not working harmoniously the symptoms of TMD appear.

People, generally, are very adaptive and can have a malocclusion with no

other symptoms. It may be possible to perform cosmetic dentistry on these people with no adverse effect, but some suddenly develop symptoms.

Whether these symptoms have been there for years or have recently developed, Dr. Widen can determine if your symptoms are caused by your bite. Some aesthetic dentistry can be performed before and during the bite repositioning.

Dr. Widen can determine your proper bite by using a device



to relax the muscles of the jaw and face and then capture this physiologic position. An orthotic, a jaw-positioning device, which is worn over the lower teeth will retain the jaw in this position and will allow Dr. Widen to adjust your bite until your symptoms are relieved and your bite has stabilized.

There are many new restorative options available today in dentistry including; porcelain veneers, implants and even invisible braces. But, if you are uncomfortable and can't smile naturally, these options may not give you the smile you are looking for. Once your bite is corrected and then your teeth are aesthetically restored, you now have something to smile about.

OFFICE INFORMATION

Halsted Dental Aesthetics

Ronald R. Widen, DDS

2001 North Halsted Street, Suite 202
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Office Hours

Monday 7:00 am – 4:00 pm
Tuesday 12:00 pm – 7:00 pm
Wednesday 7:00 am – 4:00 pm
Thursday 7:00 am – 4:00 pm
Friday closed
Saturday 8:00 am – 12:00 pm *

* One per month

Contact Information

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Office Staff

Nichole Office Manager
Margaret Dental Assistant
Jodi Dental Hygienist

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



Turning Away From The Tap

Bottled water may take away fluoride source from your diet. Although most of us view bottled water as a healthy alternative to tap water, we could be losing a major source of fluoride.

Fluoride is added to the water supply and has been proven to be safe and effective in preventing tooth decay. It helps stop cavities in adult teeth by making the tooth structure stronger, so teeth are more resistant to decay-causing bacteria.

Some brands contain no fluoride, some have fluoride occurring naturally, and other bottlers add unspecified amounts of fluoride to their water. The optimum level of fluoride in water in a moderate climate is 1 part per million (ppm).

If you drink bottled water frequently, you may not realize you are being deprived of an adequate source of fluoride. Those who regularly drink bottled water and are at high risk for dental caries are advised to use other sources of fluoride such as toothpaste, mouthwash or fluoride supplements to protect their teeth.

Your Personal Recommendations Carry Enormous Influence

It's absolutely true. Your personal recommendations can directly influence the decisions made by your family, friends, and acquaintances to a far greater degree than any advertising or promotional campaign.

When you make a specific and enthusiastic recommendation to family or friends, they will usually follow it. In fact, our dental practice is living proof. The majority of our best new patients come from the personal recommendations of our patients, like you, and not from our marketing efforts.

We truly appreciate the powerful influence of our patients, and are so thankful that they find us deserving of their continued recommendations.

Please be assured that every personal recommendation you give us and every referral you send us is not only appreciated and valued but is also recognized for the influence it represents.

-Thank you

