Here is what we have come to believe about dentistry…

- A lovely smile is a vital feature of beauty and confidence and joy, not a luxury or an extra.
- Patients need never fear dental visits: treatment can be completely comfortable mentally and physically through techniques like digital impressions, pain relief and relaxation dentistry.
- Team members who uphold trust, maintain top skills and communicate clearly are essential to achieving excellent dental care.
- Each patient has his or her own timeframe for dental care and our team members must understand, respect and accommodate that need.
- Great dental care doesn’t begin with the first tooth. It begins even before birth with the mother’s health and dental condition.
- Natural teeth really can last a lifetime.
- There are often multiple solutions to a dental challenge and room for creativity in addressing dental issues.

(continued on page 2)
BELIEFS ABOUT DENTISTRY...

✓ The field is constantly changing, we are always learning and we must continually seek new dental knowledge.
✓ Everyone deserves access to high quality dental care.
✓ Our patients are equal partners with us as we jointly make decisions about dental care.

BELIEFS ABOUT OUR CLINICAL PRACTICES...

✓ We can substantially improve tooth appearance with new and improved techniques, technologies and materials such as tooth brightening, lasers, ceramics and veneers.
✓ Having a balanced occlusion — teeth fit together evenly and jaws move smoothly in the right ways — is very important to oral health.
✓ Digital advances — imaging, measurements for crowns — provide precise views and information that improve patient care tremendously.
✓ Restoration options are better than ever — implants, bridges, fillings, veneers — and exciting new alternatives emerge regularly.
✓ Computerized record keeping revolutionizes patient care.
✓ Magnification — loupes that magnify your mouth so we see treatment areas in high definition — is a wonderful tool!
✓ Electronics and social media are terrific methods to communicate and offer convenience to our patients though they can never replace in-person, warm, clear discussion.
✓ We can effectively and beautifully straighten teeth without metal braces placed by an orthodontist — thank you, Invisalign!
✓ Tools and technology for home oral hygiene complement professional care, so we heartily endorse options like power toothbrushes and home fluoride rinses.
✓ Gum disease is more than just a disease of the mouth. Periodontal disease affects the entire body and treating it improves overall health.

Introducing Panoral Scanning

You may have seen this machine in graceful action in our office. Its amazing images reveal what is hidden and make plain what has been unclear. What is this wondrous device with uncanny talent? It’s the panoral digital scanner.

Smaller X-ray machines capture images of one tooth or a section of your mouth but only the panoral scanner shows a two-dimensional, panoramic, X-ray view of your entire head with all its teeth, sinuses and bones. “Panoral scanning reveals not only all the structures in one digital image but also shows how structures function and fit together,” Dr. Joe explains. “It’s much easier to identify asymmetry, TMJ and impacted wisdom teeth with panoral scanning. If we’re evaluating you for TMJ, for instance, we can easily compare both jaw joints simultaneously.” For some patients prone to gagging, the panoral scanner provides comfortable periodic X-ray screening: they don’t have to hold film panels in their mouths during the procedure.

Scheduled for panoral scanning? Enjoy the beautiful digital image and its unparalleled contribution to your dental health!

BELIEFS ABOUT LIFE...

✓ A smile is one of the world’s most beautiful natural wonders.
✓ Clear, kind, two-way communication is an essential key to great relationships — and great dental care.
✓ Trust is indispensable to exceptional relationships — and to exceptional dental care.
✓ Caring for the whole person is a cornerstone of healthy relationships — and great dental care.
✓ Seek first to understand before being understood.
✓ Happy people are attracted to you when you are kind, generous and loving. Spend more time with happy people and you will have more happiness.
✓ Politeness oils the wheels of society.
✓ Life treats you as you treat life. Some know this belief as “what you give is what you get” or “what goes around comes around.”
✓ If you love what you do, you’ll never work a day in your life.
✓ Our vocation is not apart from our lives but a part of our lives.

Dr. Joe Answers:

Q: If I brush my teeth and floss regularly, why do I need professional cleaning (aka prophylaxis)?

A: Congratulations on your exceptional oral hygiene habits! Meticulous home care just might be the most important step you take toward lifelong dental health. So why do you still need regular prophylaxis? Because even the most meticulous brushing and flossing can’t remove all plaque, particularly from hard to reach spaces between teeth. Plaque remaining on tooth surfaces hardens into tartar that can only be removed with special tools. Tartar always causes trouble in the future if it stays put: puffy gums, gingivitis, deep gum pockets that accumulate more gunk and eventually, periodontal disease. After removing tartar, we polish newly clean teeth so rough surfaces don’t provide tempting places for new plaque to lodge. Finally, our bright lights, trained eyes and tools often identify small dental problems early so that we can treat them before they become big dental issues.

Family & Cosmetic Dentistry  JOSEPH S. COHEN, D.D.S.

Your Smile — Our Passion
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