

TCS **Aesthetic Dental**  
DESIGNS  
Aesthetically Speaking

Winter 2009

# Imagine... A New Year – A New You!

## How about a new smile?

The start of a new year is always buzzing with promises to make positive changes and pledges to drop bad habits. We'd like to suggest a resolution that's guaranteed to put a smile on your face. Paying attention to how and what you eat, proper brushing, and taking advantage of cosmetic dental services are

## WHITENING

*Get Ready to Shine!*

**Just \$299**

Regularly \$544

*Feel good. Look great!*

Expires April 30/09

## SPECIAL

all ways to give yourself a brighter, whiter, and happier smile.

A healthy attractive smile can do as much for your sense of self-esteem as any resolution. The best part is that you don't have to do it all by yourself. We can show you how to eat and brush better by choosing healthy foods and using fluoride and soft bristles. Talk to us about it at your next appointment, or if you prefer, call us to set up something sooner.

We can also introduce you to some of the cosmetic dental services that can whiten dull teeth, fix gaps, chips, and crooked teeth, and give you the smile you've always dreamed of. Resolving to improve your teeth is a lot easier than many resolutions, and the benefits will give you a reason to smile and feel good for years to come.



TCS **Aesthetic Dental**  
DESIGNS



Dr. Todd C. Snyder

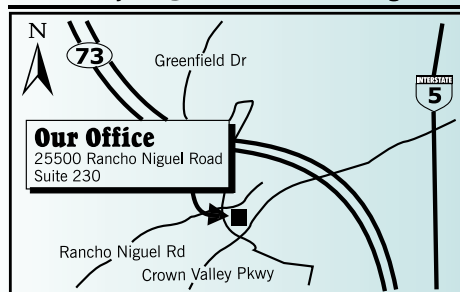
Call (949) 643-6733 today for  
your complimentary consultation!

25500 Rancho Niguel Road, Suite 230  
Laguna Niguel, CA 92677-7373

### Office Hours

Mon/Tue/Wed 8:00 am – 5:00 pm  
Thursday *special appointment only*  
Friday 8:00 am – 5:00 pm  
Saturday *special appointment only*

Email [tcnyder@aestheticdentaldesigns.com](mailto:tcnyder@aestheticdentaldesigns.com)



### Our Services Include:

- ❖ Family & cosmetic dentistry
- ❖ Tooth whitening
- ❖ Tooth-colored fillings
- ❖ Bonding & veneers
- ❖ Porcelain & composite inlays
- ❖ Emergency dental care
- ❖ Committed to excellence in dentistry
- ❖ Modern, state-of-the-art facility
- ❖ Dentistry asleep
- ❖ TMJ/TMD treatment
- ❖ Visa, MasterCard, American Express, Discover, ATM, CareCredit, Capital One Healthcare Finance, Unicorn Financial, and Wells Fargo Financial welcome

Visit us online at [www.aestheticdentaldesigns.com](http://www.aestheticdentaldesigns.com)

## Grin... Or Grimace?

### You tell us!

The average person can exert up to 200 lbs of muscular force on their back teeth... that's a lot of pressure! So much so that for some individuals, stress-related teeth grinding and jaw clenching can cause serious dental damage. Men especially often wait too long and only seek help after tolerating increasing pain and injuring their smiles' function and appearance.

### Here are 9 telltale signs that indicate a stressed-out smile...

- 1 Ground-down eye teeth
- 2 Popping, clicking jaw joints, and difficulty biting
- 3 Recurring headaches
- 4 Chipped edges on front teeth
- 5 Feeling stressed and anxious
- 6 Worn cusp tips on premolars and molars
- 7 Loss of tooth enamel and dentin
- 8 Cracked teeth
- 9 Damaged restorations

### Recognize yourself?

Don't just grin and bear it. Let dentistry help you.

## Think About Links

Connect with  
dentistry for  
better health



Even if you think your teeth and gums are healthy ... and even if you don't have rheumatoid arthritis ... reading this could help you. According to research, people with rheumatoid arthritis could be more than twice as likely to have gum disease with accompanying jawbone loss and tooth loss. What does this have to do with you? Well, understanding that each of these is an autoimmune disease with chronic inflammation could provide clues to improve treatment – or even prevent – both disorders.

Science hasn't confirmed a cause-and-effect relationship between the mouth and the body, however, scientists theorize that either: (a) Oral bacteria enter the bloodstream and release toxins that affect other parts of the body; (b) Bacteria-fighting blood cells trigger the body's own immune system to actively work against itself.

### How can dentistry help you?

- Dentists can simply and effectively monitor the health of your gums over time.
- Because bone loss in your jaw can occur without obvious gum damage, dentists can use safe and effective x-rays to evaluate the health of your gums and bones.
- Dentists can provide professional instruction in home-care routines that, along with cleanings at the dental practice, will help ensure your oral and overall health.

Gum disease may be associated with heart, lung, and kidney diseases, cancers, diabetes, and osteoporosis, as well as rheumatoid arthritis. How can you help yourself? Visit a dentist regularly.



## And The Winner Is...

### Guava!

Move over blueberries, broccoli, and pomegranates! Red carpet *superfoods* like these will soon be vying for the limelight with ... guava! This exotic yet readily available fruit also boasts a high antioxidant content, so it's good for your immune system and can help lower cholesterol and protect your heart.

For centuries guava leaves have been chewed to relieve toothaches and used as a decoction for gargling to relieve oral ulcers, inflamed gums, and sore throats.

Guava's distinctively aromatic fruit looks much like a small pear or apple, and once ripe, every part is edible. The rind alone contains over five times more gum-protecting vitamin C than an orange, and the fruit is exceptionally high in calcium for healthy teeth and bones. The glamorous guava: good for you and delicious too!

# Would You Do It?

**Go ahead – wear a crown – and smile again!**

Today, self-improvement opportunities abound – from gyms to plastic surgery to spa treatments. Why? Because people like you demand them. Same thing with dentistry. Appearance matters, so patients like you are asking for treatments that will help them look great *and* feel great. Dental crowns, for example, can brighten, recontour, and restore alignment to your teeth for your most healthy and vibrant smile. The crown is the part of the tooth that you can see above the gumline. When even one becomes damaged, it can affect your appearance and your ability to eat, speak, and smile.

Crown restorations fully cover the damaged tooth to prevent further trauma and provide a seal against bacteria when...

- Too-large fillings have challenged the integrity of tooth structure;
- The tooth has broken or fractured;
- Root canal therapy has left the tooth brittle and weak;
- A gap needs a bridge to prevent shifting teeth and an altered bite.

Dental implant crowns are placed permanently onto an artificial root...

- To replace a single tooth;
- For full-mouth reconstruction;
- To retain an overdenture;
- To retain a fixed bridge.

Today's crowns are the most popular restoration option for people like you who want to improve their oral health *and* their smiles – so add dentistry to your list of terrific things to do *just for you!*



Dental crowns can brighten, recontour, and restore alignment to your teeth for your most healthy and vibrant smile.



**Think  
Lunch  
Break!**

## 5 Reasons To Recontour

You've probably heard about one-hour teeth whitening, but did you know that you can also get tooth reshaping or dental recontouring done over your lunch hour? Tooth-colored materials can be used quickly, easily, and comfortably to create a dramatically straighter-looking, more-even smile.

One-visit tooth recontouring is a great choice for minor smile flaws – and it can create virtually instant results.

**Re-invent your smile and camouflage teeth that are...**

1. Ridged or pitted
2. Chipped or fractured
3. Crooked
4. Uneven in length
5. Crowded or overlapping

Call the dentist for a consultation and find out how dental recontouring can make a dramatic difference in your smile! And if you want to create even more drama – your dental team will be happy to discuss other cosmetic options!



# It's No Secret!

## We can put you at ease

You know how you try not to think about a secret in front of people, just in case you blurt it out ... and then you do? Same thing happens with dental anxiety.

Research shows that when you're trying not to think about things, your brain has to remember what it is you aren't supposed to be thinking about. Ironically, you end up being pretty focused on the thoughts you want to avoid.

What to do if you're fearful about dental visits? Instead of internally monitoring your thoughts, bring your concerns out in the open. Share them with someone trustworthy. Discuss your fears with a dentist.

Dental professionals are trained to help put people at ease with a welcoming atmosphere and a relaxed environment.

## WELCOME

*Exam  
Cleaning  
Required X-rays*

**Just \$298**

Regularly \$423\*

\*routine cleaning not SRP

Expires April 30/09

## SPECIAL



# Dear Neighbor,

## You are important!

How you look and feel matters – to you, your friends, co-workers, loved ones – and to me, a dental practitioner who practices right in your neighborhood. That's why I personally invite you to discuss how we can enrich your life (and your smile) with oral health care – right here, near your home!

Life can be tricky. Times, unpredictable. But one thing remains the same – the importance of your oral health! Isn't it time to give yourself the smile you deserve – with brighter, straighter, healthier teeth? I believe it is. That's why I am committed to helping you look and feel your best so that you can start your day with a confident smile!

Wonder what one of our most requested services is? **Smile enhancement.**

And one of our popular *solutions*? *Porcelain veneers* – ultra-thin shells that are bonded directly to your teeth to...

- ❖ lengthen teeth that are too short
- ❖ re-proportion your smile
- ❖ strengthen and hide large front-teeth restorations
- ❖ close spaces between teeth
- ❖ cover badly stained teeth
- ❖ restore chipped &/or cracked teeth
- ❖ and much more!

We offer numerous solutions for every smile, and invite you to discover the right fit for you. And, I have to be honest... when you love your beautiful, healthy smile, my smile brightens too!

*Yours in good dental health,  
Dr. Todd C. Snyder*

### Actual patient of Dr. Snyder



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