



Dr. Bruce Freund's

Word of Mouth

Produced for the Patients of the NJ Center for Cosmetic, Laser & Implant Dentistry

Summer 2005

the doctor's corner

As many of you have become aware, either by reading the *Bergen Record*, *The Suburbanite* or by watching *Channel 11* and *NY News 1*, I have been using my dental skills to aid a battered and abused woman improve her self image and begin her life again on a better note. My collaboration with Dr. Paul Parker, a plastic surgeon who is often in our offices for cosmetic consults, has resulted in the restoration of facial, body and dental features that will help Tracy rebuild her self esteem and self image and look forward to a promising future.

Tracy is now willing to share her story of abuse and addiction to help others that are in a similar situation. For years she was unable to see her way out of the darkness that enveloped her, but then she gave birth to her daughter, now three. This became Tracy's reason to change her life. She left the abusive relationship she was in, became free from her addictions, got a job and through hard work became the kind of person and mother she wanted to be.

For all of her hard work and efforts, Dr. Parker and I decided that she was deserving of the chance to have something meaningful done for her. We helped to erase some of the images of abuse she had suffered so she does not have daily reminders. Now, when she looks in the mirror, there is a new person looking back. We are proud of Tracy and of our efforts to be part of this amazing transformation. The greatest feeling I received was when Tracy's mother saw her teeth (and her big smile!) and started to cry. That was worth everything.

Dr. Parker and I have decided to continue our association in the hopes that we can help other men and women who have suffered from violence/abuse, and who have made the decision to turn their lives around, to feel better about themselves. It is our desire to help them accomplish their goals, sometimes their dreams, and give them the opportunity to improve their future. We are in the early stages of forming a foundation which will allow us to continue this worthwhile work and we promise to keep you posted as more information becomes available.

Yours in good dental health,

Dr. Bruce Freund



Before

We are proud of Tracy and of our efforts to be part of this amazing transformation.

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.

A healthy smile will last a lifetime!



Now Read This!

New periodontal science could save your life

Some things we can't say often enough. Your oral health can affect and be affected by your overall health. How? Let's start at the beginning.

Biofilm: Plaque, the soft thin film you feel on your teeth is a *biofilm*. That's important. Scientists once thought plaque was a collection of separate, identifiable types of bacteria. Instead, it's an ecosystem. Plaque contains varied, interdependent bacterial environments and communication systems. Multiple resistances to antibiotics and antimicrobials, and your body's immune system add to the treatment challenges. *This is why you need to brush plaque away.*

Inflammation: When soft plaque builds up it hardens into tartar or calculus which causes gum inflammation. Calculus also breaks the natural seal that your gums provide against the migration of oral bacteria into your bloodstream, much like an infected splinter under the skin. *Regular flossing can prevent calculus from building up between your teeth and below the gumline.*

The Mouth/Body Connection: It could be that an infection like gum disease releases toxins into your bloodstream. Or it could keep your immune system chronically engaged. Or it could send the wrong signals to the wrong cells. *Gum disease has been definitely linked to systemic and inflammatory diseases including cardiovascular diseases, osteoarthritis, diabetes, oral cancer, lung disease, and Alzheimer's disease.*

There's another thing we can't say often enough. We know the best defense against gum disease... *Brush at least twice a day, floss once a day, and keep your regular dental appointments.*

FACTOID

Researchers at Tufts' Bioengineering Center have solved the centuries-old riddle: how do spiders and silkworms use a watery solution to create nature's strongest fiber? The finding is expected to lead to high-strength, high-performance biomaterials for use in tissue engineering and organ repair. Great news for dentistry – a strand of spider web is stronger than steel and more elastic than rubber!

Arm Yourself! Brush ... Floss ... And Dine!

Did you know that the soft tissue of your mouth equals the amount of skin between your wrist and elbow? Maintenance is no small thing. You already know about bacteria and the importance of regular care. Don't underestimate the importance of nutrition.

Adequate nutrition is essential to maintain your body's immune response and to keep intact the protective barrier provided by gum tissue. These cells regenerate every 3-7 days, so diet deficiencies can show up quickly through inflammation and bleeding.

Collagen, the main protein of connective tissue, is the main component of the periodontal ligament. It is also responsible for skin elasticity. Research suggests that even short-term fasting can reduce collagen production by 40%.

A balanced diet is indispensable to your oral health.

Did you know that the soft tissue of your mouth equals the amount of skin between your wrist and elbow?



Scientists are looking at many strategies to control oral biofilm.

These include:

- Control of nutrients
- Control of the pH balance
- Control of oxygenating agents
- Control of genetic ability to self-defend
- Interference with communication systems

Things you can do:

- Brush twice daily (at least)
- Floss once daily
- Visit us regularly
- Maintain adequate nutrition
- Avoid stress, tobacco, and teeth grinding or clenching

Perio Primer

Defend yourself against gum diseases

The term *periodontal disease* is something of a misnomer. It actually encompasses *several* diseases of the periodontium.

What makes up the periodontium?

- **Gum (gingiva):** a protective barrier that keeps out harmful bacteria. Healthy gums are pink, firm, and securely attached.
- **Sulcus:** the crevice between the gum and the tooth.
- **Cementum:** the surface of the root.
- **Connective tissue and ligaments:** attach gums to teeth and bone.
- **Bone:** support for teeth and connective tissues.

How do periodontal diseases start?

Oral bacteria build up, especially around the **sulcus** to form a soft biofilm called plaque that can harden into cement-like tartar or calculus. Calculus damages the **gingiva** and causes inflammation which can progress.

What are the two most common periodontal diseases?

GINGIVITIS is inflammation that affect the gums. The chronic form affects about 90% of the population and is characterized by tender, red, swollen gums that bleed easily and can cause bad breath. Early treatment is effective, and without it, gingivitis can worsen.

PERIODONTITIS shares the same symptoms as gingivitis but damages the **bone** and **connective tissue**, leading to tooth loss. It can expose the **cementum**. Chronic periodontitis is most common. Other forms tend to be age-, hormone-, or disease-related. Some may progress unusually quickly.

What about treatment?

Prevention through proper oral hygiene habits at home and regular dental visits is best. In addition, we have many effective interventions to treat periodontal diseases should they develop.

RSVP

Ask us about oral cancer

Smoking and drinking alcohol are the leading causes of oral cancers. Now there's a new kind of cocktail to die for. Tobacco smoke combined with your own saliva has been called a recipe for cancer of the lip, mouth, tongue, gums, larynx, and pharynx.

Healthy saliva contains antioxidants which afford some protection against cancer. Once exposed to cigarette smoke, saliva loses the antioxidant advantage. Not only that, it transforms itself from a harmless benefactor into a toxic predator that actually aids in the destruction of oral tissue.

Early symptoms are painless. Early detection works. You can fight oral cancer by quitting smoking, reducing alcohol consumption, conducting regular self-examinations, and keeping your regular dental appointments. We are trained to detect the signs and symptoms of oral cancer, and we'll be happy to answer your questions. No invitation required.

Go Cosmetic!

You can look younger and feel great!

One of the great benefits of good periodontal health is the way it lets you take advantage of cosmetic dentistry! Your teeth can be rejuvenated and gaps, chips, crowding, and the shape of your teeth can be corrected ... without surgery or braces.

Like pink, healthy gums, cosmetic dental procedures like **teeth whitening** can help you to look younger. **Veneers** and **bonding** can restore a youthful appearance by filling out fine liplines and by concealing tooth discoloration and gaps. **Tooth-colored fillings** of composite or porcelain look like natural teeth enamel, and **crowns, bridges, and dental implants** can restore even a seriously damaged smile! A subtle change like **gum recontouring** can dramatically improve the balance of your smile ... your face ... and your outlook.

Enjoy your oral health. *Go cosmetic!*

Before
& After

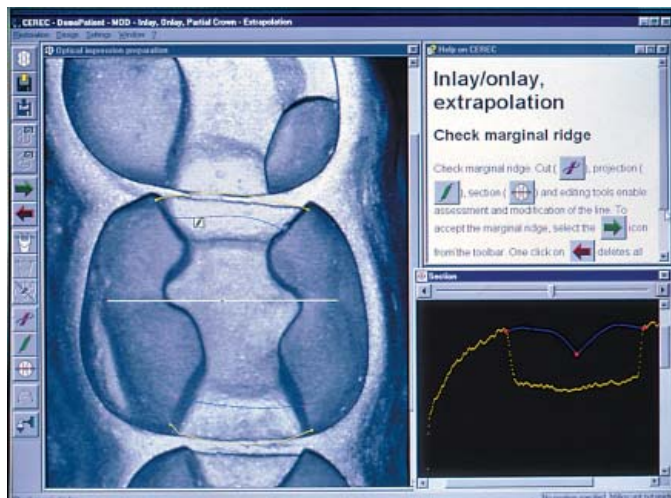


Cerec 3D™ Smiles

Natural, strong, and fast!

We're very proud to offer *Cerec 3D™*, the world's most advanced dental restoration system. With it we can manufacture lifelike porcelain crowns, veneers, inlays, and fillings right here in our office *during only one visit ...* instead of 2-3 appointments.

Cerec 3D technology allows us to take a three-dimensional picture of the damaged tooth. Our ability to design your restoration is optimized by the realistic 3D CAD program images. We then transfer it to the CAM program which accurately and precisely mills the restoration while we monitor its



process. Our final step? Bonding your finished restoration in place.

The strong ceramic material matches your tooth color, looks like natural enamel, and is biocompatible.

Cerec 3D could transform your smile! Please call for a consultation.

24/7 Dental ER Your emergency plan

For all emergencies, it is crucial to get treatment immediately. With our 24-hour care, we can evaluate the injury and make repairs quickly and safely.

Toothache – Pain can be sharp or generalized and throbbing. For temporary relief, apply a warm compress. If cheek is swollen, use a cool compress intermittently. Call us!

Chipped Or Broken Tooth – Prevention is the best medicine! For any sport where there's risk of contact (player/surface), please wear a professionally fitted mouthguard. If a tooth does get chipped, keep it and rinse it with warm water. Call us!

Knocked Out Tooth – Bite on a clean cloth to stop bleeding. For a permanent tooth, gently rinse it (do not scrub it), then place it back in its socket. Squeamish? Submerge the tooth in milk while you come to our office!

office information

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Maximize Your Benefit

Minimally invasive dentistry and your healthy future

If you've wondered why we encourage you to come and see us every three to six months, it's because we believe that cavities and oral diseases are *not* inevitable. Our team is committed to *minimally invasive* (MI) dentistry. This means that we are dedicated to using the least invasive procedures to create the maximum oral health benefits for you.

Of course that means using today's superior technology to remove less healthy tooth enamel than in generations past, but it means much, much more. Our team is committed to providing leading-edge dental care through ensuring:

- Adequate consultation time so that we can discuss your hopes and desires for your smile and oral health;
- Education and home care guidance to prevent gum disease and cavities;
- Regular recall examinations for the prevention of caries (decay), periodontal diseases, and other oral diseases;
- State-of-the-art diagnostic tools, restorative materials, and precision equipment for earlier diagnosis and effective treatment plans which save more natural teeth and tooth enamel when intervention – even cosmetic intervention – is required or desired.

Your quality of life can be improved through optimal oral health. Research has linked gum disease to respiratory and cardiovascular diseases, cancers, and diabetes. With MI dentistry, many oral health concerns can someday be a thing of the past. In other words, our commitment to MI dentistry is a commitment to your healthy future!