



**DR. HERMAN SALZBERG'S**

# Tooth Talk

Fall 2004

## A Special Invitation

**Dear Neighbor,**

There's a good possibility we're exactly right for one another. The need to feel comfortable with – and confident in – your dentist is very important. It makes visits more enjoyable, less anxiety-filled. I've spent the last 20 years developing a dental office that focuses on my patients' comfort. My staff is the friendliest of any office that I have ever been in. From the moment you call our office, you'll notice the difference. Each of my staff members has a minimum of 10 years of dental experience and can easily answer any questions our patients may have.

We care a lot about our community and are extremely proud of the reputation we have developed in Palatine. Our practice was built on our patients' referrals – they've chosen to

trust year after year.

We'd like your trust also. Toward that end, I'd like to invite you to visit us so that you can decide for yourself if we are the right fit for you. And should you decide that we are, I can promise you that...

■ You'll have access to the highest quality, most modern dentistry available.

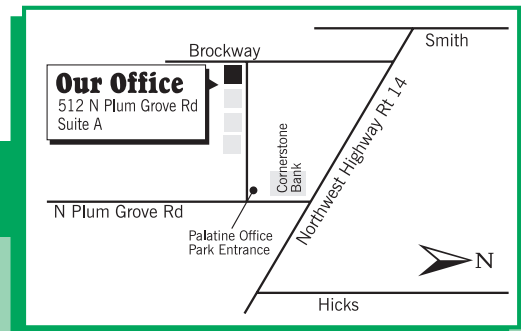
■ You'll be treated as a friend and valuable patient.

■ You'll discover a new level of attention and caring not usually available in a professional office.

We look forward to meeting you... and hopefully developing a long, mutually beneficial relationship.

Sincerely,

Herman J. Salzberg DMD



## Office Information

### New Patients Welcome!

#### Crest White Strips Professional Strength

Regularly \$60

Includes: Free Professional Strength Crest White Strips with paid exam, full mouth x-rays and cleaning.

Offer ends: November 30th, 2004.

now  
**FREE**

**Dr. Herman Salzberg**  
512 North Plum Grove Road, Suite A  
Palatine, IL 60067-3511

#### Office Hours

Monday 9:00 am – 6:00 pm  
Tuesday 9:00 am – 6:00 pm  
Wednesday 1:00 pm – 7:00 pm  
Thursday 9:00 am – 3:00 pm  
Friday by appointment  
Saturday by appointment

**Call Today!**  
**(847) 359-6766**

#### Our Services Include:

- ❖ Family & cosmetic dentistry
- ❖ Tooth whitening
- ❖ Cosmetic veneers
- ❖ Crowns & bridges
- ❖ Orthodontic treatment
- ❖ Dental implants (*restorative phase*)
- ❖ Gum treatment
- ❖ Relaxing & friendly environment
- ❖ Modern, state-of-the-art facility
- ❖ Visa, MasterCard, American Express, Discover, and CareCredit welcome

# OVERVIEW

## Revitalize Your Smile

<b>Whitening</b>	Can erase stains and discolorations for an impeccable, rejuvenated smile.
<b>White Fillings</b>	Materials can be custom-designed for each tooth to replace silver-colored fillings.
<b>Veneers</b>	Severe stains and chips, or overlapping and uneven teeth, can be concealed with custom-made, hand-crafted porcelain shells that are bonded to the front surfaces of your teeth.
<b>Implants</b>	Missing teeth can be replaced by natural-looking implants – artificial roots and teeth inserted into the jawbone – that can actually strengthen your underlying bone structure.
<b>Crowns</b>	Damaged teeth can be repaired and strengthened by a crown that fits over a tooth to restore and improve function as well as shape and color.
<b>Bonding</b>	Stained, cracked, chipped, or unevenly spaced teeth can be corrected with bonding, a tooth-colored material that contours or reshapes teeth.

## Win-Win

If you're considering plastic surgery, cosmetic dentistry could be your best first step. The results of any face-lift rely on the underlying facial structure. Cosmetic dentistry can non-surgically fill out the bottom third of your face by modifying the dimensions of your teeth. By improving the balance, proportions, and color of your teeth, cosmetic dentistry can provide an excellent foundation, and can help you to look ten years younger ... right away. How's that for a head start?

And if you've just had plastic surgery, you deserve a dazzling, revitalized smile to enhance your fresh new appearance.

Cosmetic dentistry is always a win-win proposition!

## Fashion Victim? No Way!

You wouldn't let yourself become a fashion victim when it comes to your wardrobe, hair, or cosmetics. Your smile should also complement or even enhance your age, lifestyle, and personal panache. So when it comes to cosmetic dentistry, the dentist will help you to make sure you have the great new look you *really* want.

Together, you can choose the options that will give you your most beautiful, natural-looking smile. The proportion and balance of your features, the shape of your face, and your complexion are all important factors. If your smile is too *gummy*, or your teeth are stained or worn down with age, cosmetic procedures can help. Your tooth color should be natural looking and youthful without having an artificial, chiclet-like appearance. Even crooked teeth can be given a straight, even appearance without orthodontics!

***By working together, you and your dentist can be the top duo ever! You both have your best interests at heart!***



# Write On White

Here are some answers to  
common questions  
about teeth whitening.

**Q:** Is whitening a popular procedure?

**A:** Dentists report that 95% of their patients dislike the color of their teeth. Because so many patients appreciate that supervised whitening is safe, simple, and effective, it's now the highest-demanded procedure for patients from age 20 to 50-plus.

**Q:** What causes tooth discoloration?

**A:** Alas, none of us is exempt from tooth discoloration because the culprits are so common. Staining substances include coffee, tea, juices, red wines, berries, soy sauce, and smoking. Some discoloration is a natural result of ageing and long-term use of some medications.

**Q:** What about off-the-shelf tooth whitening products?

**A:** If improperly applied, whitening agents might not give you the whiteness you were hoping for. We strongly recommend that your whitening program be done under a dentist's supervision. After a thorough oral examination, the dentist will evaluate your particular whitening needs, and recommend the treatment that will give you the best results.

**If you have any more questions about teeth whitening, or if you've already decided that you're a candidate for a brighter smile, call and make an appointment today!**

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## If Looks Could Fill...

**Preventive measures that look great!**

Sometimes it's the simple strategies – the ones you can't see – that send the strongest message. White filling materials match tooth enamel so perfectly, for example, that your smile will look healthy, attractive, and totally natural.

Enamel-colored sealants offer a cosmetic *and* preventive benefit to dentistry.

Sealants can be applied in just a few minutes and will protect your tooth enamel against the invasion of cavity-causing bacteria, working invisibly to keep your smile's sparkle bright.

Strategies so simple ... and so effective ... that no one will know but you!

## Diastema Charming Quirk or Dental Debacle?

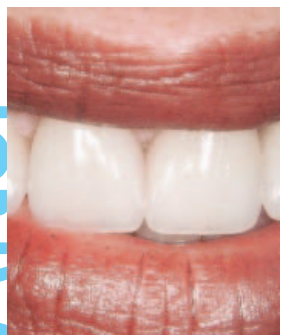
Some people inherit a fascinating little anomaly called a diastema – that whimsical little gap between the two front teeth. Others acquire visible spaces due to trauma, small chips, lost fillings or gum disease.

Whether natural or acquired, these smile eccentricities can distract from an otherwise attractive appearance. They can also cause speech problems, trap food and bacteria, interfere with normal chewing, or place sufficient stress on nearby teeth to create shifting.

Cosmetic dentistry has a number of techniques that can close gaps and repair the look and function of your smile. The results are natural-looking and will defy detection.

The dentist will be happy to discuss all of these options for a more beautiful smile.

Before  
After



# The Daily Grind

## Battling bruxism

Almost all of us grind or clench our teeth occasionally. But excessive heavy grinding, or *bruxism*, can lead to painful jaw and dental problems.

Many people brux when sleeping, leading to sore and tired facial muscles, jaw joint disorders, worn down tooth enamel, and damaged dental restorations. Most researchers believe that both emotional and physical factors cause bruxing. Stress tops the list.

Bruxism can cause serious problems for your smile and your general well-being. We can help you in a variety of ways including designing a customized plastic mouth appliance that interrupts grinding and protects the teeth.

Are you a *bruxer*? Please come and see us for a complete diagnosis! We want to keep you smiling!

**Call Today!**  
**(847) 359-6766**



## *You May Be Wondering*

### *"Why am I receiving this newsletter?"*

That's a question I'd be asking if I were you.

The answer is simple...

I've decided how best to introduce my services to you – a neighbor – and do it in a way that would benefit you and your family. My decision? This newsletter.

Through the next few editions, I will provide valuable information that could have an extremely positive influence on you and your family. For example, you'll discover how to assure your children a lifetime of beautiful teeth ... how to create a memorable smile in LESS than one hour... and much more.

"How will sending me this valuable information benefit your dental practice?"

Again, the answer is simple. I'm hoping that you'll appreciate our approach to dentistry, and will give us a try the next time you have a dental need, concern, or question.

My staff and I work diligently to earn the respect and trust of our patients, and we'd love the opportunity to earn your trust and respect.

*To your good health,*

*Dr. Herman Salzberg*

P.S. If you'd like to visit our office – or if you currently have a dental problem or concern – please feel free to call us. We'll be happy to answer any questions you have. No obligation, no pressure.

**Simply call 847-359-6766.**

If you have internet access, you may visit our web site at [www.palatinedental.com](http://www.palatinedental.com)

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