



**Twin Dental**  
*"Double the Care, Double the Smiles"*



Call (513) 825-6111

Produced for the patients of Twin Dental

Fall 2010

## fromthedentists

### Taking Time To Say *We're thankful to you*

It seems that as each holiday draws near, there's precious little time to get everything planned, organized, and prepared! But no matter how busy we are, it's always important to make time for the people who mean the most. In our dental practice, it's our patients who are number one. That's why in the spirit of the Thanksgiving season, we would like to take some time out to sincerely say thank you! Your ongoing loyalty, referrals, and each and every kept appointment has gone a long way toward helping us run our practice smoothly and efficiently, making it a more comfortable and rewarding place for everyone!

If you have questions about our newsletter content, or if it's time for a checkup, just give us a call. We'd really like to say thank you in person.

*Happy Thanksgiving  
 to you and yours,*

*Dr. David Rothan and  
 Dr. Michael Rothan*

## turnthepage

What do you expect out of life?  
 Fruity fighters you want on your side!  
 Are you the *best* you can be?



**Be Sure  
 To Use Your Holiday  
 Gift Card!**



## Can't Tolerate CPAP?

### *Consider oral appliance therapy*

Have you ever seen a teeth whitening tray or a sports mouthguard? Well, if you suffer from sleep apnea, an equally small, comfortable, custom-fitted device could be just the solution you're looking for. While in the past Continuous Positive Airway Pressure (CPAP) has been considered the gold standard therapy for obstructive sleep apnea, not everyone can tolerate the cumbersome device and simply won't use it. That's hazardous to their health.

Therapy with a portable custom-fitted oral appliance can be extremely helpful for a variety of apnea problems ranging from mild to severe - without surgery. Snoring noise is caused by vibrations of air moving through a

narrow airway. In apnea, the tongue and soft tissues relax and completely collapse the airway during sleep until breathing stops. The brain partially awakens them to restore breathing.

The key to successful treatment with your oral appliance is *custom fitting* so that it meets your unique needs and will maintain an open, unobstructed airway while you sleep by repositioning your lower jaw, tongue, and soft palate. It is an excellent alternative for many apnea patients and also for snorers whose problem has not improved in spite of weight loss, avoidance of alcohol, quitting smoking or shifting their sleep position.

Wouldn't you like to greet every day again feeling rested and re-energized? We'll be happy to answer any of your questions about oral appliance therapy.

*Your children's safety is important to us. Ask about a FREE mouthguard!*

# Something To Chew On

## The real skinny

Eating low-cal fruits can help lower your calorie intake, reduce your risk of some chronic diseases like stroke, heart disease, and diabetes, and may protect against certain cancers, including oral cancer.

Besides providing vital nutrients, each fruit has its own unique qualities. Scientists believe that grapefruit, for example, contains a substance that's a natural fat-fighter. And no wonder the pear is so popular: this low-cal member of the rose family is a good source of fiber, vitamins B2, C, and E, copper, and potassium!

### Here are five fruit-friendly tips...

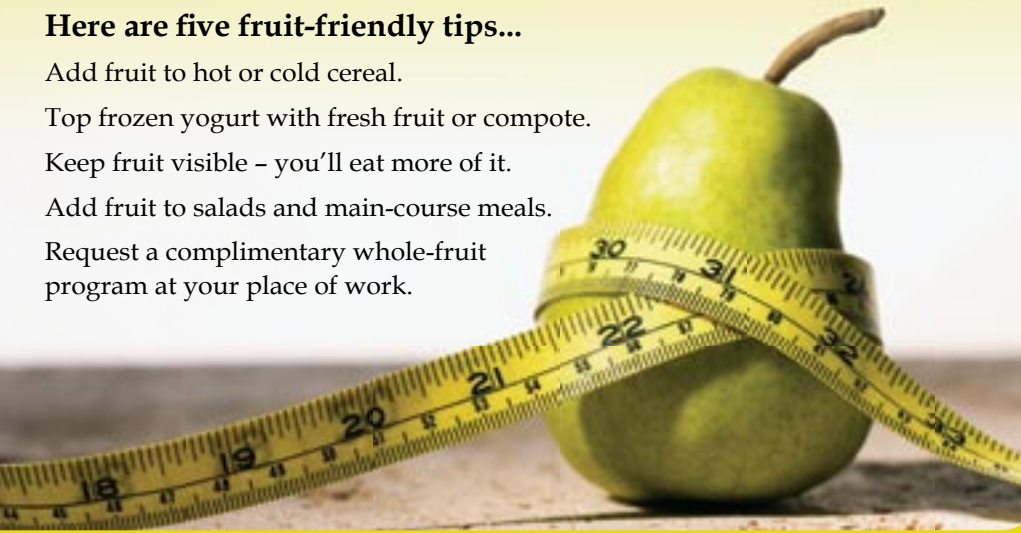
Add fruit to hot or cold cereal.

Top frozen yogurt with fresh fruit or compote.

Keep fruit visible – you'll eat more of it.

Add fruit to salads and main-course meals.

Request a complimentary whole-fruit program at your place of work.



## Strategies From H To O

### You can do it!

It's tough to judge your impact on the environment. Take global warming. In one study, participants ranked an eight-minute shower "low" on a list of activities that generate greenhouse gases. The reality? Heating shower water produces more CO<sub>2</sub> than a new compact car or a major appliance run for the same time!

A timer on your shower would help – and save water too! Here are some more conservation tips for you:

- **Turn** the tap off while brushing your teeth.
- **Chill** water in the fridge instead of running the tap.
- **Collect** rainwater for your garden.
- **Wash** your car with a sponge and bucket instead of a hose.

Our practice is committed to reduce, re-use, and recycle.

## What's Precious To You?

**Tell the world... every day!**

What you choose to place a high value on says quite a bit about you. For example, if you treasure your health and well-being and that of your family, that tells the world that quality of life really matters to you. An improved quality of life brings each of us a greater sense of self-confidence and mastery of our environment. And nothing says self-confidence and mastery like a healthy and beautiful smile.

Here are some smile flaws we're often asked about. Many of the popular solutions we've suggested take only one or two visits without surgery and without anesthetic.

- **Chipped or cracked teeth?** Tooth-like materials can be bonded to your enamel so no one will ever notice.
- **Discolored teeth?** Supervised professional whitening can brighten your teeth. Versatile bonding and veneers can camouflage and whiten.
- **Gaps in your teeth?** Bonding or porcelain veneers can reduce unwanted spaces without braces.
- **Crooked, crowded, or protruding teeth? Teeth with very wide gaps?** Orthodontics can bring them back in line – in no time.
- **Worn-down teeth and ageing restorations?** Beautiful natural-looking inlays and onlays, crowns, bonding, and veneers can whiten, re-contour, strengthen, and restore symmetry to your smiling face!

Some things are too precious not to value. Your beautiful smile is proof that you have chosen to become the best that you can be!



# What Do You Expect?

## Get the most out of life - and keep it!

You have so much to look forward to. An environment to save, career and fitness challenges to meet, and the pleasure of mentoring people you care about personally and professionally. Still, you might be surprised by some of the things that can slow you down and take the joy away - like letting a little bit of gum disease develop into a serious problem. Gums? Serious? Definitely.

**About The Mouth-Body Link** - Science has linked gum disease with these disorders, among others: cardiovascular diseases, respiratory diseases, cancers, diabetes, and arthritis.

**About Progressive Discomfort** - Although it begins with no symptoms, what's virtually inevitable is bad breath, swollen tender gums, and gums that bleed when you brush or floss ... eventually progressing to gums that pull away from the teeth, exposed roots, and loose or drifting teeth... And well, you can guess how comfy that is!

**About Appearance** - Swollen red gums and exposed tooth roots aren't appealing, plus bone loss due to gum disease can alter your bite, change the fit of restorations, and make you look older than you are.

Please don't postpone your regular visits. We can help you to prevent, arrest, and sometimes reverse gum disease. We can also show you how to brush and floss more effectively, including under the gumline and beneath your restorations, to remove the bacterial film that is gum disease's root cause.

...And you can look forward to living your life to the fullest!



## Secure & Versatile

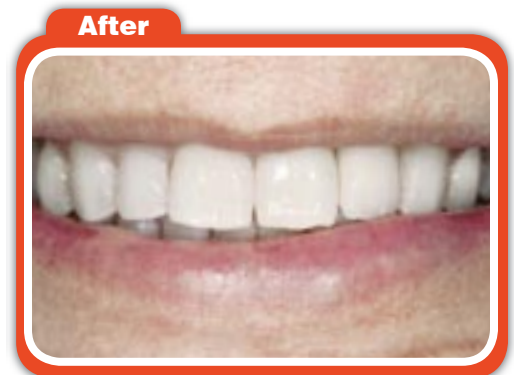
### Smile with dental implants

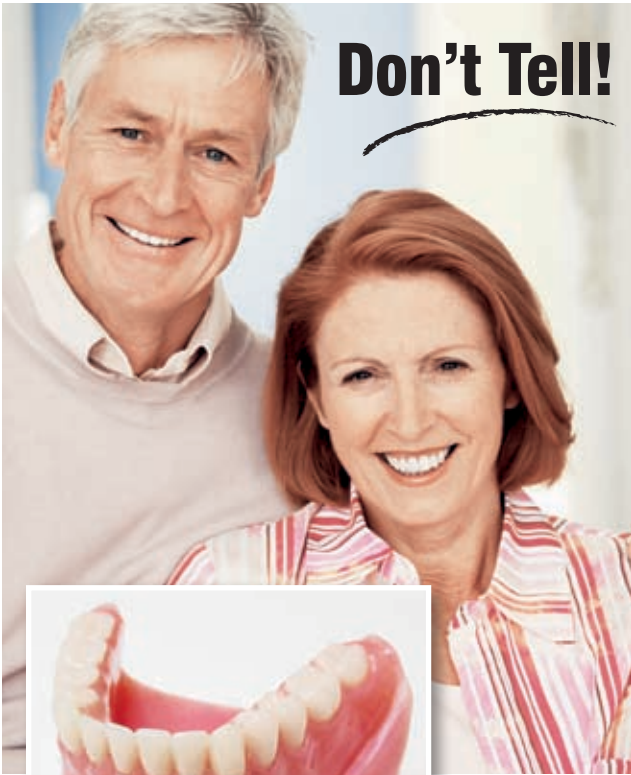
Nobody wants to lose teeth, but let's face it - it can happen to anyone. Maybe even you? Thanks to dental implants though, you can avoid further damage that would otherwise add insult to injury, like the inevitable shifting and tilting of surrounding teeth and the loss of bone in the jaw that can create a sunken prematurely aged appearance.

#### As if safeguarding your oral health and appearance weren't astonishing enough...

- 1** Implants require only normal brushing and flossing - no special home-care routines.
- 2** There is no need to remove healthy enamel from surrounding teeth to accommodate implants.
- 3** There is no metal visible above your gumline.
- 4** Implants can be used for a single tooth replacement or as part of a major makeover.

Ask us about astounding, amazing, adaptable implants!





# Don't Tell! They Won't Know!

## Mini dental implants

Who wouldn't want to look better, speak better, eat better... and smile more? Mini Dental Implants are now the first choice for many people who need to replace missing teeth or stabilize dentures.

Mini Dental Implants are FDA approved and the procedure can be performed right here in the office with only a mild anesthetic. Very strong metal implants, that are similar in diameter to a toothpick and look and act like the roots of teeth, are placed in the jaw. By modifying the patient's denture so that it can snap onto the implants tightly and reliably, many patients are able to speak and eat with confidence - for the first time in a long time.

As long-lasting as the results are, placing Mini Dental Implants takes only about an hour. Because the procedure is minimally invasive, and the implants are tiny, there is no healing period after placement and no stitches are required. The denture can be snapped in immediately. In fact, most patients are able to eat a light meal within only an hour or so after having the mini implants placed.

An additional welcome benefit to patients is the ease of home hygiene care. With a little practice, the denture is easy to remove and replace.

With Mini Dental Implants, your friends won't know how you're looking so good - but you'll feel so great you might just want to tell them!



Overdenture anchored to a dental implant

## office information

### Twin Dental

Dr. David Rothan, *General Dentist*  
Dr. Michael Rothan, *General Dentist*  
11430 Hamilton Ave, Suite 1002  
Cincinnati, OH 45231-6102

### Office Hours

Monday 11:30 am - 7:00 pm  
Tues-Fri 8:30 am - 5:00 pm

### Contact Information

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Email smile@twindental.com  
Web site www.twindental.com

### Twin Dental Team

Cheryl..... Office Manager  
Kathy, Sarah, Jennifer, Biz, Gloria .....  
..... Business Team  
Sherri, Liz ..... EFDA's  
Shannon ..... EFDA - Hygienist  
Andrea, Cheri, Stacie..... Hygienists



## Don't Fall Behind!

### Use your benefits

We know that by now, you understand that any advice we give to you is out of genuine concern for your well-being. Whether we recommend a treatment plan, suggest a lifestyle change, or encourage you to use up your annual insurance benefits, our sole motive is to help you achieve optimal oral health.

As we get further into the year, time starts to run out for you to make the most of your insurance before it expires on December 31st. We will start to remind you more often as the days pass, but only because we don't want you to lose valuable benefits which won't carry over to next year.

Please take a moment to check your remaining insurance benefits... then book an appointment to make the most of them!

## Helping You To Relax

### SEDATION DENTISTRY

We are pleased to announce that our office is certified to make oral sedation available to our patients. Anxious or even phobic patients often discover that sedation dentistry can offer the perfect relaxing solution for maintaining good dental health.

We use oral sedation (pills) for many of our patients who are needle-phobic. Since patients can often undergo treatment for longer at one sitting, multiple procedures can be completed in fewer visits.

**How will you feel?** Most patients feel that they have slept through the appointment. You will need someone to bring you to our office on the day of your sedation appointment, and you *must* have someone take you home afterwards.

Please call. All that's between you and excellent dental care is a couple of tablets of medication!

