

DENTALILLUSIONS

DENTALILLUSIONS' Word Of Mouth

www.dentalillusions.com

Spring 2007

A Special Invitation

Dear Neighbor,

The need to feel comfortable with - and confident in - your dentist is very important. We always encourage our new patients to ask questions about our practice. Because we have so many wonderful patients in the neighborhood, we encourage you to consider our practice and to anticipate that our relationship with you would be just as wonderful.

Here are just three Q&As we discuss with new patients every day:

(1) Will you schedule appointments that are convenient to me?

Yes. We offer patient-friendly office hours and have an established, successful plan for emergencies.

(2) Will you explain all of my treatment options, and help me make the decision that's best for me?

Yes. We pride ourselves in building trusting honest relationships in a supportive atmosphere. The best patient is an informed patient.

(3) Will you explain home care techniques?

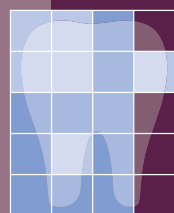
Yes. We are committed to preventive care. We want your smile to last a lifetime!

We care a lot about our community and are extremely proud of our reputation. All of our patients have access to preventive, restorative, and cosmetic dentistry, and receive the kind of attention only a neighbor can give.

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

Sincerely,

George E. Saliba, DDS & Basil M. Moukarim, DDS



DENTALILLUSIONS

Office Information

DENTALILLUSIONS

George E. Saliba, DDS
Basil M. Moukarim, DDS

13303 Champion Forest Drive, Bldg 5
Houston, TX 77069-2650

Web site www.dentalillusions.com

Office Hours

Mon, Tue, Wed 8:40 am - 5:00 pm
Thursday 7:00 am - 2:00 pm
Friday By Appointment Only



Our Services Include:

- ❖ New Patients Welcome
- ❖ Family and cosmetic dentistry
- ❖ Tooth whitening
- ❖ Tooth-colored fillings
- ❖ Sedation dentistry
- ❖ Laser dentistry
- ❖ Nitrous oxide sedation
- ❖ Emergency dental care
- ❖ TVs, videos, & music in treatment rooms
- ❖ Most insurance accepted

Call Today!
(281) 444-1755

Easy Payment plans - 12 month interest free financing

We can change your smile from dull to dazzling...

SMILE MAKEOVER

now \$1000 OFF

PATIENT GALLERY



BEFORE

Missing and decayed teeth restored with all natural looking porcelain crowns.



AFTER



BEFORE

Porcelain veneers used to close gaps to create a natural smile.



AFTER

Nobody Knows You Better



Before



After

Cosmetic veneers can reveal a different side of you

Nobody knows your smile flaws better than you. You can't help it - it's human nature. But have you ever really appreciated the natural beauty of your teeth? Exquisitely crafted and strong porcelain veneers can restore natural beauty and transform your smile.

How? Cosmetic veneers can:

- make your teeth stronger;
- resist plaque-causing bacteria;
- cover smile imperfections.

And still look natural? Yes. Each hand-made custom-sculpted paper-

thin veneer is layered like a pearl and fired by hand, ensuring **translucency**, **opalescence**, and **fluorescence**, all inherent in natural teeth. *Translucency* allows light to pass through. *Opalescence* is the reflection of a lustrous light from a tooth's interior. Like an opal, natural tooth enamel glimmers with subtle iridescent colors. *Fluorescence* refers to the natural light emitted by your teeth. **The result?** Veneers look vibrant and completely natural. Get re-acquainted with the natural vibrancy of your smile.



10 Number of years younger you could look.

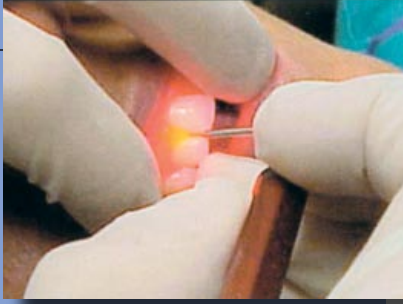
250 - Percentage increase in popularity of veneers over the last 5 years.

10 - Number of years younger you could look.

2 - Number of visits for a stellar veneer smile.

.3 - Number of millimeters thickness of a hand-sculpted veneer - that's paper-thin!

0 - Number of people who'll know you've got veneers.



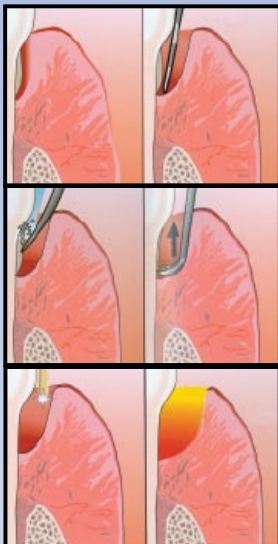
How Does It Work?

Tartar, associated with inflammation and occasional bleeding gums, is removed from the root surface of the tooth using an ultrasonic scaler and small instruments.

Then, a small amount of light energy from a laser is directed through a tiny fiber, which is gently placed between the gum and tooth. This light energy aids in reducing the bacteria associated with the disease. After the area is thoroughly cleaned, the body can heal the area naturally.

Does It Hurt?

Although the procedure itself can be virtually painless, we may anesthetize the area for your comfort. In this way we can precisely direct the laser for treatment. Post-procedure discomfort is typically less intense and of shorter duration than conventional periodontal surgery.



Is it true?

Laser Dentistry Makes Dream Dentistry A Reality

Can I really get a dental filling without an anesthesia?

Yes. Laser dentistry has made this dream a reality. Clinical studies showed over 95% of all patients, required no anesthesia when the dental laser was used to treat decay. Lasers are letting dentists give patients what they want- or should we say what they “don’t” want; patients don’t want a shot, they don’t want a drill, and they don’t want a numb lip.

Do lasers totally eliminate the use of anesthesia in dentistry?

Of course the use of anesthesia is still necessary in dental procedures other than fillings, such as root canals, crowns, etc. So unfortunately, anesthesia cannot be totally eliminated. With the new hard-tissue lasers, however, the use of anesthesia can be eliminated for dental fillings in most cases.

Are there any special precautions taken during the laser procedure?

In the same way you would wear sunglasses to protect your eyes from prolonged sun exposure, you will need to wear surgical eyeglasses during a laser treatment to protect your eyes from the laser.

Can the dental laser be used on children?

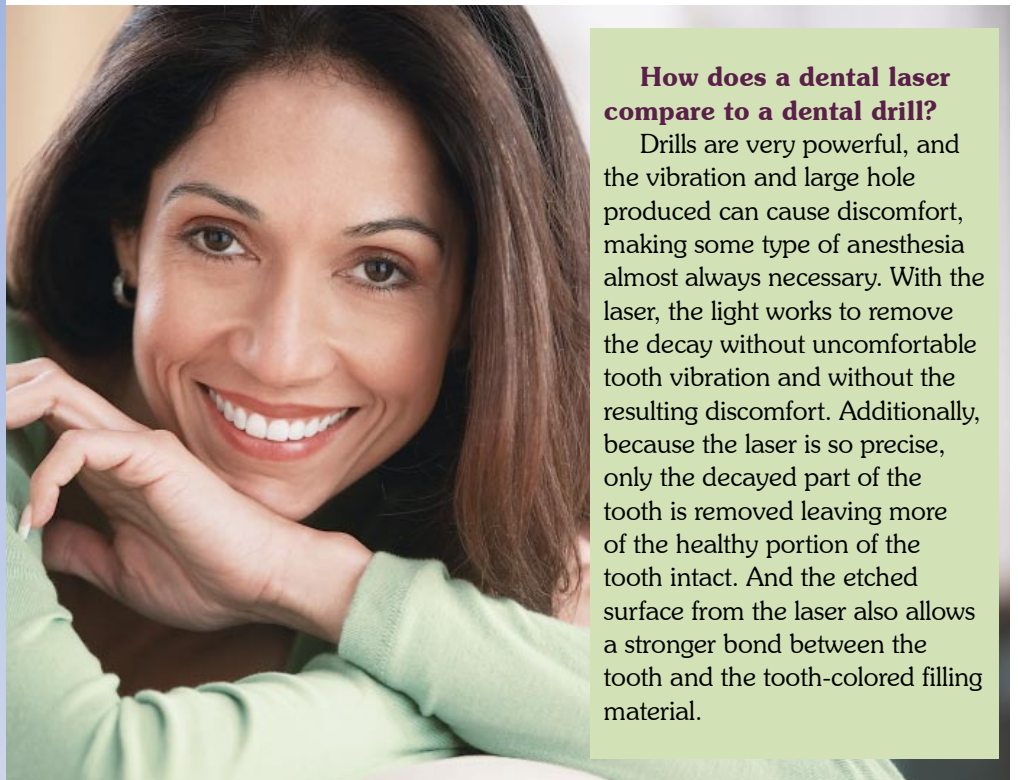
The FDA has approved treatment of both adults and children with dental lasers. Children are particularly receptive to the idea of replacing a shot and drill with something more pleasant. Plus, they like wearing the “cool glasses” used during laser treatments.

How does the dental laser work?

Hard-tissue lasers use light to search for water in the tooth, the excess of which indicates disease in the tooth structure. The laser works by emitting a specialized light that targets and removes the tooth decay, leaving a healthier tooth.

If the no-anesthesia hard-tissue lasers have been around for more than five years, why don’t more dentists use them?

Perhaps it’s simply a matter of public education and demand. That’s why we’ve begun trying to help inform our community about the no-anesthesia option that hard-tissue lasers make possible, and that’s why we chose to add it to our practice. Our practice wanted to be a leader in this area and decided to offer the benefits now, rather than wait until you demanded them.



How does a dental laser compare to a dental drill?

Drills are very powerful, and the vibration and large hole produced can cause discomfort, making some type of anesthesia almost always necessary. With the laser, the light works to remove the decay without uncomfortable tooth vibration and without the resulting discomfort. Additionally, because the laser is so precise, only the decayed part of the tooth is removed leaving more of the healthy portion of the tooth intact. And the etched surface from the laser also allows a stronger bond between the tooth and the tooth-colored filling material.

Get Acquainted Special!

now

\$49

\$95 Value
Comprehensive
exam and bite
wing x-rays

Offer ends: May 31st, 2007

Zoom!™ Professional Teeth Whitening!

\$600 Value

now

\$375

Details: A one
hour in office
teeth bleaching
treatment and
custom trays
for home use.

Offer ends: May 31st, 2007



Sedation Dentistry

From the discovery of nitrous oxide as an anesthetic until the present, dentists have worked long and hard to diminish or eliminate patient pain.

In one study, 90% of the patients who experienced fearfulness about dentistry felt more comfortable when oral sedation was used to relax them. 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. Oral sedation is also very safe and effective for several hours after the appointment.

How will you feel? Most patients feel that they have slept through the appointment. You will need someone to bring to you the office on the day of your sedation appointment, and you must have someone take you home afterwards. Oral sedation is a safe and effective way to reduce the stress and anxiety associated with dental appointment. It's just that easy. In addition, the use of nitrous oxide (laughing gas) will enhance the relaxation during the appointment, making the time in the dental chair a pleasant and comfortable experience.

The only thing standing between you and getting the dental care you want is a couple of tablets of medication. It couldn't be simpler!

smile facts

75%

of adults believe that an
unattractive smile can hurt a
person's chances for career success



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