



# DENTAL ILLUSIONS' Word Of Mouth

[www.dentalillusions.com](http://www.dentalillusions.com)

Winter 2008

## Dear Neighbor, I'm proud to be your "neighborhood" dentist!

In the '90s, a phenomenon called "cocooning" was recognized, and since then, it has strengthened significantly, much to the interest of sociologists and pop-culture enthusiasts. More and more, people are staying at home or in their immediate community where things are familiar and comforting. The convenience of making choices in your own home about the things that affect you and your family is extremely attractive!

When we first began practicing dentistry, we had no idea how important the neighborhood could be – and would be – to our practice. We hoped that most of our patients would come from our neighborhood, and they have. And each has made a conscious decision to be our patient. For that, we are very honored.

Why did they choose us and our practice? Perhaps for the same reason you might: because of the convenience of our services – teeth whitening, invisible braces, porcelain crowns and veneers, sedation, and more – that are available right here in your own backyard.

It's important to us to practice dentistry in our own community, for people we care about. As a community member, we're hoping you have a few moments to read and benefit from our newsletter. If you presently have a dentist you are happy with, please consider this information helpful. If you are looking for a dentist, please think of us as we'll be happy to welcome you into our dental family.

*Yours in good dental health,*

*George E. Saliba D.D.S. & Basil M. Moukarim D.D.S.*



## Office Information

**DENTAL ILLUSIONS**

**George E. Saliba, DDS**

**Basil M. Moukarim, DDS**

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Web site [www.dentalillusions.com](http://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

**Call Today!**  
**(281) 444-1755**



### 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

**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



AFTER

BEFORE



AFTER

## Invisible Fillings

**The less you see, the more you get**

Only a few short years ago, silver amalgam fillings were the order of the day. Most of us still sport one or two of these durable but unsightly restorations.

New tooth-colored filling materials called composite resins have changed all that. These plastic mixtures filled with glass or silica and resin ionomers with fluoride-releasing properties are both tough and efficient. And best of all, we can color the filling to match your own teeth.

Composites bond to your tooth to support and strengthen the remaining tooth structure. This helps to prevent breakage and insulates teeth from excessive temperature changes.

Invisible cosmetic touch-ups of cracked or chipped teeth are also made easily. Resin ionomers are particularly suitable for children because they release fluoride, and for older adults because their sealing and fluoride properties reduce root decay.

The chewing surfaces of your back teeth work really hard, and damage can occur. For these restorations, we'll often use an inlay which fits in the grooves between the cusps of a tooth. We can use tooth-colored porcelain inlays, which are cosmetically attractive and super tough. Your custom-made inlay is cemented permanently to your tooth, rivaling the strength and beauty of its natural properties. We carefully polish it, and check the bite to ensure a perfect fit.

Please see us for a consultation so we can make sure your smile is healthy and at its sparkling best.



## Step Up

**To a great smile!**

Steppin' out over the holidays? You can count on us to step up the pace and fit you in for your holiday smile makeovers. We know from many years of experience that at this time of year you want to smile in style. So we're keeping appointments available for teeth cleanings, teeth whitening, and even more dramatic changes that we know some of you will request.

How do we know? One of the greatest rewards of providing you with care over the years is that we get a chance to really know you. It's a joy to us to anticipate your dental needs ... and to share in your holiday excitement.

Thank you so much for your ongoing loyalty and referrals.

Now, put your best smile forward and celebrate!

See page 4 for our Whitening Special!

# Keep Your Secret

## With Invisalign®

Until recently, the preferred method for straightening teeth was metal train-track braces. We are one of the first practices to offer Invisalign®, one of the most advanced components of adult cosmetics.

### What is Invisalign?

It's a proven method for straightening teeth using a series of custom-made, nearly undetectable aligners.

### How does Invisalign work?

Each aligner is precisely calibrated and manufactured to custom-fit over your teeth and gently move them through every stage of your treatment. There are no metal wires and brackets, and you can still enjoy your favorite foods, and brush and floss easily.

### Can I benefit?

Adults account for nearly 25% of all orthodontic patients! The most common problems are crowded teeth, teeth spaced too far apart, protruding upper or lower teeth, and upper and lower front teeth that do not touch.

### How do I get started?

After consultation and deciding on a treatment plan, we take an impression of your teeth, and submit it to Invisalign. Using the latest 3-D computer technology, our instructions are translated into a series of medical-grade plastic aligners. You can view your own virtual treatment plan when you start, so you can see how great your straight teeth will look!

We know you'll be inspired to consider Invisalign! Please call us for a consultation.



**invisalign®**

## 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

## Get Acquainted Special!

now  
**\$49**

**\$237 Value**  
Comprehensive  
exam and bite  
wing x-rays

Offer ends: May 31st, 2008

## Lifetime Bleaching

For only  
**\$375**

Please ask for details

# Dear Neighbor,

## Can You Relate?

Flaws in your smile, even minor ones, can have a negative impact on your quality of life ... from self-image to relationships (social and romantic) to career opportunities.

That reality is backed by a study showing that...

- 87%** of adults acknowledge that they'll remember someone with an attractive smile;
- 74%** of adults believe an unattractive smile can hurt career opportunities;
- 92%** of adults agree that an attractive smile is an important social asset.

But smile flaws need not negatively impact your life. Today, using cosmetic dental techniques, all of the following unattractive smile flaws can be easily corrected.

- Dull or discolored teeth;
- Poorly aligned or protruding teeth;
- Exposed partial denture hooks;
- Worn down teeth;
- Teeth that are too long or too short;
- Cracked, chipped, crowded, or crooked teeth;
- Gapped or missing teeth;
- Visible fillings or crowns;
- Too much gum showing.

Regardless of how minor or major ... you can now have a smile so stunning and memorable that it will turn heads, give you more confidence, and make you look and feel younger.

Please give us a call today to set up a **FREE Smile Evaluation & Consultation**. I will meet with you personally, answer your questions, and discuss various options for improving your smile. Please give us a **CALL TODAY** at (281) 444-1755 - available consultations are limited.



### DENTAL ILLUSIONS

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