

Building Your Smile

Dr. Kenneth J. Rawlinson
Dr. Robin M. Rawlinson



Produced to improve your dental health and awareness

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fromthedentists

Welcome!

Our new newsletter

Welcome to the very first issue of *Building Your Smile*, a newsletter designed to keep you informed of new ideas and concepts in the field of dentistry. Over the next few issues we will bring you information on areas such as cosmetics, whitening, oral cancer screening, and many other topics where dentistry has made terrific advances over the last few years. We also hope to bring you information that is particular to our office, of which you are the most important part.

This newsletter relies on your input to be successful, so please mention any topics that you would like to see included in a future issue. If you happen to receive two issues, please share one with a friend who you feel might benefit from the services and care that we provide.

Yours in good dental health,

*Drs. Kenneth J. Rawlinson
& Robin M. Rawlinson*



Hot Off The Presses!

Right into your home

So what's the big news? Our parking dilemma has been solved! After years of city planning, navigating through zoning by-laws, numerous phone calls and endless correspondence we have finally been able to enlarge our parking lot. Now there is plenty of free parking for all of our patients.

This year marks our ten-year anniversary and we are very proud of this accomplishment! We've been providing service excellence by highly skilled, dedicated and friendly staff for a decade and the feedback and response to our service grows stronger every year.

Here's a little bit of trivia. Our dental practice has placed more *Lumineers*TM on the teeth of more satisfied clients than any other office in Rhode Island. Wow ... that's a lot of stunning smiles!

Did you know that Dr. Ken teaches Advanced Reconstructive and Cosmetic Dentistry at Rhode Island Hospital's dental residency program? Imparting the knowledge, expertise, and wisdom that our patients have come to expect and benefit from is something Dr. Ken shares with pride.

Here's another reason to be proud. We are the sole provider of cosmetic dentistry for the Rhode Island edition of ABC's *Extreme Makeover* show. We help to transform people's lives by utilizing the latest breakthroughs in cosmetic dentistry.

Enjoy the first issue of *Building Your Smile*. We have certainly enjoyed putting it together for you.

To learn more about our practice please feel free visit our website at www.supersmiledocs.com

An attractive smile makes a lasting impression!



Captivating Cosmetic Veneers

Using Deep Brain Stimulation (DBS), neurologists can produce smiles and euphoria. Smile and you'll feel good ...and because people like what they see, they'll smile right back! If you are reluctant to reveal your less-than-perfect smile, you could be missing out. Cosmetic dentistry can benefit anyone who wants to look better, feel better, and smile healthier!

With cosmetic *veneers* you can...
...look younger by filling out wrinkles...

hide severely stained teeth ... close gaps between your teeth ... improve the look of crowded or overlapped teeth without braces.

Strong, hand-sculpted porcelain veneers can give your teeth such a straight appearance that they have sometimes been called "instant orthodontics." Once bonded to your teeth, they're durable and easy to maintain. They are extremely smooth, solid, and glass-like so ... veneers look completely natural ... they reflect light like natural tooth enamel ... they mask flaws and rejuvenate smiles ... veneers resist staining from food, tobacco, and beverages like tea, coffee, and red wine... veneers reject most oral bacteria which tend to slide off their smooth surface!

Cosmetic *veneers* can give you the two things most people notice first in anyone's smile ... straightness and the whiteness and color of teeth! Please come and see us at our office for a consultation.

Balancing pHacts

BALANCE: Symmetry and balance affect your smile's appearance in more ways than one. Some substances can affect the acid balance of your smile.

ACID: Some factory workers, lab technicians, and professional wine tasters can experience teeth staining *and* erosion. For example, wine makers can taste from twelve to eighty wines per day!

ALKALINE: Competitive swimmers of any age can develop swimmer's calculus - brownish stains on their teeth. Chlorinated water's high pH factor can cause salivary proteins to break down, forming organic deposits on teeth enamel.

PREVENTION: Most patients can control exposure to these kinds of hazards. But if staining or tooth sensitivity due to enamel erosion are a problem for you, come and see us.

INTERVENTION: We can provide a professional assessment and cleaning, and suggest home care products and techniques.

Building Healthy Smiles

Your smile foundation!

Did you know that a cavity is what is left *after* tooth decay is removed? Or that the incidence of tooth decay is second only to the common cold? Decay is the most important cause of tooth loss in younger people. Periodontal (gum) disease is the leading cause of tooth loss in adults. Both are caused by the presence of bacteria.

Thanks to preventive, minimally invasive dentistry, we can help you

to control bacteria and preserve your oral health with some back-to-basics advice...

1. Brush, floss, and rinse.
2. Stay away from sugary foods.
3. Get regular checkups for your whole family to curtail decay, gum disease, and correct overcrowding or gaps that can cause problems.

Remember ... the true foundation of even the most glamorous Hollywood smile is a healthy mouth!



COSMETIC CONTOURING Too short ... too much ... TWO methods

Are you self-conscious because your teeth look too short or too long ... because too much of your gums show... because your teeth look different lengths?

Now dentistry can cosmetically contour your smile! If your gumline is uneven or if your teeth look too small, short, or square, we can restore symmetry and proportion by sculpting your gumline with a **gum lift** or **crown lengthening**. Both reveal the natural enamel hidden by excessive gum tissue.

If your teeth look too long, it could be that ageing or periodontal disease has caused your gumline to recede. The proportion of gums that appear "too short" can be restored by applying the same **porcelain veneers** that we use to hide other smile flaws.

Gum sculpting revealed the beautiful smiles of twin sisters with amazing results!



Progressive Makeovers

Supervised **teeth whitening** and **cosmetic bonding** are popular and affordable first steps toward a smile makeover that can dramatically improve your smile.

Teeth whitening is a new invention. FALSE Supervised teeth whitening which *removes* stains is completely safe, reliable, quick, and convenient because the procedure has been refined for more than 100 years. Bonding, which can also give you whiter teeth by *covering* stains, was invented in the 1950s.

Teeth whitening and bonding are minimally invasive and require no anesthetic. TRUE Not only that – but your teeth can be brightened in our office or over several weeks at home. You decide!

Age is a factor. FALSE For patients under twenty, whitening is the most-demanded cosmetic procedure. After childhood, age is not an issue, and most people can benefit because there is no upper age limit. Even children can benefit from tooth-colored bonding materials for fillings.

Teeth can be whitened up to eight shades. TRUE Whiteness depends on the intensity of staining. Our team can help you select the best option for your smile.

Bonding materials can be used to replace older, compromised amalgam fillings. TRUE Especially in your front teeth where appearance is important. Porcelain inlays and onlays are excellent options for back teeth.



Waterlase™ Dental Laser

...With Waterlase® MD

Dental researchers and scientists are constantly inventing new ways to make our dental practice more efficient and our treatment pain-free. Our practice has just acquired an amazing new invention called the *Waterlase® MD*.

What does it do? The Waterlase MD uses next-generation technology to perform a variety of dental procedures, including cavity preparation, caries (decay) removal, tooth etching, and a wide range of soft tissue (gum) procedures.

How does it work? The system uses laser-energized water. It significantly improves your comfort in the dentist's chair, and causes no heat or vibration in your mouth, no drilling noises, or overheating of your teeth. Remarkably, it also treats soft tissue gently and efficiently. The highly precise spray of air and laser-energized water particles, when directed at the tooth, rapidly remove enamel, dentin, and decay.

With the Waterlase MD, most dental procedures can be performed with no pain, virtually eliminating the need for anesthesia in most cases. The laser is very precise so we can leave behind as much healthy tooth structure as possible. The Waterlase also performs numerous soft tissue (gum) procedures with little or no bleeding. Now you can have many procedures performed at our office during your regularly scheduled appointment that previously required referral to a specialist.



We're proud to be able to offer this new technology to all our patients. Please ask us about it at your next appointment!



office information

Kenneth J. Rawlinson, DDS
Robin M. Rawlinson, DMD
2861 Pawtucket Avenue
Riverside, RI 02915

Office Hours

Monday 8:00 am – 5:00 pm
Tuesday 8:00 am – 5:00 pm
Wednesday *closed*
Thursday 8:00 am – 5:00 pm
Friday 8:00 am – 5:00 pm

Contact Information

Phone (401) 434-1334
Fax (401) 434-7939
Email smilebuilders@cox.net
Web site www.supersmiledocs.com

*...where great smiles
come first!*

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Smile Concern?

We have your smile solution

- **Shape?** *Lumineers™* reshape teeth and are matched to your tooth color.
- **Crooked? Chipped? Cracked?** Bonding and veneers restore alignment, balance, and symmetry while concealing flaws.
- **Discolored?** Modern composite or white filling materials that match your natural tooth color are virtually invisible.
- **Stained?** Whitening can safely and comfortably brighten teeth. Bonding with a tooth-colored plastic, or applying porcelain veneers can whiten, hide flaws, and improve tooth shape.
- **Gaps?** Implants and crown & bridge treatment can close gaps with natural-looking replacement teeth.
- **Too gummy?** Gum recontouring can show the natural length and beauty of your teeth to give you a natural-looking, balanced smile.

Your Referrals...

Are important!

These times of extraordinary change inspire creativity, challenge, progress, and positive interactions with important people in our lives. They require a commitment to imagining the possibilities, rolling up our sleeves, and making a difference in the workplace, in our community, and with our families.

In our practice family, you make the difference, and we'll keep rolling up our sleeves to earn your ongoing loyalty and trust. Every time you refer us to the important people in your life, you help our practice grow and progress – *making all the difference!*

Your trust and confidence are so important to us that we're introducing our new *Referral Reward Program*. We've included two referral cards that you can give to friends. Thank you, sincerely, for the favor of your referral!