



# DR. GARY FEUCHT

## General & Cosmetic Dentistry

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SPRING 2009



### Your Teeth Need Good Care Even in a Tough Economy

Dental health is a necessity, not a luxury. Taking care of your teeth with scheduled cleanings and checkups is more cost-effective in the long run and can reveal the early warning signs of serious health issues.

The good news? Spring is just around the corner! It's time to put our best smiles forward! Read about some of the new cosmetic dentistry options we are offering, such as MI Paste tooth lightening and the new Sapphire® whitening system that is garnering good reviews from a number of our patients.

You can still practice good dental health habits at home, so we've included some preventive reminders in this newsletter as well.

We do hope you find our newsletter enjoyable and helpful. As always, we welcome your feedback and input.

**Have a great Spring!**

## We Now Offer Tooth "Lightening" with MI Paste™

In keeping with our philosophy of always making the latest developments in dentistry available to our patients, we now offer **tooth "lightening" treatments with MI Paste**. This simple, minimal intervention technique is especially effective in reversing "white spots" patients often ask us about.

Dr. Feucht performs a gentle microabrasion procedure using acid etching for 20 seconds after a gentle application of pumice. MI Paste is then applied and left on the tooth for 5 minutes.

Patients follow up at home with nightly applications of the MI Paste, which increases the tooth's mineral content and lightens it. Desired results are typically obtained after once-a-week treatments for four weeks.

**Ask us about "tooth lightening" at your next visit!**



MI Paste strengthens tooth enamel by replenishing calcium and phosphate in saliva, and helps ease dry mouth.

## One Patient's Tough Lesson About the Link Between Dental Care and Overall Health

*In his own words, Tom G., a patient of Dr. Feucht, shares his experience in the hope that it will help others understand the importance of timely dental care*

"Your dental health is extremely important to your overall health—a lesson I learned the hard way.

"My name is Tom and I am a patient of Dr. Feucht. Three years ago, I was told that I would eventually need a root canal. I lived in fear of having a root canal, so I kept putting it off since my tooth was not hurting me that badly.

"Because of that foolish decision, I ended up in the hospital—with an infection that went from my tooth to my heart.

"Until that occurrence, I never realized how important my dental health is to my overall health.

"Needless to say, I got the root canal done and the infection cleared up. I must add that the root canal was virtually painless.

"I no longer delay with any dental work that needs to be performed. I know how important my dental health is!

"Dr. Feucht and his staff always take very good care of me and I know they have my best interests at heart!"



### Rethink Those Fritos?

#### Did You Know ...

The most dentally guilty foods—even more than sugar—are the fermentable carbohydrates, including chips, milk and bread.

Even jellybeans are easier to wash away by saliva than Fritos or dried fruit, which stick around, feed plaque bacteria and eventually cause cavities.

## Our New Ultrasonic Scaler Makes Teeth Cleaning Faster and More Comfortable for You



The next time you come in for a teeth cleaning, you are sure to find the experience a more pleasant one. The new Pro-Select Platinum scaler we are using has a number of benefits, not the least of which is more gentle scaling for you and your teeth.

“Our new scaler removes plaque much faster and more comfortably than ever before,” says our dental hygienist, Jodi. “Not only can I accomplish more in a single appointment, but I know my patients experience less sensitivity and discomfort.”

The Pro-Select Platinum scaler combines an ultrasonic scaler, a heated irrigator and an LED light. The scaler’s unique universal tip lets the hygienist perform all stages of cleaning without having to change tips or fill in with a hand scaler. The tip of the handpiece moves faster, which means faster, more effective cleaning.

The hygienist controls the flow of irrigation with a foot pedal, leaving the hands free to focus on patient treatment. A built-in heater in the handpiece warms the irrigation solution (water, fluoride or an antimicrobial solution), making it soothing and comfortable for patients.

Perhaps the scaler’s most important benefit is what it contributes to good periodontal health. Says Jodi, “Ultrasonic tools such as the Pro-Select Platinum scaler allow us to treat periodontal disease more effectively, control it and maybe even prevent it altogether. The fact that it promotes faster healing and is more comfortable means that we have a treatment method we can provide on a regular basis.”



Pro-Select Platinum scaler with LED light

## National Survey Reveals America’s Dental Habits

*Conducted by the American Dental Association and Crest® and Oral B*

- The smile outranked eyes, hair and the body as the most attractive physical feature.
- 86% of women and 66% of men brush twice or more a day
- Women say they change their toothbrush every 3-4 months on average; men hang on to theirs an average of 5 months. (ADA recommends replacing toothbrushes every 3-4 months or when bristles become frayed.
- All Americans need to do a better job of flossing their teeth. Only 49% of those surveyed say they floss their teeth once a day or more often.
- While eight of 10 Americans say taking care of one’s mouth, teeth and gums is "absolutely needed," only one-third of them say they do an "excellent" job taking care of them.
- One parent in four says his or her kids do only a "fair" or "poor" job taking care of their own mouth, teeth and gums.

## New In-Office Whitening System—One Visit, 30 Minutes, Seven Shades Brighter

We are pleased to add the **Sapphire™ Professional Whitening System** to the numerous treatments we offer patients who are seeking a brighter smile.

Available only from a dental professional, the Sapphire system combines the use of the Sapphire Light and Sapphire Chairside Whitening Gel.

When the hydrogen peroxide-based gel is activated by the Sapphire Supreme Plasma Arc Whitening Light, the result is whitening of up to 7 shades in approximately 30 minutes.

The Sapphire Whitening system is pain-free, safe for teeth and gums and is specially formulated to prevent sensitivity. It's an ideal choice if you are looking for a quick, professional



whitening for teeth that have become discolored over time from smoking, drinking coffee and other common causes of staining.

**WANTED:  
Your Referrals**

**REWARD:**

**A \$25 certificate for Atlantis  
Restaurant in Plymouth Twp.**

**OR**

**A \$25 gas card**

### Some Tips for Maintaining Those Pearly Whites

- Brush or rinse right after eating, especially if you've had a food or drink that stains teeth easily.
- Avoid foods that stain, such as berries, chocolate, coffee, tea, colas, root beer, red wine and tobacco. Use a straw or swallow quickly to limit contact with front teeth.
- Crunch on hard raw fruits and vegetables such as carrots and apples. They help scrape away plaque, which makes your teeth look dull.
- Supplement regular toothpaste with a whitening paste once or twice a week to remove surface stains.
- Brush gently. Scrubbing too hard erodes enamel. Use a toothbrush with soft bristles. Clean with light, circular motions. (Electric sonic toothbrushes are especially good at stain removal.)



## Practicing Clean Dentistry

Bet you didn't know that we have an OSHA (Occupational Safety and Health Administration) coordinator on our staff.

Sandie takes continuing education classes on how to protect employees and patients by keeping up to date on the latest sterilization procedures for dental offices.

Some of our common practices include thoroughly disinfecting our operatories after each patient and continually sterilizing our lab area. We use disposable supplies whenever possible.

Otherwise, we clean our instruments in a state of the art ultrasonic cleaner and put them in a high temperature steam sterilizer to ensure ultimate cleanliness.

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**HOURS**

Monday, Wednesday &  
Thursday

8:00 a.m. until 7:00 p.m.

Tuesday

8:00 a.m. until 5:00 p.m.

***Taking Dentistry to a New Level of Amazing!***

**In This Newsletter:**

**Read about the latest new techniques and procedures  
we now offer our patients!**

**Spring Arrives  
on March 20!**

**Schedule Your  
“Spring Cleaning”  
Today!**

**(734) 459-7110**

***New Patient Special!***

**CLEANING, EXAM & X-RAYS**

**\$85**

(or \$40 toward your co-pay if you have  
dental insurance)

***Ask About Our***

**TAKE-HOME TOOTH WHITENING**

**\$175**

***with each Exam & Cleaning***

**FUN LINKS TO VISIT:**

**“Visit the Dentist with Marty”**

<http://www.ada.org/public/games/story.asp>

**MouthPower.org**

<http://www.mouthpower.org/mouthpower.cfm>

**Games & Puzzles page**

of the American Dental Association website  
[www.ada.org](http://www.ada.org)

**Dental Emergency?**

**Call: (734) 459-7110**

Your call will be forwarded  
to Dr. Feucht.

We do not use an answer-  
ing service. Emergencies  
happen, and we are here  
when you need us.