



River Town Dental's

TOOTH TALK

Produced to improve your dental health and awareness

Fall 2010

fromthedentists

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!

Your Dental Team,

River Town Dental

turnthepage

Save money ... and your sanity!

5 harmful habits. Are you guilty?

Work out the green way!

Keep Your Secret

→ **With Invisalign®**

The preferred method for straightening teeth used to be metal train-track braces. We are pleased to announce that *River Town Dental* has recently become certified in *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.



Thank you for all your referrals. We appreciate them!

The Game's Afoot Go green & have fun!

Green gyms are in, and it's a growing movement. Traditional gyms use a lot of electricity, and increasingly providers are looking at how they can become more energy-efficient. In the meantime, consider working out on your gym's self-powered equipment instead of the energy-hogging ones.

Another way to reduce your eco footprint is by being more active outside in every season...

- | | |
|---|--|
| <input type="checkbox"/> Garden | <input type="checkbox"/> Play tennis |
| <input type="checkbox"/> Use a push mower | <input type="checkbox"/> Swim |
| <input type="checkbox"/> Canoe or sail | <input type="checkbox"/> Snowshoe or ski |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Run |
| <input type="checkbox"/> Bike | <input type="checkbox"/> Hike |

And what about this? By participating in conservation activities like trail building, you can stay fit, connect with the environment, and help your community.



Whitening & Veneers



Fast Track – Fast Results ▶

There are some claims you can believe in

When an employer or prospective client has to make a choice and all else is equal, your appearance and grooming could make or break your chances. So it's only reasonable that you want to look your best. It's good to know that while many products promise more than they can deliver, you can count on cosmetic dentistry to give you long-lasting results you'll be proud of.

We'll be happy to talk to you about affordable non-surgical treatments like whitening, recontouring, bonding, and veneers that can literally transform

your smile, often within only one or two visits.

- **Whiten your smile** by as many as eight shades with safe reliable dentist-supervised teeth whitening.

- **Brighten your smile** with enamel-colored fillings to replace older metal and stained white fillings.

- **Re-shape teeth, close spaces between teeth, repair chips and fractures, and strengthen teeth** where enamel has been lost with bonding or beautiful translucent hand-crafted porcelain veneers.

Cosmetic dentistry means more

than camouflaging smile flaws. Sure, permanent **dental implants** that replace lost teeth will keep you looking good, but they also prevent tilting and shifting teeth that will both alter your bite and your ability to speak, eat, and chew. **Gum recontouring** can restore balance and symmetry to a too-gummy smile or uneven gumline that detracts from otherwise healthy beautiful teeth.

In the competitive world of business where opinions are formed in only seconds, we're proud that we can help you feel self-confident – and confident in us.

Pregnancy Perio Risk

Oral health could affect you & your baby

For some time, advanced gum disease, called *periodontitis*, has been linked to complications of pregnancy including premature birth, low birth-weight, toxemia, and gestational diabetes. Research has strengthened this association by showing that gestational diabetes appears in women with gum disease – even if they don't smoke or drink. Gestational diabetes usually disappears once the baby is born, but it places you at a greater risk of developing Type 2 diabetes later on.

So how to prevent gum disease? The best prevention is regular dental care and thorough daily brushing and flossing to remove the buildup of plaque, the natural biofilm that is always present in your mouth.

Pregnancy is a time of hormonal fluctuations that can alter the bacterial and acidic balance in your mouth and leave you a little more susceptible to gum disease. That's why, during your pregnancy, we may suggest more frequent follow-up than you're used to. Yet everyone at every age needs to maintain their oral health because gum disease has also been linked to cardiovascular diseases, osteoarthritis, kidney disease, cancers, respiratory diseases, and diabetes in the general population.

No matter what your stage of life, don't wait until you see symptoms of inflammation including redness, puffiness, or bleeding gums. Even if you think you are problem-free, don't skip your recall visits.

We screen for gum disease at every visit ...because we like to see you smiling.



Easy On You

Easy on your wallet

Here are some budget-friendly ways to de-stress:

Picnic in the park. Relax, dress casually, and don't worry about which fork to use. Take a simple pre-prepared meal with you.

Dine at home. Have a special family meal. Let everybody pitch in. It's fun to share the cooking (and cleaning!), and even little ones can help.

Step back. Back in the day, a leisurely car ride to the countryside or a long meandering walk through the neighborhood were simple and affordable ways to stay tuned to nature, community, and family.

Create a home spa. Alone, or with friends and family at your "spa," create a custom facial, manicure, and pedicure. Raiding your fridge and cupboards for natural spa ingredients just adds to the fun.

Just Lose Five

Drop these now...

Using tools on teeth

Ouch. Knives, forks, keys – our inventiveness is legend. You risk damaging teeth and gums! Carry dental floss instead.

Using teeth as tools

Tearing food packets, prying off container lids and bottle caps, and chewing pens and pencils can lead to cuts, damaged jaw joints, or chipped and broken teeth.

Using tobacco products

Smoking cigarettes and cigars, or chewing smokeless tobacco, can lead to oral cancer as well as gum disease, tooth loss, and unattractive staining.

Indulging your sweet tooth

Too many sugary soft drinks, acidic power drinks, candies, and other sweet treats are well-known culprits.

Avoiding routines

Don't skip brushing and flossing your teeth or your regular dental visits. Avoid costly dental bills instead by preventing tooth decay and gum disease with excellent home care. You'll also be keeping your breath fresh and your smile white and appealing.

Oral Health Matters

Linking periodontal and heart disease

Proper periodontal care may lead to an overall improvement in blood vessel function. In March of 2007, the *New England Journal of Medicine* published the results of a clinical trial showing that when severe periodontal disease is treated, a vast improvement has been noted in the arterial function after an average of six months.

Studies have yet to conclude the reasoning behind this outcome. Though it seems to be the first time an actual link between the two has been brought to light, it is how maintaining this particular form of oral care can result in the lessening of heart attacks and strokes that are of great interest. Explanations behind this vary between how the inflammation, though beginning in the mouth, causes inflammation throughout the body affecting the vascular walls, or how bacteria can spread through the body via the bloodstream.

TO PROTECT YOURSELF FROM PERIODONTAL DISEASE

You should be cautious if you:

- have bleeding gums, even if it is from flossing;
- use tobacco products;
- find your gums receding;
- are pregnant;
- or have had teeth extracted.

If you exhibit one or more of these symptoms, you should contact a dental care professional. Heart disease affects us all, but it has established itself as the leading cause of death in women. Please inform those you care about.



office information

Chris Kerbaugh, DDS
Randall Moseng, DDS, FAGD
Julie Moseng, DDS
Pedar Didriksen, DDS



Checks

CASH

VISA CareCredit

La Crosse Office (608) 788-0030
3143 State Road
Southeast Dental Arts Building
La Crosse, WI 54601-6964

Holmen Office (608) 526-9300
601 McHugh Road
Holmen, WI 54636

Office Hours

Monday	8:00 am – 7:00 pm
Tuesday	7:30 am – 6:00 pm
Wednesday	8:00 am – 5:00 pm
Thursday	8:00 am – 6:00 pm
Friday	7:30 am – 2:00 pm

Office Hours

Monday	9:00 am – 6:00 pm
Tuesday	8:00 am – 6:00 pm
Wednesday	9:00 am – 5:00 pm
Thursday	8:00 am – 5:00 pm
Friday	8:00 am – 2:00 pm

Visit our website at www.rivertowndentalonline.com

Office Staff

Paula Office Manager
Brandy, Jennifer Account Specialists
Jenny, Sadie, Dawn Patient Coordinators
Kelly, Katy, Cile, Emily, Angie, Lynn, Barb, Kelsey
..... Dental Assistants
Alice, Kelly, Sheila, Lorie, Pat, Jamie, Barb,
Heidi Hygienists

Committed To You Now and always

Have you ever wondered why we are so committed to continuing education and to leading-edge technology, procedures, and materials? You are the reason.

Your enthusiasm and commitment to our team and our practice is contagious and encourages your friends and family to come and see us. In turn, our healthy, bustling practice is the engine that generates our ongoing ability to invest time and money in excellence.

Please accept our gratitude for your support and commitment to our practice family ... and yours. It's been our privilege and pleasure to provide the highest standard of preventive dental and oral health care to you, our patient, your families, and your generous referrals.

