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Luis E. Martinez, D.M.D., P.A.

Cosmetic and Restorative Dentistry

Inaugural Issue

Made in America

This column honors the men and women in the United States who work with their hands and skillfully make products that are the backbone of the American economy.

Campbell's Soup

In 1897, Dr. John Dorrance joined the Campbell Company and invented condensed soup. Removing water from cans of soup lowered shipping costs; now Campbell could sell a ten-ounce can of soup for about a dime.

A vat holding about 600 pounds of chicken is weighed and sent down the line, to meet up with the rest of the ingredients: the spices, the broth and the noodles. Lids are secured to the cans and then off they go on a roller coaster ride to the cooking drums. That's right — the soup actually cooks inside the can!

- Not surprisingly, Chicken Noodle Soup is Campbell's best seller. Americans buy more than 350 million cans a year.
- There are 216 noodles in each can of Chicken Noodle Soup. Not two-fifteen, not two-seventeen. Two-sixteen.
- The distinctive red and white colors of Campbell's cans were inspired by the red and white uniforms worn by players in a Cornell football game in 1898

According to Arman Sadeghpour, who earned his PhD in bioinformatics from Tulane University this past May 19, an extract of cocoa powder that occurs naturally in chocolates, teas, and other products might be an effective natural alternative to fluoride in toothpaste. In fact, his research revealed that it was even more effective than fluoride in fighting cavities.

The extract, a white crystalline powder whose

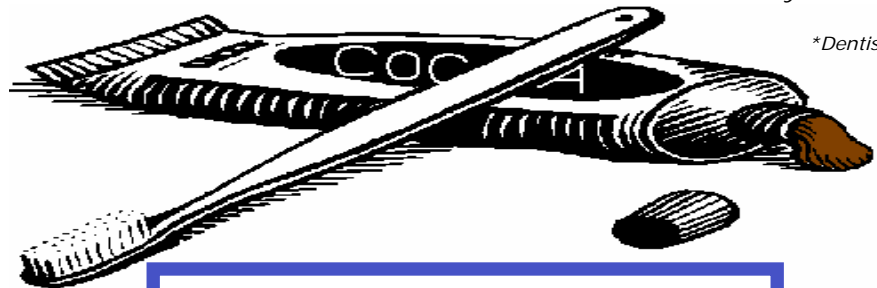
chemical makeup is similar to caffeine, helps harden tooth enamel, making users less susceptible to tooth decay. It could offer the first major innovation to commercial toothpaste since manufacturers began adding fluoride to toothpaste in 1914.

The extract has been proven effective in an animal model, but it will probably be another 2 to 4 years before it is approved for human use

and available for sale, Dr. Sadeghpour said. He has already created a prototype of peppermint-flavored toothpaste with the cavity-fighting coca extract added, and his doctoral thesis research compared the extract to fluoride on the enamel surface of human teeth.

Dr. Sadeghpour's research group included scientists from Tulane, the University of New Orleans, and Louisiana State University's School of Dentistry.

**Dentistry Today*



Did you know...?

In a recent independent study conducted on behalf of the American Academy of Cosmetic Dentistry (AACD), it was discovered:

- Virtually all Americans (99.7%) believe a smile is an important social asset.
- 96% of all adults believe an attractive smile makes a person more appealing to members of the opposite sex.
- Three-quarters (74%) of adults feel an unattractive smile can hurt a person's chances for career success.

We're on the web!

www.stpetecosmeticdentistry.com

Flossing still recommended for oral health care

While some study results* indicate the use of a mouth rinse can be as effective as flossing for reducing plaque between the teeth, the American Dental Association (ADA) recommends to brush twice a day and clean between the teeth with floss or interdental cleaners once each day to remove plaque from all tooth surfaces. Plaque is responsible for both tooth decay and gum disease.

Regarding the studies, the authors concluded that in patients with mild to moderate gingivitis (early periodontal (gum) disease), rinsing twice a day with the antiseptic mouth

rinse was as effective as flossing for reducing plaque and gingivitis between the teeth. The studies did not examine whether the mouth rinse had the same effect as floss on reducing tooth decay or periodontitis (advanced periodontal (gum) disease). Flossing and interdental cleaners also help remove food debris caught between teeth that may not be rinsed away. Talk to your dentist about what types of oral care products will be most effective for you. The ADA Seal on a product is your assurance that it

has met ADA criteria for safety and effectiveness. Look for the ADA Seal on fluoride toothpaste, toothbrushes, floss, interdental cleaners, oral irrigators, mouth rinses and other oral hygiene products.

Replace your toothbrush every three or four months or sooner if the bristles become frayed. A worn toothbrush will not do a good job of cleaning your teeth. Children's toothbrushes often need replacing more frequently than adults because they can wear out sooner.

*Sharma, et al., Am. J. Dent. 15:351-355, 2002.
Bauroth, et al., J. Am. Dent. Assn. 134:359-365, Mar 2003

The ADA recommends the following for good oral hygiene:

- Brush your teeth twice a day with an ADA-accepted fluoride toothpaste.
- Clean between teeth daily with floss or an interdental cleaner. Decay-causing bacteria still linger between teeth where toothbrush bristles can't reach. Flossing removes plaque and food particles from between the teeth and under the gum line.
- Eat a balanced diet and limit between-meal snacks.
- Visit your dentist regularly for professional cleanings and oral exams.

Are you looking to improve your smile?

What are Veneers?

Veneers are thin, custom-made moldings that cover the fronts of unsightly teeth. They are crafted from tooth-colored porcelain to portray a natural, bright smile.

Should you consider Veneers?

Veneers provide an alternative to traditional crowns. They cover unattractive gaps, and can mask stained, misshapen, or crooked teeth.

How long will they last?

Veneers are intended to last many years. Unlike most bonding materials, veneers will not change color over time.

Benefits of Porcelain Veneers

- A minimal amount of the natural tooth must be altered to fit the veneer.
- Veneers can be matched to make even the darkest teeth appear to be bright white.
- Few problems and fewer return visits to the dentist arise from veneers because they do not stain and are strongly attached to the teeth.

Before



After



Our Annual Toy Drive has begun! Please bring in a new toy and help us bring a SMILE to a needy child this holiday season!

Do we have your e-mail address???

We'd like to be able to contact you via e-mail to confirm your appointments. Please give your e-mail address to a member of our team so that we may add it to your records.