



**Zenon Farian D.D.S.**  
INNOVATIVE DENTISTRY

# DENTAL NEWS



Produced for the Patients of Dr. Zenon Farian

Spring 2008

## fromthedentist

### Keeping You Informed

If you ask a dentist, they'll *always* say it's an exciting time to be part of the dental profession. Every day new advancements are announced, and I truly believe that it is vital that we share this news with you. That's why we send you our newsletter, and publish it regularly.

We have formulated a guideline for the creation of each newsletter. (1) It must inform you about oral health to help you make educated decisions. (2) It must teach you about our dynamic team of professionals, their special qualities, qualifications, and talents, and inform you about our practice events and updates. (3) It must inform you about the cosmetic and restorative procedures we offer, and help you understand which options may be right for you.

If you have suggestions for our newsletter, please let us know!

*Yours in good dental health,*

*Dr. Zenon Farian*

## turnthepage

Get the competitive edge!

Prevent tooth loss, now!

Restore your smile: reclaim your life!

## Is Your Smile... Spotted?

### We can help

It was a great photo. You were caught in the middle of a "full-on" laugh. Then you noticed the old, silver, amalgam fillings and realized that your entire dental history is on display! No need to be self-conscious any longer. There is a simple and attractive solution to the problem.

According to research, the demand for natural-looking white composite resin fillings has surpassed silver amalgam by a ratio of more than 3:1! These fillings are more natural looking than amalgam, and have the added advantage of never discoloring surrounding or neighboring teeth as older amalgam fillings have been known to do. Modern materials and processes ensure that they are also

durable, reliable, and predictable.

Because of these advantages and high consumer demand, we have recently restocked one of the finest composites available. This material can be so precisely color-matched to your teeth that it will be invisible to the casual observer.

Let's talk about concealing, once and for all, your "dental history" with composite fillings. It can usually be done in only one visit or two, and because your silver fillings could be upwards of 15 years old, your insurer may cover replacement costs.

Call us about this impressive improvement. Be laugh-out-loud confident ... whether you're in front of, or behind, the camera!

**Naturally**  
White composite fillings look like real tooth enamel. For many patients, this is their premier restoration choice.

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*For healthier, brighter smiles call today! (440) 526-9100 or visit us at [www.drvarian.com](http://www.drvarian.com)*

# Set The Trend

## Select your cosmetic veneer option

There's a definite trend among men who choose to revitalize their appearance in the competitive workplace. They're opting for non-surgical procedures that increase facial volume and require only minimal or no downtime. For many, veneers are the non-surgical cosmetic option of choice. Here's why.

When veneers are bonded to your teeth, they can be matched to both the color and natural contours of the rest of your smile, and you can...

- ▶ **Look younger** by adding volume to the lower third of your face and minimizing fine wrinkles.
- ▶ **Camouflage** exposed roots and restore esthetic proportions to your smile.
- ▶ **Close gaps** between your teeth.
- ▶ **Repair** chips and cracks.
- ▶ **Straighten** slightly crowded or overlapping teeth without braces.
- ▶ **Brighten** your teeth and cover even severely stained teeth.

Veneers are hand sculpted from beautiful ceramics by trained technicians. Built-in translucence mimics natural enamel and allows some of the inner light to shine through.

Veneers really are *super* natural! Once applied, they act as a shield for your teeth. Porcelain material is highly resistant to oral bacteria and to permanent staining from smoking, coffee, tea, and food.

Men and women who want to look more successful and more energized in *any* environment can enjoy the advantages of even, straighter-looking, whiter teeth!

Please come and see us at our practice for a cosmetic veneer consultation.



BEFORE

look younger

close gaps

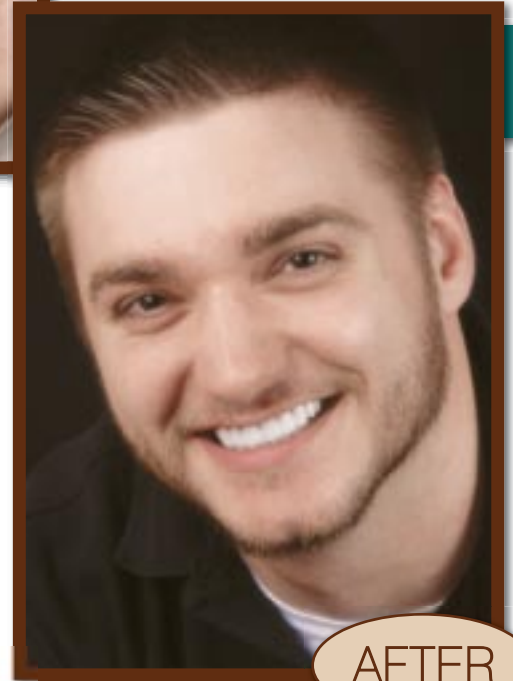
repair

straighten

brighten

camouflage

VENEERS



AFTER

## Avoid Gum Disease

### Here's how...

Chances are you will be affected by gum disease at some point in your lifetime. Initially it often appears without symptoms, but it is progressive and is the leading cause of tooth loss in adults. Furthermore, without treatment, bone loss in your jaw is inevitable and can alter your facial appearance, speech, and diet over time.

#### What We Can Do

**Perform** regular exams and cleanings to remove plaque, the disease-causing biofilm that builds up on your teeth and can harden into tartar.

**Provide** brushing and flossing instruction and explanations about your oral health needs.

#### What You Can Do

**Schedule and keep** regular dental examinations and cleanings to ensure the health of your smile! Remember, with early diagnosis, gum disease can be reversed!

**Commit** to a smile-saving routine of proper brushing, flossing, and healthy eating at home.





## 2 Quick Fixes ..... Ready? Set. Go!

Your face is *the* most looked-at part of your body. And your mouth is the first feature that everyone looks at! Dramatically enhancing your smile can instantly lift your self-confidence, and you can even get transformative results over your lunch break.

These two tried and tested procedures will let you see a new you in no time and without invasive surgery...

**Whitening** - We can design and supervise whitening that may lighten your teeth by up to eight shades! Safe, reliable, and predictable teeth whitening technology may even remove stains caused by illness or medication.

**White Bonding** - We can cover the deepest stains by bonding material directly onto your teeth, and we can use it to replace older stained or silver fillings!

Choose one technique or two ... it's up to you!

### What's On Your Menu?

#### Smile savers!

Brushing and flossing to remove yellowing plaque is an essential strategy to keep your brightest smile. But for at least some of the time, start dining *white... and light!*

**Add** low-fat milk to sugar-free coffee or substitute with skinny lattes.

**Swap** black tea for green which has beneficial antioxidant properties.

**Switch** from stain-producing desserts like blueberry or cherry pie to fresh or baked apples, pears, or gooseberries.

**Rethink** soy and Worcestershire sauces and consider yogurt or trans-fat-free oils flavored with white vinegars, herbs, or garlic.

**Replace** red wine with white, and dark berry juices with light.

#### Avoid...

■ hot and cold liquids that expand and contract tooth structure, creating fine lines and cracks into which stains can penetrate;

■ regular consumption of acidic foods and drinks that can soften enamel and encourage staining.

## Suit Yourself!

4 ways to restore your smile

You know, when even one of your teeth becomes severely damaged or is lost altogether, it can affect more than your appearance and self-confidence. With time, your speech can be affected and your food choices limited. That's why restorations including fillings, crowns, bridges, and implants were invented. They can restore natural-looking form and function.

Here's how restorations work.

A **filling** is a restoration that repairs part of a damaged tooth. When modern composite or ceramic materials are combined with precision techniques, fillings can fit and fill most types of cavities without removing large amounts of healthy enamel. And they can be color-matched to look completely natural.

A restoration that strengthens and protects the tooth is called a **crown** and you may have heard it called a cap because it actually caps the entire tooth.

A **bridge** is a combination of crowns and artificial teeth that closes a gap left by a missing tooth (or teeth), restoring your smile and redistributing the workload.

An **implant** is an artificial crown and root which is permanently implanted right into your jawbone. Once placed, it acts like a natural tooth to avoid bone loss and prevent drifting of surrounding teeth. Different implant types and techniques are available to provide individual solutions, from replacing one tooth to anchoring dentures securely.

Whatever your need, restorative treatments can save time, money, and your smile!

### IMPLANT & VENEERS



### COMPOSITE FILLINGS



# Like A Force Of Nature!

## 3 ways you could crown your day

Why is it that these days you can't tell whether someone's terrific smile is a gift of nature or has been revitalized by dentistry? It's because fabulous restorative materials like porcelains and ceramics create crowns that are so beautiful and translucent that they look just like natural enamel. They also resist chipping, staining, and cracks, and are strong enough to withstand natural biting pressure. So your smile is not only better ... it's completely natural looking.

### Here's how...

- 1) Cover your damaged tooth completely to protect and strengthen it with a single crown.
- 2) Fill a space from tooth loss due to decay, genetics, or an accident by combining more than one crown with a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.
- 3) Create a permanent new tooth by incorporating a single crown onto the root of a dental implant placed into your jawbone. Several crowns can be attached to an implant bridge and implants can also be used to secure a denture. By anchoring implants permanently into your jawbone, the bone loss that normally accompanies the loss of a tooth is prevented.

Contemporary crowns used with dental implants and crown and bridge restorations can shine up your smile and re-generate your confidence.

Dare to be the one who keeps other people guessing! Please see us soon for a consultation.



## office information

**Zenon Farian D.D.S.**  
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Broadview Heights, OH 44147

### Office Hours

Monday 9:00 am – 5:30 pm  
Tuesday 8:30 am – 5:30 pm  
Wednesday Closed  
Thursday 11:00 am – 8:00 pm  
Friday 9:00 am – 5:30 pm  
Saturday 9:00 am – 1:00 pm\*

\* Twice Monthly

### Contact Information

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E-Mail drfarian@yahoo.com  
Web Site www.drfarian.com

### Office Staff

Lee..... Operations Manager  
Judy..... Office Manager  
Karen..... Dental Hygienist  
Olha, Allison, Leah..... Dental Assistants



## Who Is Amazing? Meet our CDA!

If you were to ask me what a Certified Dental Assistant does, I'd ask Olha, Allison and Leah to explain. They'd take a deep breath and say...

"We take radiographs, impressions, and photos. We help gather patient information, run the sterilization area to keep all instruments clean and ready for use, prepare the lab, take impressions for bite splints and mouthguards and then make them and ensure they fit our patients perfectly, set up whitening trays, create temporaries, answer patient questions, and get patients ready for treatment, make sure all patient needs are addressed, maintain the treatment room equipment and supplies, and assist Dr. Farian as he's treating patients."

They would probably be too modest to add, "And we keep Dr. Farian working, bell to bell." And that they certainly do!

## Exceeding Expectations Our daily pledge

It's a matter of great personal and professional pride to me and to my team that we provide you and your family with personal, customized attention and the highest quality of care. Do you know how we decide what constitutes excellence in care for you? Every time you return to our practice, give us your positive feedback, and refer someone you know to us, you're telling us that we're continually raising the bar.

Your support motivates us to work hard to provide the services *you want* ...and to keep them up to the superior standards *you expect*. In turn, our commitment to continuing education and leading-edge dentistry keeps our practice unique.

*Thank you*, from all of us, for your wonderful feedback, your loyalty, and your ongoing referrals.