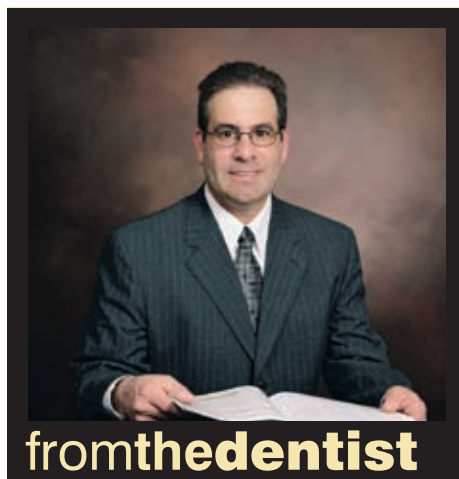




“Tooth or Consequences”TM with Dr. D’Apolito

Produced to improve your dental health and awareness

Spring 2007



from the dentist

Your Referrals Matter

Thank you!

One of the things that our patients do – something that makes us feel great and confirms that you think we’re doing a great job – is referring friends, family, and colleagues. A thriving practice allows us to re-invest in new technologies and continuing education.

If we don’t ask for your referrals very often, it certainly doesn’t mean that we don’t care. It simply means that our team doesn’t want you to think that we take your recommendations for granted. We consider it an honor every time you express your trust in us by sending someone to us for their oral care.

Thank you for all of your past referrals, and a special thank you in advance for your very welcome future referrals. We really do appreciate them!

*Yours in good dental health,
Dr. David J. D’Apolito*

Remember Your Recall

The importance of regular examinations

Taking good care of your teeth and gums should be a habit. We like to see most of our patients for a checkup at least once every three to six months.

We refer to your checkup visit as a recall appointment. A recall dental visit can take up to an hour. Your checkup will normally include a complete cleaning, a fluoride treatment, any required radiographs and a comprehensive dental examination for cavities or other problems.

If there are no problems needing treatment, we probably won’t see you again until your next recall appointment!

Giving your teeth regular checkups is the only way to keep them in tiptop shape.

Recall visits help to catch dental problems like decay before they turn into painful cavities. Routine dental examinations can detect life-threatening diseases like oral cancer in the early stages when they are most treatable. That is why most dental insurance plans cover at least two recall appointments a year. Insurance companies know from experience that regular recalls are a good long-term investment in your health.

We encourage you to book your recall appointment well in advance. If you aren’t sure when you are due for the next one, don’t delay – give us a call. Good dental habits will help your teeth last a lifetime.

Recall visits help to catch dental problems like decay before they turn into painful cavities



Yes No

Check out this Smile Questionnaire. If you answer “yes” to any of the questions, we can help!

- 1. Do you have any stained or discolored teeth or fillings?
- 2. Do any of your teeth have uneven shapes due to chips, fractures, or rough edges?
- 3. Are any of your teeth crowded, overlapping, or crooked?
- 4. Do you have any gaps between your teeth or are you missing any teeth?
- 5. Are your teeth uneven in length?



Thank you for all your referrals. We appreciate them!

Goodbye "Type A" Stress

Hello DERPS!

Ambitious, stressed-out Type A personalities are probably grinding their teeth at being overshadowed by stressed-out Type D's ... anxious gloomy worriers, ERs ... the emotional responders, and Type P pessimists. All of these personality types are at risk for stress-related illness!

The majority of us will occasionally clench or grind our teeth during stressful times, but out-of-control teeth grinding can wear down enamel and weaken fillings and crowns. That's costly for your dental and overall health – and your appearance.

Relax! We can help rebuild your worn smile by bonding a composite resin that is strong and attractive. We can also place ceramic crowns or overlays to save and protect your natural tooth ... without metal ...so your smile looks completely natural!

Fabulous Lips!

Now that you have the dazzling smile you've always wanted, we know that you'll want to keep it that way! When you perform your home care routine, don't forget to protect your lips – the perfect frame for your perfect new look.

We need sunlight to synthesize vitamin D, but too much sunlight can burn our skin, prematurely age, and cause skin cancers. Moisturizing chapped lips is always a good idea, but remember – winter or summer – when you apply sunscreen to your face, include those lips!

And women, why not benefit from all of the technology that lipstick manufacturers have invested in so you can wear special sunscreen lipsticks? You can still enjoy the great outdoors... and wonderful textures and colors that can enhance your glorious smile!

Glorious smile!



Crown Your Day!

Light up your beautiful smile – discretely!

Are you afraid you'll be noticed if you change your smile? Well, when you see how great your new smile looks, you'll probably want to be noticed! Modern restorations that use crowns – like dental implants and crowns and bridges – look discretely natural and can light up your smile ... like nobody's business! Here's how...

1 A **crown** will cover your damaged tooth so that it will appear completely normal again and likely be even stronger than the original. Fabulous materials like porcelains and ceramics are not only strong enough to withstand natural biting pressure and resist chipping, staining, and cracks, but they are truly beautiful and translucent like natural enamel.

2 When there is an actual gap that needs closing, a **bridge** that combines crowns on your supporting teeth to strengthen them, and artificial teeth to span the gap, is an excellent alternative.

3 A crown can also be integrated into a dental **implant** which is an artificial tooth implanted right into your jawbone. Because it is anchored into your bone, it helps to prevent the bone deficiency that can accompany the loss of a tooth. An implant can be an alternative to, or used with, a denture or bridge.

We can help to restore your beautiful smile for a lifetime. Please see us soon for a consultation ... you will really notice a difference!

Don't Pout!

Stay stylish with sculptured veneers!

Just like you, cosmetic dentistry keeps on moving forward. We know that the last thing you want is a smile that looks older and less stylish than the rest of you. Whether fashionably full lips are on your agenda or not, you'll be satisfyingly surprised to see how cosmetic veneers disguise teeth flaws and brighten your smile!

Materials and techniques continue to improve to look more naturally beautiful so that your natural beauty can shine through. Today's ultra thin veneers can be sculpted to meet different needs and can even be bonded to your existing bridgework!

Here are some of the ways that cosmetic veneers can boost your smile wattage:

Lighten and brighten teeth that have become stained from coffee, tea, red wine, or even tetracycline.

Conceal chips, gaps, and uneven teeth.

Revitalize tired-looking crowns and bridgework.

Enhance a lovely smile by brightening and re-proportioning until it's downright gorgeous!

Believe it ... both men and women today are gorgeous ... healthy, physically fit, and knowledgeable about what they need and what they want.

Let us help you to make good decisions about the best type of veneer to suit your goals and your lifestyle!

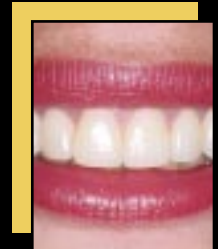


Smile Talk

Color has a lot to say!

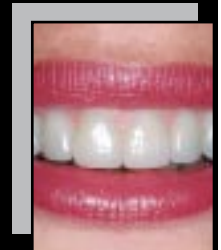
Healthy adult teeth naturally contain a mixture of yellow, red, and gray shades. Teeth whitening can work wonders – no matter how your teeth look on the color spectrum.

Yellow? The dentin is revealed when enamel is thinned, usually due to ageing or brushing too hard.



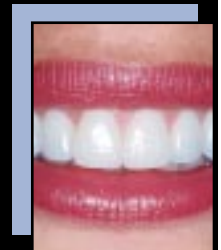
Yellow

Gray? It's likely that you have experienced tetracycline damage – probably sometime during your youth.



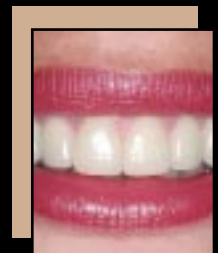
Gray

Blue? Some studies show that too much unsupervised whitening can give teeth a blue hue – boo hoo!



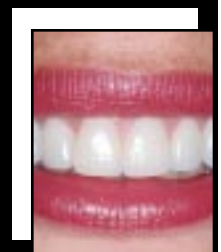
Blue

Beige? Could be too much coffee, tea, or red wine, or due to smoking or chewing tobacco.



Beige

White? You probably have a great home-care routine, keep regular checkups, and accept professional dental advice about tooth whitening.



White

Attractive Solutions

CareCredit insurance

Part of our job as your dental care provider is to try and work with you to ensure that your personal financial circumstances do not interfere with your dental health care decisions. Families with limited or non-existent dental insurance are often faced with difficult choices which can exclude much needed dental procedures. This is why we recommend *CareCredit*[®], an affordable payment program that has a unique no-interest payment plan. CareCredit enables healthcare providers, including dentists, to offer flexible payment options to cover many costs that many insurance plans currently don't.

With CareCredit, you can pay for treatment over time without any up-front payment required. There are no upfront costs, or annual fees, no prepayment penalty, and the application process is quick and easy. CareCredit offers monthly payment plans to meet almost every need. *The No*

Interest Payment Plan requires monthly payments of only 3% of your balance, or \$20, whichever is greater, and allows you to avoid paying any interest charges if you pay your balance in full within the specified time period. With CareCredit, you can focus on what's most important – scheduling your dental care right away.

For patients with treatment fees of \$1,500 and above who would appreciate more time to pay, the *Extended Payment Plan* offers a low interest rate and low monthly payment.

Ask us for a CareCredit application ...and begin treatment today!



CosmeticQuiz

- Do you feel awkward or self-conscious when you smile?
- Do you ever talk through your hands?
- Do you purposely smile for the camera with your lips closed?
- Would you like your teeth to be whiter or straighter?

If you answer
YES
to any of
these questions,
we can help.

officeinformation

David J. D'Apolito, DMD, LLC
Dr. David J. D'Apolito
511 Rahway Avenue
Woodbridge, NJ 07095

Office Hours

Monday 8:00 am – 8:00 pm
Tuesday 8:00 am – 5:00 pm
Wednesday 8:00 am – 5:00 pm
Thursday 8:00 am – 4:00 pm
Friday 8:00 am – 12:00 pm

* Hours by appointment

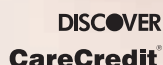
Contact Information

Office (732) 750-8947
Web site www.drdapolito.com

**Communication is important
to us – don't be
afraid to ask questions!**

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The Best Investment? Prevention!

Our goal is to help you have the best possible oral health for a lifetime. For some people, only the high cost of repair is a motivator to adopt preventive habits. They know that the longer they wait, the more dental repairs will cost.

Decay in one tooth, if left untreated, will spread. Instead of one filling, you'll likely need a crown, increasing the cost by more than six times. Further delays could result in root canal treatment – even more expense!

The early stages of gum disease are easy to treat with dental intervention and good home care. Without these therapies, it can result in tooth loss.

It is never too late to start a preventive oral health program. Remember ... prevention is the best investment!

You've Lost A Tooth? What now?

Your teeth work together as a team. Each tooth helps its neighbors do the chewing work so that none has to carry the full load. When a tooth is removed, it's like a team losing a star player; the whole team suffers and some members have to do more work.

Although the removal of a tooth can be a lot simpler than procedures such as root canal, in the long run it's better to treat than to pull. Root canal therapy can eliminate the infection and save the tooth.

But if you do lose a tooth to disease or accident, it's important to replace it with an artificial one to prevent other teeth from getting stressed out and drifting out of line, which would wreak havoc on your smile. The whole team will thank you!