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Add a Confident Smile to Your Resumé

In today's highly competitive job market, you need every advantage you can get in making the right impression on a prospective employer. A well-groomed applicant "says" a lot to that employer, even before an interview begins...and your smile is one of the first things that people notice about you!

Don't waste your opportunity to make that important first impression. We can help you make sure your teeth are at their best. If your teeth are chipped, discolored, or misaligned, we have many options—from teeth whitening to veneers and more—which can help you achieve the smile you have hoped for. It's amazing what an improved smile will do for your overall appearance—and it will also really boost your self-confidence!

Don't put off the smile of your dreams any longer—we will be happy to help you weigh your options. Call us at 397-6611 and talk to any of our caring and knowledgeable staff members to schedule a consultation with Dr. Massaro.



By Word of Mouth

Volume 6, Issue 2
Fall 2008

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Published by TRUDI MASSARO, D.M.D.

It feels like I say this every year, but I can hardly believe that we're running out of calendar pages so quickly! It seems like just yesterday that we were kicking off 2008, and now here we are with thoughts of holiday feasts beginning to fill our heads. Even as we've all been facing some economical challenges this year, everyone on our team would like to thank you for making this year, just like every year, such an enjoyable one. We feel truly blessed to be able to serve the most wonderful patients in the world.



While we're on the subject of budgetary matters, don't forget that where your dental health is concerned, prevention is the best strategy. During these times, one way to save money is to keep your regularly scheduled recall appointments with the dental hygienist. Studies show that maintenance of your oral health is the best way to keep dental costs down—neglect is *always* the bigger expense in dentistry. Besides, we

should never think of health as a luxury—it's the very foundation of prosperity.

We hope you enjoy this issue of *By Word of Mouth*. We welcome your questions and comments on these and any other topics that may be on your mind.

—Dr. Trudi Massaro



DO YOU HAVE...

HIDDEN MONEY?

You may have pre-tax dollars or dental insurance benefits remaining for 2008. Benefits that are not used by year-end are **forfeited**.

If you have treatment that has not yet been completed or you are due for your routine cleaning and checkup, be sure to call us now at **727-397-6611** to schedule your appointment.

Don't Miss Out Because of Missing Teeth

With the loss of one or more teeth, there may be more at stake than just your smile. Missing teeth may not only lower confidence, but they can also contribute to other health problems. With so many options for patients with missing teeth—including implants, bridges, precision partials and more—there's no reason to opt to just live with the gaps.

There are many reasons patients lose teeth, from accidental injury to periodontal disease or advanced decay that necessitates their removal. Whether the patient opts to replace these with full or partial dentures, or chooses to live with one or more gaps between the remaining teeth, the result can often prove problematic.

Into the Gap

Self-consciousness over one or more missing teeth may be one of the most obvious issues for many patients, but it's not the only one. Many patients may not even realize that when a tooth is missing, an opposing tooth will actually grow to fill the missing space. This can lead to periodontal disease, which may in turn lead to deterioration of exposed gums and even the underlying jawbone.

Additionally, adjacent teeth will shift laterally to fill space, causing even more spacing problems, as well as misaligned teeth, bite problems and, you guessed it, periodontal disease. Add the fact that with missing teeth chewing becomes compromised and food is not digested correctly, causing digestive problems, and you can see that there are many reasons to close the gap on missing teeth.

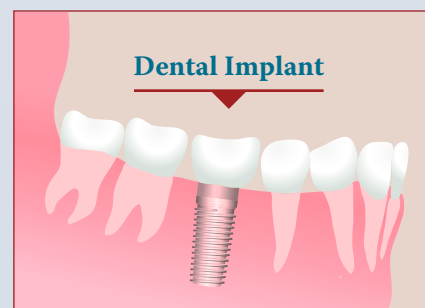
Fixed Bridge

A fixed bridge is permanently placed between two healthy teeth. The bridge is held in place by porcelain crowns. We place the bridge in your mouth and an-

chor it to your natural teeth. A fixed bridge can help put a stop to the domino effect of the many problems associated with missing teeth.

Implants

If you have healthy gums and underlying bone structure, implants are another great option for tooth replacement. Basically an artificial replacement for tooth roots, dental implants are surgically placed anchors upon which crowns can then be installed. Made of titanium and other materials that are well-suited to the human body, implants actually help to maintain jaw strength and health as they fuse with surrounding tissue.



Implants also achieve a secure fit which can help patients chew foods, such as steak, which might otherwise pose a problem for denture wearers. They can be used in both upper and lower jaws and have been used successfully for several decades. Dental implants require good health, a three-step process to complete and a commitment to thorough oral hygiene and regularly scheduled dental visits.



Precision "Clasless" Partials

It was long thought that removable partial dentures had to be rigid to be effective. Precision "Clasless" Partials adapt to the constant movement and flexibility in your mouth, yet provide a very secure, snug fit. The result is a partial that gives you confidence while talking, eating...and smiling!

Unlike traditional partials, Precision Partials are virtually invisible because there are no telltale metal clasps and the material itself blends with surrounding oral tissue. Preparation and fitting involves only non-invasive procedures. Precision Partials are also an excellent choice for patients who suffer from allergic reactions to acrylic and metal dental materials.

Decisions, decisions...

We have briefly described the benefits of several options for replacing missing teeth. So what is the best choice for you or your loved one? Every patient is unique—your health, medical history, circumstances and goals can all affect your choice.

We will be happy to discuss your individual needs and options with you in greater detail. Please call us at (727) 397-6611 and talk to any of our friendly and helpful team members to schedule an appointment.



Post-Restorative Care. Protect Your Investment!

Most patients have had one or more types of dental restoration at one time or another. This can cover a broad spectrum of procedures and materials, depending on your individual needs; anything from fillings (amalgam or composite), to crowns, bridges and veneers are classified as restorative work.

As such, you've gone to considerable effort and expense to ensure your dental health. It is essential to maintain a regular regime of home and in-office dental care to protect your investment. You may have the tendency to feel as if your fillings or crowns have "fixed" your problem and you can relax and forget about it. To maximize your investment, however, it is important to follow any guidelines that we provide you. This will certainly include regularly scheduled professional cleanings, x-rays and exams to go along with our recommendations for home hygiene routines.

It is important to remember that good oral hygiene can have far-reaching effects, not only for your dental health, but for your overall well-being as well. Neglect can lead to gum disease and tooth loss. More and more studies have linked heart attacks and strokes to gum disease. Regular check-ups can help us detect problems at early stages—problems that, if left untreated, may require root canals, gum surgery and tooth removal. Good hygiene makes good sense, health-wise and expense-wise.

If you have any questions about care and maintenance, please don't hesitate to call us at (727) 397-6611 and ask any of our knowledgeable and caring team—that's what we are here for. Together, we can help you maintain your natural, healthy teeth for as long as possible so that you can enjoy the beauty and comfort of your investment for many years to come.

We Offer No-Interest Financing.

We want every patient to have access to complete dental care—that's why we accept CareCredit® and Capital One financing. If your insurance doesn't cover all costs, these are convenient payment options so you can get the procedure you want, when you want it. It's easy to apply, with an instant approval process so you don't have to delay your procedure.

CareCredit and Capital One offer low minimum monthly payment options and No Interest Financing in some cases. Plus, there are no up-front costs, pre-payment penalties or annual fees. And, if you need more time to pay for your procedure, you can take advantage of extended payment plans with low, fixed interest rates. CareCredit and Capital One are endorsed by the American Dental Association.

For more details, please ask any of our helpful staff members.



We are honored by the trust and confidence you show in us when you recommend us to your family, friends and co-workers! We work hard to earn your loyalty and we deeply appreciate your continued patronage!

New patients are always welcome in our practice, so please feel free to spread the word if you know of someone who is in need of quality, compassionate dental care.