

Something To Smile About with Elite Dental



Fall 2008

Know This!

Elite Dental opens new facility in San Jose

This is an exciting time for our dynamic team at *Elite Dental*. We have recently expanded our practice, opening a brand new facility in San Jose. As you may be aware, Dr. Liza Fartash, a graduate of USC dental school in 1994, has a long-established practice in San Anselmo where she has offered area residents the "easy and affordable way to a beautiful smile." Now, that same quality of care and friendly, family-oriented atmosphere are available to families in San Jose.

This facility offers technologies such as digital x-rays that reduce patient

exposure to radiation by up to 90% and an infection control system. Our team of dental professionals will welcome you and your family and will always go that extra step to make our guests, especially the "little ones", feel comfortable and at ease, and we offer a full range of restorative and cosmetic procedures. And whether you are scheduled for a simple check-up or a full smile makeover, you can be assured of professional dental care.

Visit www.elitedentalteam.com for contact information and drop by for a tour of the new facility and to meet our Elite Dental team.



**WE HAVE RECENTLY EXPANDED
OUR PRACTICE, OPENING A BRAND
NEW FACILITY IN SAN JOSE.**

*We're in your
neighborhood!*



Elite Dental
Dr. Liza Fartash
670 East Santa Clara Street
San Jose, CA 95112-1931

**Call and make an
appointment today!**

**Saturday & Evening
appointments are available as well.**

Email office@elitedentalteam.com
Web site www.elitedentalteam.com
Fax (408) 564-0467

Our Services Include:

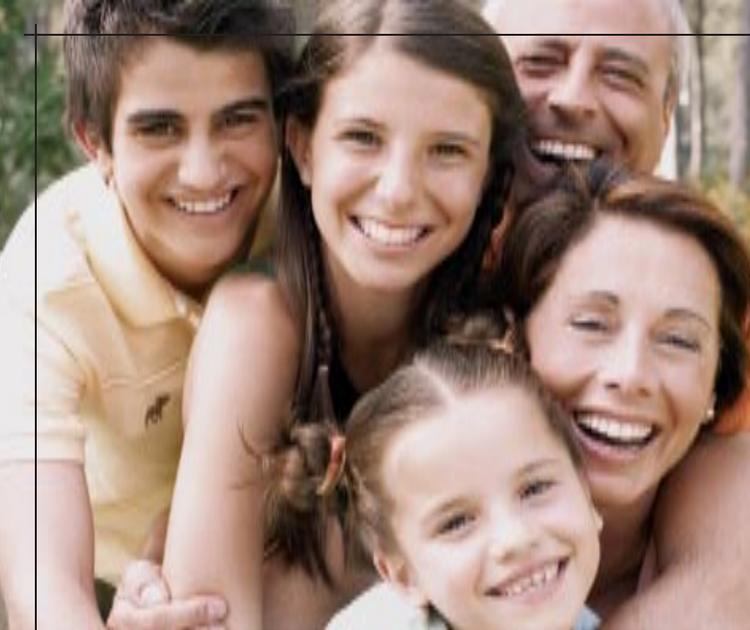
- ❖ Cosmetic & Family Dentistry
- ❖ Dental Implants
- ❖ Teeth Whitening
- ❖ Children of all ages welcome
- ❖ Crowns & Bridges
- ❖ Dentures
- ❖ Intraoral camera
- ❖ Nitrous oxide sedation
- ❖ TV, videos, and music in treatment rooms
- ❖ Payment plans available
- ❖ Most insurance plans accepted
- ❖ MasterCard, CareCredit, Visa and Checks welcome



Call Today!
(408) 564-5581

WE WELCOME NEW SMILES!

If you presently have a dentist you are happy with, please consider this information helpful. If you are looking for a dentist, please think of us.



Nature Vs Nurture

Create your
ideal &
healthiest
smile!

For more than twenty years, secret gardens have been nurtured deep underground in Canadian mines. In fact, some plants' growth rates there have been accelerated by 400%! How? So far below the earth's surface, scientists can use biosecure technology to create and maintain an ideal ecosystem. Your oral environment is an ecosystem too, and by keeping it in harmonious balance, your smile will really blossom!

Here's why...

■ When equilibrium is maintained in the oral environment, harmful bacteria are prevented from the accelerated growth that causes cavities, gum disease, and eventually the loss of teeth and bone.

Here's how...

■ Maintain regular brushing and

flossing routines to discourage bacterial buildup and the formation of plaque, the thin film you can feel on your teeth. If this hardens into tartar, it may lead to bleeding gums and become progressively more serious. Only a dental professional can remove tartar.

■ Avoid consuming too many sugary and acidic foods and beverages. They create an environment that encourages the bacteria that cause cavities and gum disease to thrive.

■ If you smoke, consider quitting. The risk of gum disease increases with the number of cigarettes smoked per day, and exposure to secondhand smoke increases the risk by about 60%.

Take control of your environment and secure your family's oral health with regular dental visits and professional instruction about home care routines.

Quick Tricks For Fresh Breath!

What did you have for lunch today? Think carefully ... it could matter. Bad breath can be caused by something as simple as coffee, milk, or garlic, by dry morning mouth, or by more complex causes like medical conditions. But in healthy people, it's commonly microbial deposits on the tongue, especially at the back. Studies have shown that tooth brushing and flossing, accompanied by tongue cleaning, result in substantial reduction in bad breath.

Tongue cleaning is easy, comfortable, and chemical-free. It removes the odor-causing bacteria instead of just masking it. You can brush your tongue with a toothbrush or gently use a tongue scraper, and for most people, this will do the trick. But if you feel you're not getting the results you want, your dental team can help so you don't have to worry.

Could You Have Sleep-Disordered Breathing?



Read on!

Do you routinely experience daytime fatigue ... wake up headachy ... have difficulty concentrating? You could be suffering from Sleep-Disordered Breathing (SDB) which means you experience repeated interruptions of breathing during sleep.

Here are some SDB facts...

- Up to 30% of those who habitually snore have sleep apnea, a condition where up to sixty or more involuntary pauses in breathing occur every hour.
- Sleep apnea is associated with an increased incidence of pregnancy-induced diabetes and high blood pressure.
- More women experience Upper Airway Resistance Syndrome (UARS). Sufferers don't completely stop breathing while snoring, but wake frequently due to reduced air flow.
- Not only is the person with SDB affected ... snoring by a spouse or partner is the leading reason for regular sleep loss. In many cases, UARS, excessive snoring, and sleep apnea can all be helped with a small comfortable oral appliance.



7 Smile Questions

You could change your life for the better

If your mother told you that *beauty is as beauty does*, she just might be the last person left who believes it! Research shows that in reality, good-looking people get preferential treatment in life, love, and work ... and that small details in appearance can make a big difference! One that can do wonders for your self-confidence is a really terrific smile. It's the first thing that people notice!

Turn emotions into action. Share your feelings and expectations with your dental team. They can help you with a smile analysis and makeover that will revitalize your image. So whether stained teeth, conspicuous older restorations, or some other smile flaw is holding you back, you can go forward ... and focus on your fabulous future smile!

How Do You Feel About Your Smile?

- | | YES | NO |
|--|--------------------------|--------------------------|
| 1. Do you disguise your teeth by covering them with your lips? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you ever cover your smile with your hand? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you avoid the dentist because you're embarrassed about your smile? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do you feel confident enough to open up and laugh out loud? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. When the camera comes out, does your smile disappear? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Could a more attractive smile boost your self-esteem? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. How would you improve your smile? _____ | | |

Fact Or Fantasy?

What do you think?

Embarrassment about your smile and anxiety about being judged are two of the most common reasons that people avoid the dentist. But think about it. In our highly competitive and perfectionistic world, aren't these feelings part of everyday work and social life?

Research shows that shy, highly empathetic people who can imagine how others may be feeling can be more easily embarrassed than other people. This could be because they anticipate others seeing them as inadequate.

Ironically, most people are actually very sympathetic when others are embarrassed and really like people who 'fess up to it. Your dental team is no exception. They want to help.

If you're getting the feeling that you can ask for a simple get-to-know-each-other appointment, you're right. You'll be glad you did!



Our Doors Are Open!

Call today to schedule
your appointment!

Zoom!® Your Smile!

In Office Teeth Whitening

Regularly \$700

Includes:

Consultation,
Zoom!® application,
take-home
touch-up kit.

Now
\$350

Offer ends: December 31st, 2008

Special Offer!

Regularly \$300

Includes:

Consultation, exam,
oral cancer screening,
necessary x-rays &
cleaning.

Now
\$99

Offer ends: December 31st, 2008

Smile Consultation!

Regularly \$220

Now Complimentary

PLUS begin treatment before
December 31st, 2008 and receive
10% OFF total treatment cost!

Offer ends: December 31st, 2008

Call Today!

(408) 564-5581



Dear Neighbor,

You May Be Wondering...

"Why Am I Receiving This Newsletter?"

That's a question I'd be asking if I were you.

The answer is simple...

I needed to decide how best to introduce my services to you – a neighbor – and do it in a way that would benefit you and your family. My decision? This newsletter.

Through *Something To Smile About*, I will provide valuable information that could have an extremely positive influence on you and your family. For example, you'll discover how to assure your children a lifetime of beautiful teeth ... how to create a memorable, drop-dead gorgeous smile in two weeks or less ... how to brighten your smile in LESS than one hour ...and much more.

"How will sending me this valuable information benefit your dental practice?" you might ask me.

Again, the answer is simple. I'm hoping that you'll appreciate our approach to dentistry, and will give us a try the next time you have a dental need, concern, or question.

My staff and I work diligently to earn the respect and trust of our patients, and we'd love the opportunity to earn your trust and respect.

To your good health,

Dr. Liza Fartash

P.S. A "friendly" reminder that your dental insurance is not usually carried forward each year, so be sure to make an appointment before December 31st, to "maximize" your benefits and to take advantage of our great specials!

Elite Dental
Dr. Liza Fartash
670 East Santa Clara Street
San Jose, CA 95112-1931



PRSR STD
U.S. POSTAGE
PAID
PNP 14304



Mixed Sources
Cert no. SW-COC-002303
© 1996 FSC

Information included is not intended as dental or medical advice. Contents may not be reproduced without permission from the publisher. © PATIENT NEWS PUBLISHING (800) 667-0268

30474-F84-49186 ND08-2