



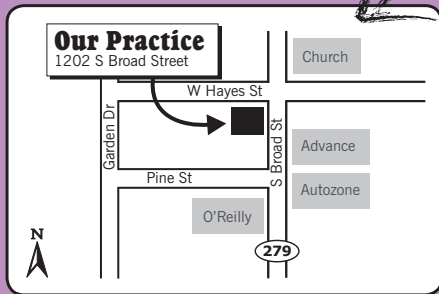
# Tooth Talk

Fall 2010

## Bigelow Family Dentistry Dr. Brett Bigelow

1202 S Broad Street  
Scottsboro, AL 35768-2516

*We're in your neighborhood!*



### Our Services Include:

- Cosmetic & family dentistry
- Tooth whitening
- Cosmetic veneers
- Tooth-colored fillings
- Crowns & bridges
- Dental implants
- Gum treatment
- Laser dentistry
- Nitrous oxide sedation
- Children of all ages welcome
- Oral conscious sedation



## Call Us!

My friendly staff is on call 24/7!

**(256) 259-5955**

Web site

[www.scottsborodentistry.com](http://www.scottsborodentistry.com)

## Ensuring You Are At Ease

### With IV sedation dentistry

Despite the great advances in dental science and technology over the past few years, some patients still feel significant fear and anxiety about going to the dentist. This is why we're pleased to announce that we now offer *sedation dentistry*.

Sedation dentistry means you will be sedated, via IV, during your dental treatment. All of your dental treatment is performed while you are in a safe, painless, twilight sedation. The result is that you will feel no anxiety, no fear, and no pain. You wake up after the work is completed and in less than an hour, you're ready to leave the office. Best of all, you feel like you had a pleasant nap with little or no memory of the appointment. It's safe, effective, and it makes possible the dental care that is essential for your over-all health.

And sedation dentistry isn't limited to patients who have dental anxieties: it's perfect for patients who have difficulty sitting for long periods of time, who have uncontrollable gag reflexes, fear of needles or injections, or for those who fear the sounds of dentistry. It can also be a very effective time-management tool for patients who want to consolidate multiple appointments. Don't let time constraints prevent you from receiving proper dental care!

For further information, please give us a call! Sedation dentistry may be just what you need to achieve optimum oral health!



Free  
IV Sedation  
Consultation!  
Call Today!  
.....  
Offer expires  
October 31st, 2010

## A Brilliant Merge Overdentures

Merging the benefits of two tried-and-true dental techniques – dental implants (biocompatible posts implanted in your jawbone) and dentures – offers a tremendous benefit for denture wearers. Because the denture clips over snap-like attachments on the implant, they're called "overdentures," and they can be easily removed for cleaning, just like a standard denture. The great advantage? The overdenture is very comfortable and very secure (without adhesives) which helps patients to speak more clearly and eat easily.

Another benefit of the overdenture system? Placement is a simple in-office procedure, and you leave with the overdenture in place.

Please call today if you or someone you love might benefit from this merge of technology.



## Your Dental Insurance

### Get the most

The signs of fall signal back-to-work and back-to-school for many of us. They should also be a cue to make a dental appointment because your dental insurance has seasons too. More than 90% of dental plans are based on a calendar year. If you do not use the benefits you are entitled to, they are gone as of December 31st. Your benefits are not carried forward into the next year.

If you are thinking about getting some dental care sometime this year, now's the time. Many treatments can take weeks to complete once treatment options are sorted out and insurance considerations are resolved. That's why it's especially important to come in for a visit to get things on the go as soon as possible, **before** this year's dental insurance expires. So give us a call!

## The **Heart** Of The Matter

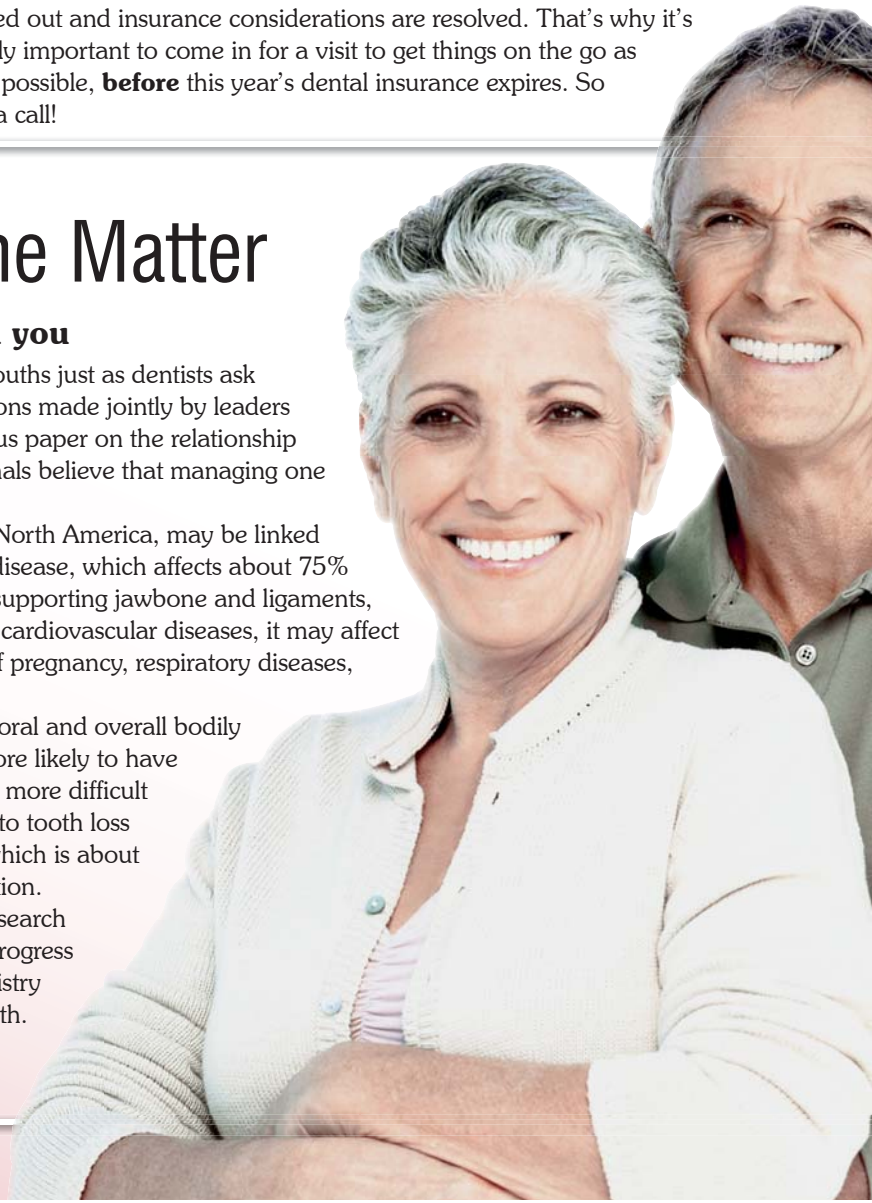
### Some mouth-body links might astound you

Soon cardiologists may routinely examine patients' mouths just as dentists ask about heart health. This is the outcome of recommendations made jointly by leaders in both periodontal dentistry and cardiology in a consensus paper on the relationship between heart disease and gum disease. These professionals believe that managing one disease may reduce your risk for the other.

Cardiovascular disease, the leading cause of death in North America, may be linked to progressive gum disease, also a chronic inflammatory disease, which affects about 75% of adults. Untreated, gum disease will eventually destroy supporting jawbone and ligaments, and it's the major cause of adult tooth loss. In addition to cardiovascular diseases, it may affect conditions such as arthritis, osteoporosis, complications of pregnancy, respiratory diseases, cancers, and diabetes which is considered epidemic.

Diabetes raises more fascinating questions about how oral and overall bodily processes may interact with one another. Diabetics are more likely to have gum disease than most people, and gum disease makes it more difficult to control their blood-sugar levels. Gum disease can lead to tooth loss which some research suggests may lead to hearing loss, which is about twice as prevalent among diabetics as the general population.

Not all the answers are in, but time is on your side. Research can lead to solutions ... and most forms of gum disease progress slowly. With regular checkups, and good home care, dentistry can help you maintain your oral health – and overall health.



# Just Like A Splinter

## Periodontitis: silent and progressive

Everyone has had a splinter under their skin at one time or another. The tiny culprits often turn up silently, and it's only later that you notice the irritation. If left untreated, the wound can become inflamed and even infected – your body's natural response to an invading foreign substance. That's when a commonplace nuisance can become an uncomfortable and potentially serious problem. That's how *periodontitis* – or gum disease – works.

When plaque, an invisible, sticky bacterial film, is allowed to build up on your teeth, usually around the gumline, it can harden into an unattractive yellowish substance called *tartar* or *calculus*. If ignored, calculus accumulates between the tooth and the gum creating pockets of infection, causing swelling, tenderness, and even bleeding – just like a nasty splinter.

Periodontal disease has been called *the silent disease* because it arrives unannounced and can worsen with little or no initial discomfort. Although initially quiet and unassuming, it is the leading cause of tooth loss among adults, it can destroy bone and supporting tissues, and it has been linked to life-threatening illnesses like heart disease and stroke, diabetes, and cancer, as well as to premature births.

Only a dentist or hygienist can remove calculus. But the best cure is prevention through regular brushing and flossing. Like a splinter, it's best to remove plaque before the nuisance becomes a problem.

Could it be time for *your* professional cleaning? Please call us for a consultation.



**TOP:** Without brushing and flossing, bacteria have the potential to damage your gums which could eventually lead to tooth loss.



**BOTTOM:** Research has shown that we see teeth as whiter when they are surrounded by pink gums.

## Attractive Solutions

### CareCredit®

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. This is why we recommend

*CareCredit*®, an affordable payment program that has a unique no-interest payment plan. CareCredit enables healthcare providers 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. There are no up-front 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 so that you can focus on what's most important – ensuring good dental care.

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

## 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!

# Help Our Furry Friends And you could win

At *Bigelow Family Dentistry*, our team is made up of caring individuals who are concerned with the wellbeing of our patients, our neighbors, and our furry animal friends. So in order to help those who can't speak for themselves, we have joined forces with **Safe Haven No-Kill Animal Shelter**.

Safe Haven and our office are currently raising money for our furry friends by selling raffle tickets for \$10 each, and if you buy 10, we will provide you with **free whitening treatment**. On October 28th, 2010, we will draw one lucky winner who will receive **\$2,000 worth of dental treatment** from our office, which can be used by the winner or transferred to somebody else.

The draw is fast approaching, so stop by our office or contact Melissa Utech at (256) 259-2390 for tickets.



## Call Today! (256) 259-5955



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Scottsboro, AL 35768-2516



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U.S. POSTAGE  
PAID  
PNP 14304

## Dear Neighbor,

*You deserve a Happy Smile!*  
Don't be embarrassed to share it

Think you're alone because you're embarrassed to smile? Embarrassed to visit a dentist? You are not alone, and we understand.

At our practice, we've been able to help other people who are dissatisfied with the appearance of their smile. But smile flaws don't have to negatively influence your business, social, or romantic relationships. No matter what they are, we know that your smile concerns are vital to you.

Dentistry has a solution that will suit your needs whether you are uncomfortable with your smile because you have:

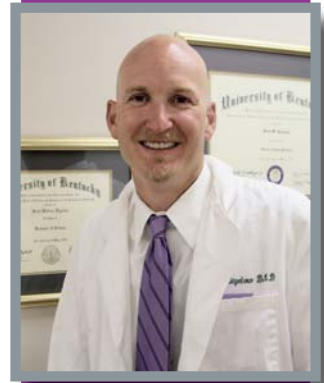
- Stained teeth that require whitening;
- Avoided dental treatment;
- Unattractive decay and gum disease;
- Crooked or uneven teeth;
- Bridgework or dentures that are uncomfortable and conspicuous, or;
- Premature signs of ageing because of visible decay, gum disease, or recession, discoloration, or worn down teeth.

Many people can relate to these imperfections. Whether you need a slight smile lift or a significant smile makeover, we can help you to improve your smile and your appearance ... and boost your self-esteem.

Please call our office for a FREE cosmetic dentistry consultation and let us help you! We'll be happy to answer all of your questions, and show you the simple, safe, and efficient treatment options you can consider. Then you can visualize your bright, smiling future!

*Yours in good dental health,*

*Dr. Brett Bigelow*



Openings for FREE cosmetic dentistry consultation appointments usually fill quickly, so please call our office today at (256) 259-5955.

Offer expires October 31st, 2010.

Remember ... this consultation could be the best time investment you've ever made!