



CHAT

What's New at EJC Dentistry

I declare 2012 the year of **SOCIAL MEDIA**, at least it is here at EJC Dentistry! We now have updated our website (www.forgreatteeth.com), we have a **Facebook** page to keep in touch with our patients and friends and a **Blog** to update you on interesting developments in the Dental field and outside as well which will be linked to our Facebook site. Many of you may remember we have been working to become 'greener' and becoming chartless in the office. We have also been collecting e-mails to better stay in touch with patients as

well and try to reduce our paper usage for things like sending newsletters :) I am dedicated to staying current and providing the best care for you, our patients. To that end, we have developed a Survey on our website. This is the best way you can help us serve you better. We always love it when you talk us up, but if you are tired of mentioning us to all your friends, we would love your help with a glowing review on a site such as www.yelp.com or www.ratemds.com Please take the time to 'like' us or even 'friend' us on Facebook. We want 2012

to be the best for you and your oral health yet. Remember, we look forward to your smile!!

NIGHT IN/NIGHT OUT-CONTEST!!

Refer a patient to our office and your name will be entered in a draw for a prize basket worth \$250. Ballots will be submitted for each patient referred. Contest closes April 30, 2012

Fun new products!

At **EJC Dentistry** we have some great effective products that can be purchased in our office. Some of our patients are already using them and love them. The first one is **MI Paste**, which contains *Recaldent*, a milk-derived protein which strengthens tooth enamel and reduces sensitivity. This product works great before and after tooth whitening or your professional cleaning if you experience sensitiv-

ity. It can also help relieve dry mouth which could be caused by various medications.

The other products we have are **xylitol products**, such as *toothpaste, gum and mints*. Xylitol is made from birch bark, which inhibits plaque and makes taking care of your teeth and gums easy. This product can help with dry mouth and bad

breath, by using the gum or mints after meals will help you get the protection of healthy teeth and gums. Xylitol has a natural sweetener with a pleasant cool taste. Please drop by or call the office and any of our team members would be more than happy to show you these great products.



L to R: Lori, Christa, Dr. Jan, Sarah, Joanne, Johanna and Jodie

HOURS

*Mondays 8 am to 7 pm
Tuesdays 8 am to 7 pm
Wednesdays 9 am to 7 pm
Thursdays 8 am to 6 pm
Fridays 8 am to 2 pm
Patient friendly to serve you better*

The low Down on Gingivitis

You hear about it on T.V. commercials, in the newspaper, and at the dental office. So what is gingivitis? Gingivitis is the initial stage of gum disease. It is caused by a build up of plaque (food debris, mucous and bacteria) around the gum line. Healthy gums should be light pink in colour, but can vary depending on a person's complexion. They should have an



orange-peel like texture, also known as stippling. Your gums or gingiva should come to a sharp point between your teeth, and they should be generally firm. Inflammation is one of the signs of gingivitis. The colour of your gums will change from pink to a deeper red. The margins of your gums surrounding your teeth will become rolled and enlarged. They may feel sore, and may bleed upon brushing, flossing, eating or even spontaneously.

The good news is gingivitis can be reversed and even prevented. A solid oral hygiene routine is the best way to prevent your body from suffering the effect of gingivitis. This means brushing at least twice per day with a soft toothbrush. Brushing should not just be focused on your teeth, you should be sure to massage your gums in circular motion with your brush as well. Flossing plays a big role in the prevention of gum disease. Your toothbrush is unable to clean the space between your teeth where plaque can easily build up. This is why it is so important to include flossing twice a day in your hygiene routine. Last but not least you should be visiting your dental hygienist on a regular basis for routine maintenance. We can help fine-tune your oral hygiene routine and give you advice on things you can improve on. There are many other factors that contribute to the development of gingivitis. As dental professionals we are happy to help you achieve and maintain optimal oral health.

How You Can Keep Your Teeth Healthy

Brush at least twice a day — after breakfast and before bedtime. If you can, brush after lunch or after sweet snacks. Brushing properly breaks down plaque. Brush all of your teeth, not just the front ones. Spend some time on the teeth along the sides and in the back. Take your time while brushing. Spend at least 2 or 3 minutes each time you brush. If you have trouble keeping track of the time, use a timer or play a recording of a song you like to help pass the time. Be sure your toothbrush has soft bristles. You should get a new toothbrush every 3 months. Some toothbrushes come with bristles that change color when it's time to change them. Learn how to floss your teeth. Slip the dental floss between each tooth and along the gum line gently once a day. The floss gets rid of food that's hidden where your toothbrush can't get it, no matter how well you brush. You can also brush your tongue to help keep your breath fresh! It's not just brushing and flossing that keep your teeth healthy — you also need to be careful about what you eat and drink. Remember, the plaque on your teeth is just waiting for that sugar to arrive. Eat lots of fruits and vegetables and drink water instead of soda. And don't forget to smile

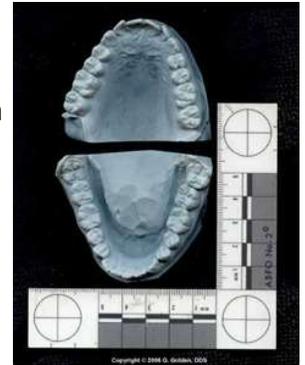


FORENSIC DENTISTRY

Forensic dentistry is the examination and evaluation of dental evidence. The evidence that may be derived from teeth, is the age (in children) and identification of the person to whom the teeth belong. This is done using dental records including radiographs, ante-mortem (prior to death) and post-mortem photographs and DNA. The other type of evidence is that of bite marks, left on either the victim (by the attacker), the perpetrator (from the victim of an attack), or on an object found at the crime scene. We can identify a per-

son from his bite marks from the fact that each individual has teeth of different size and shape. One must have noticed that some people have short teeth, some have wide spaced teeth, some have buck teeth, some have crooked teeth and so on. It has been seen that the structure of the teeth of an individual is as unique as his fingerprints. Since the teeth of all individuals are unique, the bite marks produced by them are also different. It has been estimated that the odds against two persons with full set of 32 teeth producing identical bite

marks are 2.5 billion to 1. This means that in India, with a population of 0.8 billion, no two persons will have identical bite marks. This is why the need for proper dental record-keeping by general dental practitioners is highlighted by discussing the role of forensic dentistry in some of the world's major disasters.



WINNERS!!

Pictured to the left are the most recent EJC Dentistry contest winners. Rya D (seen above) was selected as the lucky colouring contest winner of a family night out at the movies. Her picture was selected, at random, from all the excellent entries sent in to us from our amazing artist patients. See the insert in the CHIT CHAT issue for a repeat of this excitement! - Any many thanks to all of

the kids (and adults) who submitted their pictures for our wall.



Dave C is also pictured (left) as his name was drawn from the entries in the "Refer-a-Friend" contest. Dave simply asked his wife to be a new patient in our practice and his name was entered. You can too!! The greatest compliment you can give us is the referral of friend and family members. See the front page for our current referral contest!

A sincere "Thank you" for your entrusting us with your health. We truly do "look forward to your smile"

WHY HEALTHY TEETH ARE IMPORTANT!

Taking care of your teeth helps prevent plaque which is a clear film of bacteria that sticks to your teeth. After you eat, bacteria go crazy over the sugar on your teeth, like ants at a picnic. The bacteria break it down into acids that eat away tooth enamel, causing holes called cavities. Plaque also causes gingivitis, which is gum disease that can make your gums red, swollen, and sore. If you don't take care of your teeth, cavities and unhealthy gums will make your mouth very sore.



BECOME A FAN

Please take a moment to check us out on Facebook. This is something a little new for us, but we will be posting interesting things, photos, blogs, links to things that we think may be useful to you, our friends and patients! - even a little something more about forensic dentistry if you didn't get enough on page 3.

We are at: www.facebook.com/EJCDentistry

EJC DENTISTRY

118 Stinson Street
Hamilton, Ontario
L8N 1S5

Phone: 905-522-1188
Fax: 905-522-1884
Email: info@forgreatteeth.com

*"WE LOOK FORWARD TO
YOUR SMILE!"*

10 REASONS TO HAVE A DENTAL CLEANING

TO PREVENT ORAL CANCER

According to the Oral Cancer Foundation, someone dies from oral cancer every hour of the day in North America. Regular check-ups and cleanings can prevent these problems as well as provide good oral Hygiene.

TO PREVENT GUM DISEASE

Gum disease is an infection in the gum tissues and bone that keep your teeth in place and is one of the leading causes of adult tooth loss.

TO HELP MAINTAIN GOOD PHYSICAL HEALTH

Recent studies have linked heart attacks and strokes to gum disease, resulting from poor oral hygiene. A dental cleaning at least every 6 months helps to keep your teeth and gums healthy and could possibly reduce your risk of heart disease and strokes.

TO KEEP YOUR TEETH

Since gum disease is one of the leading causes of tooth loss in adults, regular dental check-ups and cleanings, brushing and flossing are vital to keeping as many teeth as you can. Keeping your teeth means better chewing function and ultimately, better health

TO DETECT DENTAL PROBLEMS EARLY

Your dentist and hygienist will be able to detect any early signs of problems with your teeth or gums. Early detection of cavities, broken fillings and gum disease are easily treatable. If these problems go untreated, root canals, gum surgery and removal of teeth could become the only treatment options available.

TO MAINTAIN GOOD ORAL HEALTH

Your dental hygienist will help to ensure that you are maintaining your good oral health by visual examinations and comparing your previous dental check-ups. If you are falling off track with your oral hygiene she will help put you back on the right path.

TO USE YOUR DENTAL INSURANCE PLAN

Dental insurance plans usually pay for all or most of the cost of dental cleanings up to every 3 to 6 months. Take advantage of this and save a lot of money in the long run by avoiding costly dental procedures that can result from poor oral hygiene.

TO CREATE A TREATMENT PLAN

If your dentist diagnoses any problems in your mouth, he will most likely give you a treatment plan. This treatment plan should have the cost of each procedure that you will need, so that you can discuss financial arrangements with the treatment coordinator.

TO HAVE A BRIGHT AND WHITE SMILE

Your dental hygienist can remove most tobacco, coffee and tea stains. During your cleaning, your hygienist will also polish your teeth to a beautiful shine. The result? A whiter and brighter smile!

TO PREVENT BAD BREATH

Dental studies show that about 85% of people with persistent bad breath, also known as halitosis have a dental problem that is to blame. Good oral hygiene is essential in preventing bad breath. Regular check-ups and cleaning are the best way to make sure that you are maintaining good oral hygiene.