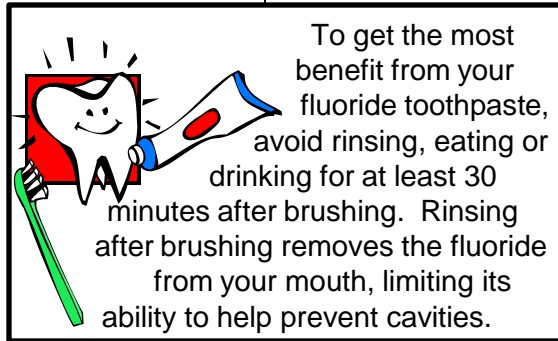


Hawkeye Family Dental

1705 S 1st Avenue Suite P – Iowa City, IA 52240 – 319-338-7172 - www.smilesforthefamily.com
June 2010 – Volume 1 Issue 2

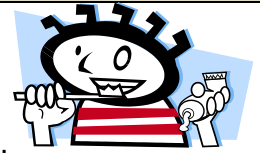
Filled In

Looking to brighten your smile? We can help. Here are three great options that we offer at our office: in-office whitening; custom whitening trays; and whitening strips. If you are someone that is looking for whiter teeth in a short amount of time **in-office whitening** is an excellent option for you. In-office whitening is generally the most expensive whitening option, but you can whiten your teeth by several shades in about an hour. It's an easy one-visit option that gives you quick results. **Custom whitening trays** are a great option for someone that is looking for at home convenience with great results in a few weeks. Custom whitening trays take two office visits. At the first visit, impressions are taken of your teeth and gums. These impressions are used to make a tray that is custom fit to your mouth. *Continued on the back...*



Ask Kari

What is the best kind of toothpaste?



There are many different types of toothpaste, so choosing a toothpaste that is best for your specific needs can be tricky. There are several categories of toothpaste that are specially formulated for different needs. Each brand usually has their own version of these basic categories. It is important to find the category of toothpaste that fits your needs and then find it in the brand name that you want. Below are some of the basic categories of toothpaste.

Tartar control toothpaste-

Who should use it: People who build up a lot of tartar/calculus between cleaning appointments.

Key ingredient: Pyrophosphate.

How it works: When plaque is not removed with proper brushing and flossing it hardens into tartar/calculus. The pyrophosphate works to slow the hardening of plaque into tartar, making it easier to remove the plaque during your regular homecare.

Limitations: May cause gum irritation,

does not replace regular cleanings. You will still need regular visits to remove the tartar that has formed and monitor the health of your teeth and gums.

Sensitivity toothpaste-

Who should use it: People that have teeth that are easily irritated by hot or cold.

Key ingredient: Potassium nitrate.

How it works: Teeth have small tubes at their surface that communicate with the nerve of the tooth. Potassium nitrate helps minimize sensitivity by blocking these tubes, therefore reducing the sensation of hot and cold. It takes a few weeks to feel the benefits of sensitivity toothpaste as the potassium nitrate works to build a barrier to block the tubes of communication. *Continued on the back.....*



As Seen on TV

Is mouthwash as effective as flossing?

Some advertisements claim that rinsing with a mouthwash is just as effective as flossing. Although there are many benefits that a mouthrinse can provide, it simply cannot replace flossing. Proper flossing between the teeth mechanically removes the bacteria and debris in the areas your toothbrush cannot reach. Make sure that flossing is part of your daily routine to help keep your teeth and gums healthy.

\$\$\$ Money Matters \$\$\$

Have you heard about CareCredit?

CareCredit is a credit card that you can use specifically to pay for healthcare expenses, including your dental treatment at our office. The unique thing about CareCredit is that all transactions are eligible for a six or twelve month, no interest plan. There are two keys to the no interest plans; you must pay at least the minimum monthly payment amount and you must pay off the entire balance by the end of the six or twelve month term. Keep in mind that paying only the minimum amount each month will not pay off your balance by the end of your plan's term and interest will be charged if your entire balance is not paid in full within six or twelve months or if a late payment is made. CareCredit cards can be used for you and your family without applying for multiple cards and lines of credit. If you are interested in CareCredit and would like to find out more information or apply for a card you can stop into the office, go online to www.carecredit.com or call 1-800-365-8295 to speak to a CareCredit customer service representative.



Hawkeye Family Dental
1705 S 1st Avenue Suite P
Iowa City, IA 52240

Providing smiles for the whole family

Thank You

Thank you to our patients for referring their friends, family, neighbors and co-workers to our office. We continue to accept new patients and thank you for thinking of us for your friends and family. Send a new patient our way and when they complete a new patient examination, we will send you a free gift!! Make sure they tell us you sent them.

Ask Kari continued..... Limitations: If the sensitivity is not decreasing or is getting worse, have us evaluate the area to make sure that it is normal sensitivity and not a cavity or a bigger concern.

Whitening toothpaste-

Who should use it: Nobody.

Key ingredient: None. This toothpaste does not contain additional specialized ingredients.

How it works: The toothpaste is very abrasive and helps remove some stains caused by food.

Limitations: Very abrasive and may remove tooth enamel, resulting in sensitivity. If you would like a way to whiten your teeth, ask us and we can discuss effective options with you.

Clinpro (Prescription toothpaste) –

Who should use it: People with a high risk for cavities.

Key ingredient: Fluoride (five times more than regular over-the-counter toothpaste).

How it works: The fluoride from the toothpaste is incorporated into the tooth structure, helping to strengthen weak spots and limit the progression of early cavities. It also helps with sensitivity by blocking the communication tubes, limiting hot and cold sensation.

Limitations: Most effective when you do not eat or drink for at least 30 minutes after use.

Regular Cavity Protection toothpaste-

Who should use it: Anyone that does not have additional needs outlined in the other toothpastes.

Key ingredient: Fluoride.

How it works: The fluoride is incorporated into the tooth structure, helping to strengthen weak spots and limit the progression of early cavities.

Limitations: Great all around toothpaste, but if you have one of the special circumstances listed above, a more specialized toothpaste may be better for you.

Filled In continued..... The second visit ensures that the trays fit accurately. After the second visit the trays are used to apply whitening gel to your teeth at home. It is recommended to use the trays for about an hour everyday (or they can be worn every night) until you achieve your desired results, which takes about 1-2 weeks with consistent use. **Whitening strips** are typically the least expensive whitening option. The white strips are not custom fit to your teeth and therefore require frequent manipulation and may also increase the chance that the whitening gel will come in contact with your gum tissue and cause irritation. White strips are a nice option for whitening a few shades and take about 1-2 weeks to see effect. Do you have more questions about whitening? Feel free to ask us at your next visit, we can help you pick the option that is right for you.

Kids Corner

School is out and summer is here. Children are more active in the summer and with the increase in activity, there is an increase in accidents. If this accident results in a tooth being knocked out, make sure you know what to do. If your child's **baby** tooth is knocked out: **Do not** replant the tooth in your child's mouth.

Replanting the tooth may result in damage to the permanent tooth that is developing in the tissue. **Do** call our dental office to schedule a time to have us evaluate the area and make sure that other teeth in the area were not effected. If your child has a **permanent** tooth knocked out: **Do** gently clean the tooth in cool water. **Do not** scrub the tooth or use soap. **Do** immediately replace the tooth in the socket and hold in place with a clean wash cloth. If the tooth cannot be replaced in the socket, place the tooth in a clean container with cold milk, saliva or water. **Do** call our office so we can get your child in as soon as possible for an evaluation of the area.

