

# Dr. Elisa Mello & Dr. Ramin Tabib's



# update

Produced for the Patients of NYC Smile Design

Fall 2003

## FROM THE **DENTISTS**

### Time To Give Thanks

This time of the year is full of hustle and bustle for just about everybody. With work and school in high gear, it's hard to find time to do anything but try to keep up. Even the dental office is working overtime to meet the latest advances in dental treatment and the increased needs of our patients in this busy time of the year.

No matter how busy we are, there's always time for the people who mean the most. In a dental practice, it's the patients who are number one. That's why in the spirit of the Thanksgiving season, we would like to take some time out to tip our hats and simply say thank you.

You may not think much of it, but your ongoing loyalty, cancellation notification, referrals, and each and every kept appointment go a long way toward making this practice run smoothly and efficiently. That makes the dental office a more comfortable and rewarding place for everyone.

These are exciting times for dentistry. You'll read about some of the latest developments and treatments in the pages of this newsletter. If anything catches your eye, or if it's time for a checkup, just give us a call ... we'd really like to say thank you in person.

*Yours in good dental health,*

*Dr. Elisa Mello &  
Dr. Ramin Tabib*

## Smile Strategies

### Q&As

#### **What Can I Do If My Teeth Are Worn, Chipped, Or Cracked?**

You can recapture your confident smile with translucent laminates or veneers that cover flaws but reflect light like natural tooth enamel. They are custom-made and micro-thin to look like the true you. Modern bonding materials and non-metallic crowns can also safely camouflage flaws while actually strengthening your teeth.

#### **What Can I Do If My Teeth Are Stained Or Discolored?**

You can easily brighten up your smile with safe, supervised tooth whitening. It's simple, quick, and affordable, and can help to lighten teeth that are stained from coffee, tobacco, wine, ageing, or medication.

#### **What Can I Do With Old Fillings That Look Unattractive?**

Your smile can look fresh and appealing again! Modern, natural-looking filling materials can look just like - or even better than - your own teeth because porcelain, ceramic, or resins are metal-free.

#### **What Can I Do If I Have Missing Teeth?**

You can eradicate embarrassing gaps in your smile with natural-

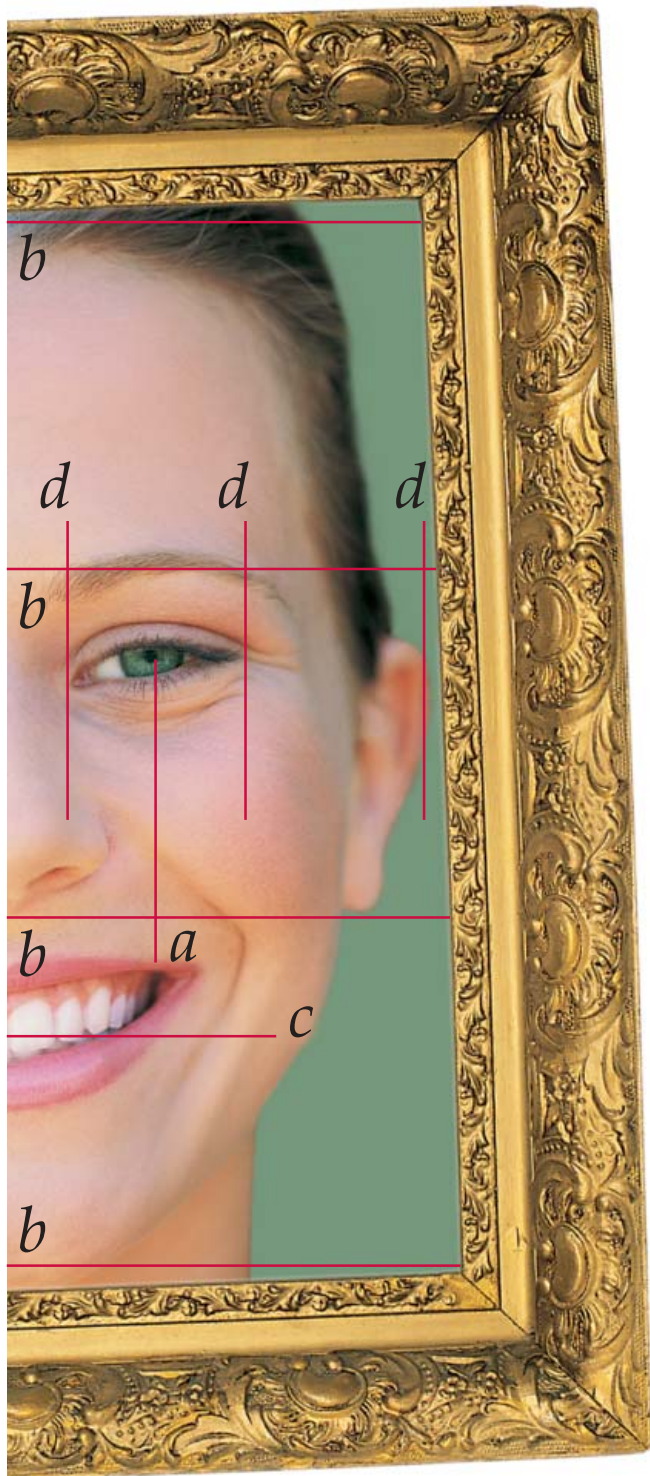


looking bridges that span the spaces left by missing teeth, or with another exciting option - dental implants!

#### **What Can I Do If I Have A Gummy Smile Or If My Gums Are Uneven?**

You can transform the appearance of too small teeth or an uneven gumline into a beautifully balanced, self-confident smile. We can re-sculpt your smile if it shows too much gum or if your gumline has become uneven due to wear or periodontal disease.

*Thank you for all your referrals - we appreciate them!*



# Work Of Art

When Leonardo da Vinci painted portraits, he used the principle of Divine Proportion, based on a mathematical formula originally applied to create eye-pleasing balance in Greek and Egyptian architecture.

Dentists use the same principle with non-surgical cosmetic makeovers to create beautiful and enduring smiles that harmonize with a person's age, lifestyle, ambition, and physical appearance. We do it by looking at your smile the way an artist does. Your smile and your face are our canvas. The proportions of the face affect the proportions of the smile - and your smile can illuminate your face. We consider the shape of teeth that will give your face the most pleasing dimensions.

Stained teeth can add age to our smiles, but a smile that is too white can look out of place on a person in the prime of life. Our teeth tend to get shorter with wear as we get older. Tooth lengthening is an effective solution. Laugh lines and wrinkles can sometimes be "erased" by using dental techniques to fill out these facial areas. And if you have a charming irregularity that's your personal signature, we can enhance your overall smile and retain your individuality. Your smile will look *totally* natural.

How do we turn artistic inspiration into reality?

**Whitening** is one of the simplest and most popular procedures for revitalizing a smile. Many studies show that most of us perceive a brighter smile to be more youthful and attractive. **Veneers** can be applied to widen your teeth, lengthen them, or add thickness to broaden your smile. Cosmetic procedures are well worth the investment to restore the proportions your face was meant to have. Talk to us about inspired enhancements for your smile.

## Is your face perfectly proportioned?

**a** Can a vertical line be drawn from a pupil to a corner of mouth?

**b** Does your face divide horizontally into thirds?

**c** Does the lower third of your face divide into thirds (nose to chin)?

**d** Does your face divide vertically into fifths (5x width of one eye)?

## Cosmetic Chronicles: Much To Be Thankful For!

The Japanese started it 4,000 years ago by staining their teeth. The Mayans filed and adorned their teeth with multicolored stones. Etruscan stragglers waited until 700 BC to develop bridgework using ivory, bone, and gold. But the real dawdlers were the Europeans who equated cosmetic dentistry with tooth replacement.

Almost 2,000 years after the Etruscans, Queen Elizabeth I chose cloth to fill the gaps in her smile. That single decision may have earned her the right to greatness because the cosmetic appliances of her time were spring-loaded and could jump right out of the wearer's mouth.

It took only another couple of

hundred years to invent the porcelain tooth. After that? Gangbusters! Actors in the 1930s wore Hollywood Splints - plastic slip-on teeth that provided the illusion of perfection. And since then, modern cosmetic dentistry has been advancing at warp speed, changing the faces and lives of millions of people ... like you!

# Ethical & Professional Care For Your Smile

Critics of today's celebrity culture often make the mistake of equating beauty with superficiality. By association, many people worry that their concerns about their appearance are trivial. By extension, they worry needlessly that cosmetic dentistry is merely a luxury.

Functional oral health and ideal appearance have always been the goal of dentistry. Many modern dental techniques like porcelain veneers and teeth whitening can dramatically boost your appearance. In addition, a cosmetically corrected smile can improve function. Crowns can enrich appearance and strengthen teeth, preventing tooth loss. Orthodontics can enhance appearance and improve bite. That's very conservative dentistry. That's modern health care. That's also cosmetic dentistry.

## Up Close



Have you ever noticed how scrunching your face up close to the mirror each morning magnifies every flaw in your smile? From that perspective, it's easy to amplify the extent of your imperfections and assume that only years of dental work will conceal the damage. But the truth is that most of our teeth acquire stains, chips, breaks, and cracks. Some of us have always been dissatisfied with the shape of our teeth, or some permanent discoloration, or even unattractive fillings. And to regain your perspective – those flaws can be fixed in as few as only two visits!

Cosmetic veneers are among the most natural-looking smile boosters, and offer the greatest repertoire of applications to enhance your smile. Veneers are very thin but strong shells that are permanently bonded to your

## & Personal



teeth. They are usually made of porcelain, a very durable material that can actually strengthen your teeth. The porcelain reflects light from within, like your own enamel. They are natural looking and are highly resistant to permanent discoloration from drinking coffee or tea, red wine, or from tobacco smoking. The end result gives your smile a healthy, natural look!

Clinical tests show that with proper maintenance and diligent home cleaning, your new smile will stay bright for years. But veneers do require some special cautions: nail biting, opening bobby pins, or excessive teeth grinding can all gradually loosen their bond to your teeth.

Call our office today because veneers can make an extraordinary difference! Even right up close.



# Razzle

# Dazzle

**Let's be honest: even the healthy, young, and attractive want to look MORE healthy, young, and attractive.**

The problem for many of us is how to get there from here! Well, according to a study by Procter and Gamble, it may be as simple as flashing a healthy, dazzling smile. The study asked people to rate two photos of the same subject. Respondents were not informed that a slightly whiter tooth color had been added digitally to the teeth in one of the photos. Each participant looked at twenty pairs of images. The results? An overwhelming majority – 90% – thought the enhanced photos showed healthier, more attractive people than the photos of the same people with duller, less white teeth, regardless of age, gender, or ethnic background. The whiteness of your teeth *does* affect how other people see you. And there's an added benefit: 92% of people agree that white, healthy-looking teeth help them feel better about themselves. If you want a razzle-dazzle smile, come in and ask us about your options.

# Sweet Dreams

## Anesthesia and sedation

If you're nervous about any aspect of dentistry or you just don't like having work done on your teeth, we can make your next visit a lot more comfortable. Each year millions of people avoid necessary dental care because of fears that are largely unfounded. In doing so, they sacrifice their dental health, and minor problems rapidly become major ones. If you are one of these people please ask us about anesthesia and sedation. These options will alleviate any discomfort you may have and may even reduce the number of visits required to complete your dentistry.

Our office is specially equipped for both anesthesia and sedation.

We've received extensive postgraduate training in order to provide you with the option of receiving medication to make you feel more relaxed or asleep during part or all of your appointment.

*These options will alleviate any discomfort you may have and may even reduce the number of visits required*

Depending on your level of anxiety and the amount of work that needs to be done, we may suggest sedation to induce a tranquil state or we may recommend general anesthesia so you

will be completely asleep throughout your procedure. You can receive anesthesia or sedation for any type of dental work from cleanings and fillings to crowns, root canals and extractions. You won't feel a thing!

Prior to administering anesthesia we'll discuss your medical history with you and will ask questions such as whether you or anyone in your family has had difficulty with anesthetics, if you are pregnant, taking steroids or on medication for high blood pressure.

If you're apprehensive about the dental office, the first step is to call. We can work with you to eliminate the discomfort and fear that are often barriers to better oral health.

## OFFICE INFORMATION

### NYC Smile Design

Dr. Elisa Mello

Dr. Ramin Tabib

8 East 84th Street  
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### Office Hours

Monday 9:00 am – 5:00 pm  
Tuesday 11:00 am – 7:00 pm  
Wednesday 9:00 am – 5:00 pm  
Thursday 11:00 am – 7:00 pm  
Friday 9:00 am – 1:00 pm  
Saturday *by special arrangement only*

### Contact Information

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Email [info@NYCSmileDesign.com](mailto:info@NYCSmileDesign.com)  
Website [www.NYCSmileDesign.com](http://www.NYCSmileDesign.com)

### Office Staff

Christine..... Office Manager/  
Financial Coordinator  
Yael ..... Dental Assistant  
Lynda ..... Dental Assistant

CareCredit

Dental Fee Plan



## Zoom! Whitening

Our goal in this practice is to provide you, our patients, with the highest quality dental and oral care. We want to make sure your wonderful smile is as sparkling and healthy as it can possibly be. We are proud to announce that we offer the in-office whitening system called Zoom!<sup>TM</sup> It's safe, effective, and fast ... very fast! In just over one hour, your teeth will be dramatically whiter.

Zoom! whitening is ideal for anyone looking for immediate results and the procedure is simple and painless. How does Zoom! work? The gel is a scientifically formulated pH balanced hydrogen peroxide that when activated by the Zoom! light, gently penetrates the teeth to remove deep stains and discoloration. Teeth typically become at least six to ten shades whiter. The results? A bright, beautiful smile in just one hour!

The Zoom! whitening procedure also includes a take-home touch-up kit and trays. Please call for an appointment to make sure your special smile gets the care it needs.



## OPMI<sup>®</sup> Microscope

We are extremely proud to be one-handful of cosmetic dentists in New York City to introduce OPMI<sup>®</sup> microscope with integrated video camera. Emerging therapies in dentistry have 2 features in common: Increasing precision and decreasing trauma, hence optimizing the cosmetic result. The OPMI dental microscope from Carl Zeiss plays a key role in implementation of these innovative methods of therapy. The accuracy required for the fit of cosmetic restorations lies in the range of a few micrometers. The use of dental microscopes in cosmetic dentistry guarantees the ultimate precision throughout the entire process. The optical brilliance and razor-sharp definition provided by OPMI microscope is a must for optimum visibility and precision.

