



Here is to a Bright New Year

January 22, 2013

Welcome **Terry!**

In this issue: **New Year;** **Teeth Sensitivity;**
Patient of the Month; **Monthly Specials.**



**KEEP
CALM
AND
WELCOME
2013**

We welcome 2013 with great expectations, and refreshed to better serve you this year and the next one and the next one.

We hope you've enjoyed these past Holidays, and the dramatic non-eventful end of the world.

While its colder than what we're use to in so-cal we've got some pretty "Hot Specials", so stay tuned to see what

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Sensitive Teeth



After preparing a very generous helping of your favorite ice cream for yourself, the last thing you want is for this delectable dairy delight to cause you pain. But if cold foods like ice cream or hot drinks like coffee often cause you pain or discomfort, you may be suffering from an all too common condition called "**sensitive teeth**".

Sensitive teeth can come from any number of dental dilemmas. A cavity, tooth damage, worn fillings, and gum recession are among the common causes of tooth sensitivity.

Below the enamel and outer layers of the tooth that protects the crown, is dentin, which contains the nerve endings. When the protective layer of enamel is compromised, the nerve endings can be stimulated causing pain and discomfort.

Of course, the standard dental cure of regular and proper **brushing** and **flossing** is key to preventing sensitive teeth. But beyond this, sensitive teeth can be treated. Desensitizing toothpaste can help build a layer of protection between the nerve endings and your bowl of Chocolate Chip Cookie Dough ice cream.

Fluoride for home use is another more powerful way of reducing the sensitive teeth. At times we can place a "root sealer" (not to be confused with a sealant) which seals the exposed nerve endings. In rare circumstances a root canal treatment may be the only choice to calm down a "hot" tooth though.

Patient of the Month Announcement



This month's winner is: **Natalie Banaszczyk**

Congratulations Natalie, you're our lucky winner, so stop by our office to pick-up your Sonicare Toothbrush in the next 30 days.

Everyone! A visit to get your cleaning done, that's all it takes to be entered into the drawing, so don't miss out. If you're overdue, you're not just missing out on squeaky clean teeth but also the chance to win the Sonicare Toothbrush. So call us and schedule your cleaning!

January Cool Specials:

Click here to see our [January 2013 specials](#).

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