



Complete Family Dental Care
in the heart of Westmount

Forest City Dental's BITS 'N' BITES

Produced for the Patients of Dr. David E. Rawson, Dr. Keith J. Luzzi & Dr. Stephen M. Truswell

Fall 2003

The Results Are In!!

Thank you to the many clients of *Forest City Dental* who recently returned our Patient Survey. Your overall satisfaction exceeded 90%!! We appreciate your positive comments and will strive to provide the best service possible. We had many wonderful suggestions such as bigger coat facilities, more comfortable reception area chairs and warmer room temperatures!! Please know that we always welcome your feedback.

We would like to welcome Dr. Stephen Truswell who joins Dr. Luzzi in the General Dentistry area. Dr. Truswell has over 20 years experience in all phases of dentistry. He and Dr. Rawson both served in the Canadian Armed Forces as Dental Officers and can keep you entertained with real army stories! You will find *Dr. Steve* very friendly and caring. See more information on Dr. Truswell on the back page of this newsletter.

Yours in better dental health,

The Staff at Forest City Dental



From The **Dentist**

Welcome to the Fall Season of 2003!

If you are like me, you wonder where the summer went. We used to think that the time flies by faster the older we become. I was pleased to hear this year, however, that *everyone* was complaining of this!

By now we are into new routines with school, hobbies and the many demands on our time after a lazy summer. What a good time to act on those promises to yourself to finally get those dental problems looked after.

We at *Forest City Dental* are ready to meet your needs. As most of you know, we opened our expanded facilities *across the hall* in April. This is where I spend most of my time treating our Orthodontic patients. As well, we have helped many patients with chronic headaches, neck pains and ear complaints. This area is called TMJ and is very rewarding aspect of our care at Forest City Dental.

If you have clicking or popping when you chew, have pain by your ears and or experience more than a couple of headaches a month, you may be suffering form TMJ. We can easily screen you for this painful condition and direct you toward a healthier lifestyle. Many dentists were not trained in this area and most patients therefore do not think to discuss their headaches with their dentist. We are fully trained and ready to help you! Just call and ask for a TMJ evaluation.

As always, we thank our many patients for your loyal support over the last 24 years. Please feel free to call me personally to discuss any aspect of



our service to you. Thank you and have a safe and healthy winter.

Keep flossing!

Sincerely,

David E. Rawson

Join our referral rewards program!

Refer a new patient and receive a special *Thank You Gift* from us. Ask any staff member for a referral card!



Visit us at www.forestcitydental.ca



Whitening



Crowns



Veneers



Privilege To Practice Dentistry

It is truly a privilege to practice dentistry today. As any caring dentist will tell you, successfully providing your oral care has always been part art and part science. As scientific knowledge has exploded in recent decades, we have the pleasure of utilizing increasingly better technologies that can improve your oral health and your self-esteem – all while keeping you comfortable.

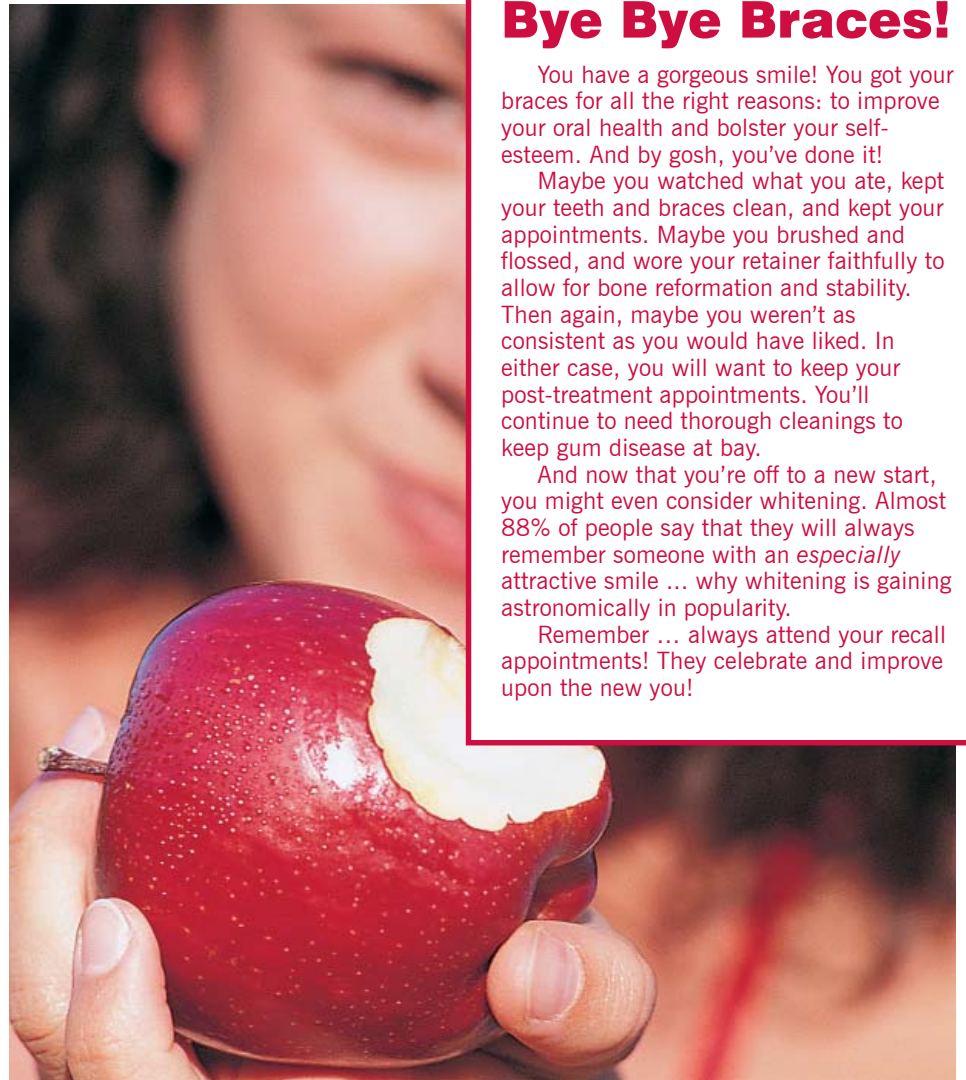
The twentieth century brought many improvements in dental instrumentation, in our understanding of the nature of dental disease, and in the materials that are available. These advances provide tools that are quieter, faster, and more comfortable, as well as natural-looking materials like white fillings and porcelain veneers that strengthen and beautify your teeth. Dental implants, once the stuff of science fiction, are among the 20th century's advancements that have made oral function and a natural-looking smile a reality for people with missing teeth. If the twentieth century fulfilled its promise, the twenty-first promises to surpass it.

Future options include the staggering possibility of regenerating bone and tooth. Work is being done with amorphous calcium phosphate which can form *hydroxyapatite*, the mineral found in teeth and bones. The ability to produce it has enormous potential for the manufacture of dental implants, and less dramatically, as an

adhesive for braces that will help remineralize teeth.

The next time you sit in the dental chair to be treated with one of the wonders of the modern scientific world, you might reflect on how this came to be. It takes enormous

investments of money and entire teams of material scientists, computer scientists, toxicologists, synthesis chemists, and important industry collaborators to bring these advances to us. And we have the privilege of bringing them straight to you.



Bye Bye Braces!

You have a gorgeous smile! You got your braces for all the right reasons: to improve your oral health and bolster your self-esteem. And by gosh, you've done it!

Maybe you watched what you ate, kept your teeth and braces clean, and kept your appointments. Maybe you brushed and flossed, and wore your retainer faithfully to allow for bone reformation and stability. Then again, maybe you weren't as consistent as you would have liked. In either case, you will want to keep your post-treatment appointments. You'll continue to need thorough cleanings to keep gum disease at bay.

And now that you're off to a new start, you might even consider whitening. Almost 88% of people say that they will always remember someone with an *especially* attractive smile ... why whitening is gaining astronomically in popularity.

Remember ... always attend your recall appointments! They celebrate and improve upon the new you!

2 Teen Trends

In recent years, we dentists have been finding ourselves

increasingly at the diagnostic front line when some teen trends go awry. We are often the first to see problems like eating disorders and oral infections that, if diagnosed and treated at an early stage, can be managed successfully.

Tongue Piercing

Since the wound never entirely heals, the risk of infection is ever-present, and ongoing watchfulness is required on the part of the patient. Bleeding, swelling, worn gums, broken teeth, or damaged restorations are all possibilities. These are not the only problems presented by piercing. The bottom line? Don't do it!

Eating Disorders

Bulimia nervosa affects many young teens. Unable to resist *thin is in*, young bulimics try to lose weight by binge eating followed by purging, usually vomiting. Eventually, stomach acid erodes the teeth's enamel, revealing the yellow dentin beneath. Because much of the damage is behind the teeth, dentists are often the first to see it. Bulimia nervosa is a complex disease, but if diagnosed in a timely manner, intervention can be successful.

We are always vigilant when it comes to your dental health. If you or a family member is tempted to skip your regular recall, please reconsider. Your oral health is too important.

then&now

You probably have a parent or grandparent who remembers a weird and wonderful contraption from the 1930s that claimed to analyze your personality by the bumps on your head. The contraption was based on the science of Franz Joseph Gall who in the eighteenth century mapped out these bumps and developed the first complete theory of cerebral localization. He called it *phrenology* from *phrenos* (mind) and *logos* (study).

The present met the past when Case Western Reserve School of Dentistry completed a two-part orthodontic study to determine a craniofacial risk index for snoring, including fourteen face and head measures based on measurements from 25 different parts of the face. One conclusion: a round-shaped head can be a predictor of snoring. Other studies have suggested that long, narrow faces encourage mouth breathing, contributing to *sleep apnea*.

Chronic snoring and *sleep apnea* are characterized by the blockage of the air passage during sleep, and can cause a person to stop breathing for several seconds many times a night. Sleep apnea can lead to cardiovascular problems or accidents due to inattention from sleep deprivation.

If you have a problem with snoring or believe you may suffer from sleep apnea, give us a call - we have strategies to help you!

IT IS ROCKET SCIENCE, ACTUALLY



What do heat-seeking missiles and your smile have in common? The same NASA technology used to track heat-seeking missiles has been used to develop your invisible braces!

This is only one dental application of space-age technology. Ultrasound diagnostics is a NASA technology developed to assure the safety of aircraft and space systems at time of flight. It is being adapted to detect, image, and map

periodontal tissue. These sound-wave photos of your mouth will allow earlier detection of periodontal disease.

Laser technology was originally used by NASA to research atmospheric conditions. Two laser wavelengths have been incorporated into instruments for dentistry: one for hard tissues (teeth); one for soft tissues (gums). They're now available in one instrument, making the technology more cost-effective and accessible.

Every day, even more amazing technologies inch closer to dental applications ... right here in our office!



...A Note From The Staff

"So, where is Dr. Rawson, anyway?"

Some patients have the mistaken belief that Dr. Rawson has retired or has refused to see the many patients who have supported him since he has been in business in Westmount since 1979.

Nothing could be further from the truth! As many of you know, he has spent the last five years studying all over North America in the areas of Orthodontics, Orthopedics and TMJ. This has allowed him to offer specialized services to our patients right in our office. We needed more room for the extra equipment and treatment areas for these new services. As it turned out, the only space available in our building was *across the hall* from our present location.

Hence when we say that he is "across the hall", just think of it as a

longer office and that he and his staff are simply more out of sight. He wants each of you to know that he is always available to you. Many of our adult patients have already benefited from Dr. Rawson's TMJ treatment and others are getting help with Snoring and Sleep Apnea.

Dr. Rawson is concerned that you may have to wait too long for general dental care. He has carefully selected Dr. Keith Luzzi and Dr. Steve Truswell to assist him in this new expansion of dental services to our patients at *Forest City Dental*.

Dr. Rawson, as you know, has tons of energy and he assures us that he is "just getting going" and retiring or slowing down just isn't in the cards right now. So pop in and visit him in the new office space. We know that you will be very impressed. Coffee is always on!



OFFICE INFORMATION

Forest City Dental

Dr. David E. Rawson

Dr. Keith J. Luzzi

Dr. Stephen M. Truswell

211-795 Wonderland Road South
London, Ontario N6K 3C2

NEW Office Hours

Monday	8:00 am – 5:00 pm
Tuesday	8:00 am – 5:00 pm
Wednesday	8:00 am – 8:00 pm
Thursday	8:00 am – 5:00 pm
Friday	8:00 am – 4:00 pm
Saturday	by appointment

Phone Numbers

Office	(519) 473-2752
Fax	(519) 473-9912

Office Staff

Administrative Team

Suzie, Beverly

Clinical Team

Marina, Deborah, Karen, Connie, and Patricia

Visit our web site at
forestcitydental.ca



Say Hello To Suzie And Bev!!

Professional business assistants, they look forward to meeting the wonderful patients of *Forest City Dental*. Contact them with appointment inquiries, insurance questions or any other aspect of the services provided.

GOODBYE to Dianna, Bonnie and Judy who left our staff over the last few months for other challenges. We thank them for their many years of dedicated service at *Forest City Dental* and wish them well in their new endeavours.



Meet Dr. Truswell

Forest City Dental announces Dr. Stephen M. Truswell as a new associate. Dr. Truswell brings 20 years of general practice experience to the clients of *Forest City Dental*. Welcome Dr. Truswell.



Looking For The Perfect Christmas Gift?

Give the gift of a healthy, bright smile! We have several models of Braun Oral-B® power toothbrushes in a variety of colors and styles. Give the gift of whiter teeth - we have gift certificates available for tooth whitening! Ask any staff member for details!

