



with Dr. Murad

Produced for the Patients of Dr. Morry Murad

Spring 2010

from the dentist

What's Precious To You?

Tell the world... every day!

What you choose to place a high value on says quite a bit about you. For example, if you treasure your health and well-being and that of your family, that tells the world that quality of life really matters to you. An improved quality of life brings each of us a greater sense of self-confidence and mastery of our environment. And nothing says self-confidence and mastery like a healthy and beautiful smile.

Here are some smile flaws we're often asked about. Many of the popular solutions we've suggested take only one or two visits without surgery and without anesthetic.

- **Chipped or cracked teeth?** Tooth-like materials can be bonded to your enamel so no one will ever notice.
- **Discoloured teeth?** Supervised professional whitening can brighten your teeth. Versatile bonding and veneers can camouflage and whiten.

■ **Gaps in your teeth?** Bonding or porcelain veneers can reduce unwanted spaces without braces.

■ **Crooked, crowded, or protruding teeth? Teeth with very wide gaps?** Orthodontics can bring them back in line – in no time.

■ **Worn-down teeth and ageing restorations?** Beautiful natural-looking inlays and onlays, crowns, bonding, and veneers can whiten, re-contour, strengthen, and restore symmetry to your smiling face!

Some things are too precious not to value. Your beautiful smile is proof that you have chosen to become the best that you can be!

- Dr. Morry Murad

Something To Chew On

The real skinny

Eating low-cal fruits can help lower your calorie intake, reduce your risk of some chronic diseases like stroke, heart disease, and diabetes, and may protect against certain cancers, including oral cancer.

Besides providing vital nutrients, each fruit has its own unique qualities. Scientists believe that grapefruit, for example, contains a substance that's a natural fat-fighter. And no wonder the pear is so popular: this low-cal member of the rose family is a good source of fiber, vitamins B2, C, and E, copper, and potassium!

Here are five fruit-friendly tips...

- Add fruit to hot or cold cereal.
- Top frozen yogurt with fresh fruit or compote.
- Keep fruit visible – you'll eat more of it.
- Add fruit to salads and main-course meals.
- Request a complimentary whole-fruit program at your place of work.



We have additional parking at St. Matthias Church and All Saints Catholic Church 1415 Royal York Road, located at the North East corner of La Rose Avenue and Royal York Road.

Email us at drmorrymurad@gmail.com to schedule an appointment or consultation!

The Game's Afoot Go green & have fun!

Green gyms are in, and it's a growing movement. Traditional gyms use a lot of electricity, and increasingly providers are looking at how they can become more energy-efficient. In the meantime, consider working out on your gym's self-powered equipment instead of the energy-hogging ones.

Another way to reduce your eco footprint is by being more active outside in every season...

- | | |
|---|--|
| <input type="checkbox"/> Garden | <input type="checkbox"/> Play tennis |
| <input type="checkbox"/> Use a push mower | <input type="checkbox"/> Swim |
| <input type="checkbox"/> Canoe or sail | <input type="checkbox"/> Snowshoe or ski |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Run |
| <input type="checkbox"/> Bike | <input type="checkbox"/> Hike |

And what about this? By participating in conservation activities like trail building, you can stay fit, connect with the environment, and help your community.



Whitening & Veneers



Fast Track – Fast Results ▶

There are some claims you can believe in

When an employer or prospective client has to make a choice and all else is equal, your appearance and grooming could make or break your chances. So it's only reasonable that you want to look your best. It's good to know that while many products promise more than they can deliver, you can count on cosmetic dentistry to give you long-lasting results you'll be proud of.

We'll be happy to talk to you about affordable non-surgical treatments like whitening, recontouring, bonding, and veneers that can literally transform

your smile, often within only one or two visits.

- **Whiten your smile** by as many as eight shades with safe reliable dentist-supervised teeth whitening.

- **Brighten your smile** with enamel-colored fillings to replace older metal and stained white fillings.

- **Re-shape teeth, close spaces between teeth, repair chips and fractures, and strengthen teeth** where enamel has been lost with bonding or beautiful translucent hand-crafted porcelain veneers.

Cosmetic dentistry means more

than camouflaging smile flaws. Sure, permanent **dental implants** that replace lost teeth will keep you looking good, but they also prevent tilting and shifting teeth that will both alter your bite and your ability to speak, eat, and chew. **Gum recontouring** can restore balance and symmetry to a too-gummy smile or uneven gumline that detracts from otherwise healthy beautiful teeth.

In the competitive world of business where opinions are formed in only seconds, we're proud that we can help you feel self-confident – and confident in us.

Pregnancy Perio Risk

Oral health could affect you & your baby

For some time, advanced gum disease, called *periodontitis*, has been linked to complications of pregnancy including premature birth, low birth-weight, toxemia, and gestational diabetes. Research has strengthened this association by showing that gestational diabetes appears in women with gum disease – even if they don't smoke or drink. Gestational diabetes usually disappears once the baby is born, but it places you at a greater risk of developing Type 2 diabetes later on.

So how to prevent gum disease? The best prevention is regular dental care and thorough daily brushing and flossing to remove the buildup of plaque, the natural biofilm that is always present in your mouth.

Pregnancy is a time of hormonal fluctuations that can alter the bacterial and acidic balance in your mouth and leave you a little more susceptible to gum disease. That's why, during your pregnancy, we may suggest more frequent follow-up than you're used to. Yet everyone at every age needs to maintain their oral health because gum disease has also been linked to cardiovascular diseases, osteoarthritis, kidney disease, cancers, respiratory diseases, and diabetes in the general population.

No matter what your stage of life, don't wait until you see symptoms of inflammation including redness, puffiness, or bleeding gums. Even if you think you are problem-free, don't skip your recall visits.

We screen for gum disease at every visit ...because we like to see you smiling.



Easy On You

Easy on your wallet

Here are some budget-friendly ways to de-stress:

Picnic in the park. Relax, dress casually, and don't worry about which fork to use. Take a simple pre-prepared meal with you.

Dine at home. Have a special family meal. Let everybody pitch in. It's fun to share the cooking (and cleaning!), and even little ones can help.

Step back. Back in the day, a leisurely car ride to the countryside or a long meandering walk through the neighborhood were simple and affordable ways to stay tuned to nature, community, and family.

Create a home spa. Alone, or with friends and family at your "spa," create a custom facial, manicure, and pedicure. Raiding your fridge and cupboards for natural spa ingredients just adds to the fun.

Just Lose Five

Drop these now...

Using tools on teeth

Ouch. Knives, forks, keys – our inventiveness is legend. You risk damaging teeth and gums! Carry dental floss instead.

Using teeth as tools

Tearing food packets, prying off container lids and bottle caps, and chewing pens and pencils can lead to cuts, damaged jaw joints, or chipped and broken teeth.

Using tobacco products

Smoking cigarettes and cigars, or chewing smokeless tobacco, can lead to oral cancer as well as gum disease, tooth loss, and unattractive staining.

Indulging your sweet tooth

Too many sugary soft drinks, acidic power drinks, candies, and other sweet treats are well-known culprits.

Avoiding routines

Don't skip brushing and flossing your teeth or your regular dental visits. Avoid costly dental bills instead by preventing tooth decay and gum disease with excellent home care. You'll also be keeping your breath fresh and your smile white and appealing.



What Do You See?

Find out what's normal

According to research, one person in three believes it's normal to see blood in the sink after brushing their teeth. Not true. Bleeding gums are commonly a sign of gum disease.

If plaque – the sticky biofilm you can feel on your teeth – is not removed with regular brushing, flossing, and professional cleaning, it will harden into tartar which can lead to *gingivitis* or inflamed gums. Left untreated it will progress and you could lose your teeth.

Other causes of bleeding gums include:

- hormonal changes during pregnancy, adolescence, or mid-life
- ageing dentures or restorations
- infection
- medications
- health problems
- brushing too hard
- improper flossing

**See us for a thorough examination...
and get back your healthiest most-attractive smile.**

office information

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We're Here For You!

➤ Keep smiling

If we haven't told you lately – you are valued, you are important to us, and as smile experts, our goal is to make sure your smile is bright, healthy, and happy! That's why we encourage you to come in for your exams and to follow through with treatment plans – even in this very difficult economy.

Actually, keeping up with your appointments is an excellent money-saving strategy. The longer small problems are left untreated, the more serious the consequences to your oral health, appearance, and wallet.

No one is more aware than we are that to you, the oral health care of your family is a necessity – not a luxury. We will do everything we can to provide as many treatment plan, scheduling, and payment options as possible for you.

Please call with any questions.

Let Go Of This Myth Do you snore?

Myth: Snoring is not important and won't interfere with my sleep.

Reality Check: Snoring can be a major sign of *obstructive sleep apnea*, a disorder that causes you to stop breathing briefly because throat tissue collapses and blocks your airway. This can happen 60-70 times per hour. Sleep apnea can cause high blood pressure, memory problems, weight gain, and depression, and an 18-year study found that people without obstructive sleep apnea were three times more likely to live longer than those with severe apnea!

A good night's sleep is essential to your health and emotional well-being. If you snore and have daytime sleep apnea symptoms, discuss it with your physician. Following their medical assessment, we may prescribe a small comfortable dental appliance to give you the rest you need.