



with Dr. Murad

Produced for the Patients of Dr. Morry Murad

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## fromthedentist

### Autumn Again It's checkup time

The seasons have rolled around and fall, the season of reflection, has returned. Holidays are wonderful, but regular habits like brushing and flossing can get neglected. Because we usually consume more sugary snacks and beverages, we put even more stress on our oral health. Your whole family will need their after-summer dental checkup.

Are your children playing any contact sports this fall? They'll need to be fitted for proper mouthguards if they play football, soccer, hockey, basketball, or even track and field. We can custom fit and supply the safest mouthguards available right here in our office.

So when the autumn leaves swirl, look forward ... to your healthy smile! With proper home care, regular visits to our office, and mouthguard protection, you'll be flashing those pearly whites every season!

*Yours in good dental health,  
Dr. Morry Murad*

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

## Sobering Statistics

### Why annual oral cancer exams matter

By now you've heard us emphasize many times that the evidence linking gum disease to systemic diseases like diabetes and heart and stroke continues to grow. That's why we're so thorough at your checkups and focus on prevention and home care routines to maintain your oral health. Another important priority we'd like to stress is the need for regular oral cancer exams.

Recently, more than 25% of oral cancer victims have been under age forty and have none of the known lifestyle risk factors like tobacco, alcohol use, diabetes, or HIV. It has now been established that people can develop oral cancer through the *human papilloma virus* (HPV). Most types of

HPV are harmless – skin warts for example, are very common. But some types that can be sexually transmitted have been linked to oral cancers.

If oral cancer is caught early, the five-year survival rate can be as high as 90%. If not, the rate drops significantly. You can help us by pointing out any abnormal condition you might have seen or felt in your mouth, even ones that seem trivial like a small canker or cold sore that just won't go away.

And because in its earliest most-treatable stages oral cancer usually causes no pain or discomfort, we will perform an oral cancer examination for all of our adult patients, from age 20, every year.



*Thank you for all your referrals. We appreciate them!*

# PROJECT SMILE POWER

Which of these strategies would you pick?

If the conspicuous black triangles that have opened up between your teeth are closing down your smile, it's time to take some bold action. Whether your gums have receded due to gum disease, brushing too hard, or tooth loss that your ageing restorations just can't hide, designer dentistry can open the door to a younger, revitalized – and smiling – you.

Here are some leading-edge cosmetic solutions we can provide.

**Restore** gums that have receded and prematurely aged your appearance. When the gums draw back, your teeth can appear much longer. Once exposed, sensitive root surfaces are susceptible to caries and can turn hot or cold foods and drinks into an endurance test. With time,

your teeth can loosen because as the gum recedes, so does the supporting bone.

**Prevent** or **Camouflage** visibly sunken gums caused by missing teeth. This unsightly outcome of gum and bone loss can be apparent around the edges of your older restorations. Replace them with modern, natural-looking crowns, bridges, or permanent implants that prevent bone loss as well as rejuvenate your appearance.

**Sculpt** your smile to make short teeth look longer and create symmetry in an uneven gumline. You may have perfectly healthy gums and teeth, but the radiance of your smile can be overshadowed by an excessive or uneven amount of gum tissue that can be permanently corrected.



## Plugged In Or Unplugged

Which are you?

1. Electric toothbrushes with timers can help you to brush as long as you should (2 or 3 minutes).
2. Electric brushes with pressure sensors signal to prevent you from brushing too hard.
3. Whether you use a manual or electric toothbrush, you need to be gentle with your gums.
4. The ideal manual brush has soft rounded-tip nylon bristles.
5. Hard and medium bristles can cause irreversible damage to the gums which can lead to receding gumlines and exposed roots.
6. Worn bristles clean about 30% less effectively and provide a breeding ground for bacteria.
7. Replace your toothbrush every 2 or 3 months.
8. Remember, neither manual nor electric brushes can replace flossing.
9. The **most** important part of home dental care is **regular brushing** with *your* preferred toothbrush, combined with daily flossing.

# STEP UP TO THE WINNER'S CIRCLE!



## Winner Takes All!

### Turn dreary into dramatic

You've stepped out of your comfort zone – now step up to the winner's circle! You've been challenging yourself to improve, to take better care of your health and your appearance, and now it's all about the possibilities. Whitening, bonding, and veneers can add sizzle to your smile and fortify your renewed and well-earned confidence.

After all, it only makes sense – the more life you live, the more your smile does! Enamel tends to darken and yellow over time, particularly if you...

- consume coffee, tea, red wine, or dark fruits and juices;
- use tobacco products.

Take charge again...

**Brighten your teeth** by up to eight shades quickly, reliably, and safely.

**Camouflage** more serious staining with bonding and correct chips, gaps, and other smile flaws at the same time!

**Say goodbye to old silver fillings** with bonding materials matched to your enamel or with beautiful porcelain inlays or onlays.

Go even more dramatic with beautiful **natural-looking** porcelain veneers that can...

- Make your teeth stronger, **whiter**, and more resistant to plaque-causing bacteria;
- Restore **symmetry** and **proportion** to receded gums or re-sculpt the shape of your teeth;
- **Disguise** crowded or overlapped teeth without braces.

Victory is sooo sweet. You do deserve a reward today – call us for your cosmetic consultation.

## Set Your Sights On Health

### Easy does it!

Eco-gastronomy. Yummy. Tired of life in the fast lane and fast, fast food? **The Slow Food Movement** was created to counteract exactly that, in the belief that the food we eat should taste good and be produced in a clean, environmentally friendly way. Protecting the heritage of local foods, tradition, and culture means that pleasurable dining – along with oral and overall health – can be yours for the asking.

No wonder that today the Slow Food Movement has spread from Italy to 132 countries. Celebrations of gastronomic and biological diversity are held in exciting and exotic centers like Turin, Toronto, and San Francisco.

Whether you travel the world or visit your local Farmer's Market... *slow down*. See the sights. Savor the incredible aromas and flavors of just-ripe just-picked and oh-so-good-for-you slow foods.



# The Facts About...

## TMD

Do you experience pain in your face, ears, below or in front of your ears, or headaches for which your medical doctor has not found a cause? Do your jaw joints, located in front of your ears, hurt when you chew or do they make clicking or crackling noises? If so, you may be suffering from Temporomandibular disorder – often called *TMD*.

The temporomandibular joints – or TMJs – are located on both sides of the face in front of the ears, connecting the jawbone to the skull. They're the most complicated joints in

the human body, and they allow us to open our mouths wide and move our jaws side to side.

Symptoms of TMD affect millions of North Americans and can appear with no apparent cause. They can also appear after a trauma, such as a traffic accident or a blow to the face. Teeth clenching, excessive gum chewing, a bad bite, nail biting, or cradling a phone between your shoulder and head can cause or exacerbate TMD. Stress and tension may awaken or aggravate an existing



The lower jaw (mandible) is attached to the skull by a joint on each side of the face called the temporomandibular joint (TMJ). Any number of problems can prevent the TMJ from functioning properly.

TMD condition. However, stress alone does not cause this disorder if a patient enjoys good oral health.

To diagnose TMD, a thorough exam is essential. Let us help you determine if the cause of your discomfort is your jaw joint, and from there, if necessary, determine a treatment plan that will give you relief.

### office information

**Dr. Morry Murad**  
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**Office Hours**  
Mon & Tue 8:30 am – 5:00 pm  
Wednesday 10:00 am – 6:00 pm  
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**Office Staff**  
Connie..... Receptionist  
Janice..... Hygienist  
Eva .....Assistant

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### Not Just A Pretty Face

#### A beautiful smile

Today's tooth-colored invisible fillings can give you more than just a pretty face – they can strengthen your teeth, seal out bacteria, and decrease tooth sensitivity to hot and cold. After all, besides wanting to look great, there are many reasons for replacing older fillings. Chewing can eventually wear down restorations (allowing bacteria into the tooth) and can create cracks that may require further restoration.

Attractive, invisible fillings called inlays can be made from porcelain, cast glass or composite resin. Comparable to the strength and beauty of natural teeth, these can be colored and formed to fit so well that you can hardly detect them. In fact, with new self-confidence, you'll be laughing out loud again – and not showing those fillings off!

### Your Referrals Matter

One of the things that our patients do – something that makes us feel great and confirms that you think we're doing a great job – is referring friends, family, and colleagues. A thriving practice allows us to re-invest in new technologies and continuing education.

If we don't ask for your referrals very often, it certainly doesn't mean that we don't care. It simply means that our team doesn't want you to think that we take your recommendations for granted. We consider it an honor every time you express your trust in us by sending someone to us for their oral care.

Thank you for all of your past referrals, and a special thank you in advance for your very welcome future referrals. We really do appreciate them!

THANK YOU!