



with Dr. Murad

Produced for the Patients of Dr. Morry Murad

Spring 2009

fromthedentist

Here We Are...

Welcoming spring!

Like all good things, I've been looking forward to spring for a long time - and now it's here! Let's all approach the new season with a good healthy focus on our oral health.

During the winter holidays, many of us partake in more sweet foods and drinks than usual, so I encourage you to take the time to check on the state of your smile. Together, let's ensure that these prime causes of tooth decay alongside hectic schedules have not caused damage.

Your oral health is our first priority, and I look forward to continuing to provide you with optimal dental care. Plus, we always enjoy hearing your news about family activities and personal experiences. Please call and schedule your next appointment now, so that you'll smile with confidence!

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.

Mercury & Moms-To-Be

FDA concerned about silver fillings

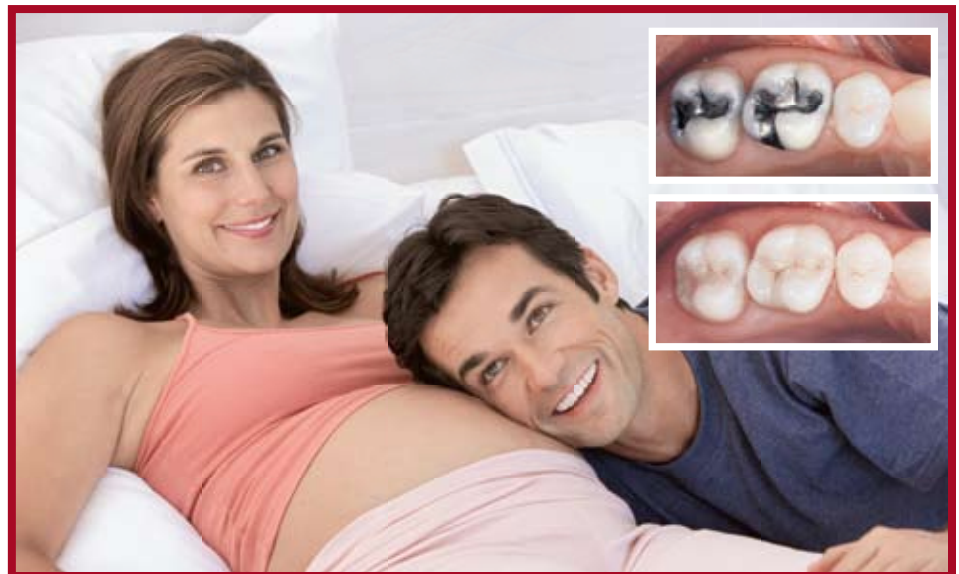
For several years, pregnant women have been cautioned about the dangers of eating fish with high levels of mercury. Mercury readily passes the placental barrier and concentrates in the red blood cells of the fetus. At birth, infants are also susceptible to mercury exposure through breast milk.

Now the Food and Drug Administration (FDA) is concerned about mercury found in amalgam (silver-colored) dental fillings, saying the mercury may have neurotoxic effects on the nervous systems of developing children and fetuses. While the American Dental Association (ADA) believes amalgam fillings remain safe for patients based on many government studies and scientific reviews, the FDA is conducting a review of mercury contained in fillings, to be completed by mid-year 2009.

When amalgams are placed in or removed from teeth, they release mercury vapor; mercury vapor is also released through chewing. If you're interested in exploring the alternatives to dental amalgams, we'd be pleased to talk with you about composite fillings that resemble the natural tooth color.

Until the FDA report is completed, we encourage all of our pregnant patients to continue to see us and discuss options with us. Remember that dental care is particularly important during pregnancy because gingivitis and other oral health problems may be linked to pregnancy complications. We'll keep you posted as information is available.

And in the meanwhile, if you are expecting, be sure to get lots of sleep now... Life will soon be a little different!



Thank you for all your referrals. We appreciate them!

4 STEPS ... In 3 minutes!

Flossing for three minutes once a day is essential to clean between your teeth and at the gumline where gum disease can take root. Choose a regular time, like bedtime, and a floss that works best for you – thick or thin, flavored or unflavored, waxed or unwaxed.

Floss each tooth thoroughly with a clean section of floss...

- Wind 18" of floss around the middle fingers of each hand. Pinch 1-2" of floss between your thumbs and index fingers.
- Use thumbs to direct floss between upper then lower teeth.
- Gently guide floss between your teeth by using a zigzag motion.
- Contour floss around the side of each tooth. Gently slide it up and down against each tooth surface and under the gumline until your teeth are "squeaky" clean.



Are You Progressing?

Why the answer just might surprise you!

Periodontal disease. The name has kind of a high falutin' ring to it. That's true of most Latin-based medical names. Believe us when we say that there's nothing grandiose about pain, bleeding, tooth loss, and bone loss due to inflammatory gum disease. This disease develops gradually over time if the natural film on your teeth is allowed to accumulate, damage your gums, and interfere with the balance of oral bacteria.

Periodontal disease is progressive...

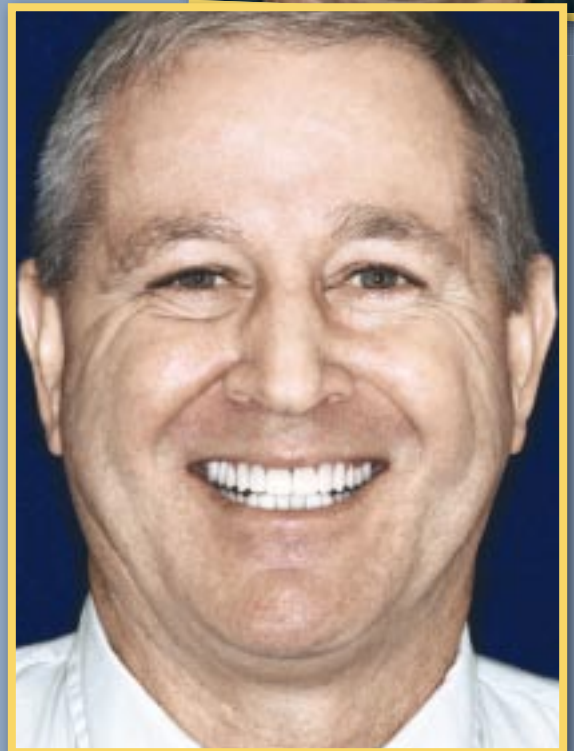
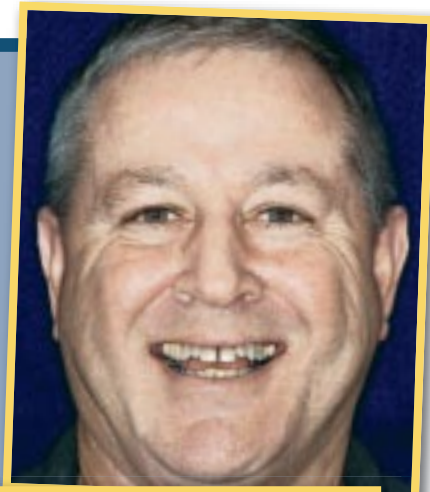
Gingivitis: Although healthy intact gums or gingivae act as a protective barrier against destructive bacteria, once damaged, they lose their effectiveness. Initially you might be symptom-free or experience mild symptoms of infection such as redness, swelling, and slight bleeding during brushing. This stage is relatively simple to treat and reverse.

Periodontitis: This is a more advanced infection, damaging the underlying ligaments and bone. Without intervention, your gums will shrivel away and expose your tooth roots, leading eventually to tooth loss.

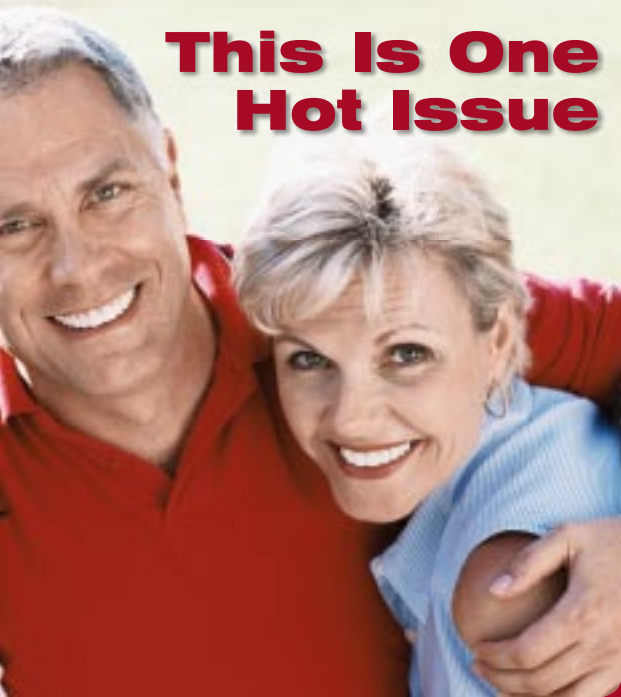
There are known risk factors for periodontal disease...

- **Tobacco consumption.**
- **Hormonal changes** during adolescence, pregnancy, mid-life.
- **Challenges to the immune system** including poor nutrition, stress, and systemic diseases like diabetes, cardiovascular disease, and arthritis.
- **Side effects from some medications.**
- **Clenching or grinding your teeth.**
- **Heredity.**
- **Barriers to good oral hygiene** include crowded teeth, ageing fillings and restorations, inconsistent home care routines, and missed recare appointments to remove plaque buildup and prevent gum disease.

Call us for an appointment – any time!



This Is One Hot Issue



Find out why you need to know about it

Scientists believe that chronic inflammation may be at the root of many debilitating illnesses. Imagine how much suffering could be relieved with a single magic-bullet solution that would cure or prevent inflammatory illnesses like heart disease, arthritis, cancers ...and gum disease.

Inflammation is your body's reaction to threatening pathogens. When the enemy has been destroyed,

inflammation should retreat until the next battle. That's called transitory inflammation. When the process stalls out and inflammation continues instead, the body attacks healthy cells in the absence of an invader. Scientists speculate that a long-running bacterial infection like gum disease can actually tip your body's balance toward chronic inflammation.

Gum disease has been associated with inflammatory diseases that include...

Osteoarthritis and **rheumatoid arthritis**

Diabetes

Cardiovascular diseases

Lung infections

Gum disease has also been associated with some **cancers**, complications of **pregnancy** and delivery, **osteoporosis**, and **kidney diseases** among other **systemic illnesses**. Monitoring of oral health is essential for everyone, but particularly if you suffer from a chronic inflammatory or systemic disease. Please keep us up to date so that we can optimize your oral care.

Practice Makes Perfect

Word to the wise!

Wise people practiced green fashion long before it became environmentally chic. Investing in classic quality pieces has always been the quintessential way to avoid unnecessary waste and expense. Same with your smile! When you invest in your oral health, two things happen. First, you avoid a lifetime of increasingly extensive and expensive dental work. And second, there's a bonus ... you can choose cosmetic procedures – dental or otherwise – with confidence.

Think about it. What is the point of cosmetically rejuvenating your face only to reveal puffy receding gums, or discolored, crooked, chipped or fractured teeth?

If you've never liked the look of your smile, or if your sizzle has aged into a sputter, we can provide cosmetic enhancements like teeth whitening, bonding, porcelain veneers, and gum sculpting. With oral health, the choice is yours.

Your healthy smile – it's sustainable – and empowering!

Live Life Well

Fight oral cancer

Knowing that the *lifestyle choices* you make can affect your risk for oral cancer is an important step toward its prevention. Although people who smoke or use smokeless tobacco remain at highest risk, for the great majority of those who do not use tobacco, dietary choices and physical activity are the most important modifiable factors of cancer risk.

Here are the *American Cancer Society's* recommendations for individual choices:

1. Eat a variety of *healthful foods*, with an emphasis on plant sources.
2. Adopt a *physically active* lifestyle.
3. Maintain a *healthful weight* throughout life.
4. If you drink alcoholic beverages, *limit consumption*. Alcohol combined with tobacco increases the risk of oral cancers.

Your other most important step? Regular dental exams. Oral cancer can be caught early, even as a pre-cancer.



There's A Camera!

Book now to get the smile you want

Look out your window ... what do you see? You know it doesn't really matter whether we are witnessing the first eagerly awaited buds of spring or just anticipating them. In our hearts, we are always ready for the excitement and social events that warm weather brings. Let our team turn anticipation into dazzling results in time for that June wedding or graduation by booking your spring smile update!

Booking ahead is a must-do if you want your smile to blossom in time for any planned occasion. There are two reasons for this. First, as weddings, graduations, and other photo-filled events approach, wise consumers anticipate the very high demand for cosmetic dental services. Second, we want you to have time to enjoy the process - to consult and ensure that your terrific updated look is really you!

Be prepared and smile for the camera - with confidence! Teeth

whitening can take as little as one visit or a few weeks in the privacy of your home and make a remarkable difference in the impression you make. Other transformative techniques like bonding, cosmetic veneers, crown and bridge, and even a gum lift can completely rebalance and enhance the dimensions of your smile.

Don't wait for the camera to find you - book your appointment now!

In the early pain-free stages, you may not know you have a cavity, so let us help you curtail extensive, painful tooth decay and trauma with preventive care and early intervention. Please ensure you and your family keep regular recare appointments!

PROCEDURE	PROBLEM/CORRECTION
Crowns	Covers broken, cracked, poorly shaped, severely discolored teeth to restore natural appearance and color.
Bridges	Replaces one or more natural teeth by cementing a false tooth attached between one or two crowns.
Whitening	Lightens the color of teeth that have darkened due to age, smoking, coffee, tea, medication, or endodontic treatment.
Veneers	Covers front of tooth and masks discoloration. Improves tooth shape through esthetically pleasing contours.
Composite Resin & Porcelain Inlays/Onlay	Restores decayed areas while looking extremely similar to original tooth color.
Bonding	Masks slightly discolored teeth.
Gum Lift	Lengthens too-short teeth by exposing more beautiful natural enamel.

office information

Dr. Morry Murad
309-1436 Royal York Road
Toronto, Ontario
M9P 3A9

Office Hours

Mon & Tue 8:30 am - 5:00 pm
Wednesday 10:00 am - 6:00 pm
Thursday 8:30 am - 5:00 pm

Phone Numbers

Office (416) 249-3957
Fax (416) 244-6363

Office Staff

Connie..... Receptionist
Janice..... Hygienist
Eva Assistant

We now submit insurance claims electronically for you!



Too Much Pressure?

5 Ways you can get it under control!

Increasingly, we are seeing younger patients with gum recession - a problem once more commonly associated with gum disease and ageing. A major contributor is brushing with poor technique or with too much pressure. Toothbrush abrasion can expose the roots of your teeth and your teeth enamel to cavity-causing bacteria, thin your teeth enamel so that the yellow dentin inside shows through, and make your teeth sensitive to hot and cold.



Here are 5 tips to avoid damaging your enamel and gums when brushing...

It is important to massage your gums especially at the base of each tooth where plaque can accumulate and contribute to gum disease. The key is to do it gently.

- Remember that the pressure you apply to each tooth is concentrated in such a small area that it has a much greater impact than you may notice.
- Use a soft, round-tipped toothbrush, twice a day, and keep your brush at a 45-degree angle so it's half on the gum and half on the tooth. Brushing - not scrubbing - should take about three minutes.
- Take time to thoroughly brush the back corners of your mouth and behind your back molars. This area can be challenging to clean, so for most people, it's especially vulnerable to problems.
- Ask us to show you the correct brushing and flossing techniques and for help to establish the proper and safest amount of brushing pressure.