



# Dr. Rob Brewer's Smile File



Produced for the Patients of Dr. Robert A. Brewer, Jr.

Spring 2008

## fromthedentist

### You're appreciated

When I first began practicing dentistry, I had no idea how important community could be – and *would* be – to my practice. Of course, I knew that most of my patients would come from the neighborhood, but then, the word “neighbor” had a different meaning to me than it does today. Then it meant someone living nearby. Today it means *you* – my patients and friends.

I appreciate the fact that I have not only learned your names, but have learned who you are ... and what you need and want. I also truly appreciate that you have made a conscious decision to become my patient, which is such an honorable compliment that you have given me. I am pleased that this newsletter gives me the opportunity to let you know how I feel.

*Yours in good dental health,*

*Dr. Robert A. Brewer*

## turnthepage

Fight bacteria now!

Oral tips for life!

Whitening that works!

## Spring Cleaning

Avoid major repairs with maintenance

Spring's here and it's time to dust off and brighten up all those dark corners. That goes for your teeth too! Spring is a good time to book a recall cleaning session at the dental office.

If your teeth and gums are in good shape, a hygienist or dentist can examine your mouth and clean your teeth in the same appointment. The object of a cleaning is to check for potential problems and remove the causes that can lead to them. That means getting rid of food debris, plaque or calculus that accumulates around the teeth, while looking for early signs of decay. We may recommend a fluoride treatment or radiographs, and you may even get a refresher course on home care. If there are any other problems that need attention, you'll get an appointment with the dentist.

If you already have gum and teeth problems like *periodontitis* and bone loss or lots of calculus and deep pockets, your cleaning will be more complex. It takes longer than just cleaning and



polishing the tooth surfaces. In all, it might take a few trips to the office and some hygiene homework.

Regular maintenance is the best way to avoid major repairs. It's just as true for teeth as it is for most things in life. So when you start to plan your spring cleaning, don't forget your teeth!

### CosmeticQuiz

- Do you feel awkward or self-conscious when you smile?
- Do you ever talk through your hands?
- Do you purposely smile for the camera with your lips closed?
- Would you like your teeth to be whiter or straighter?

If you answer  
**YES**  
to any of  
these questions,  
we can help.

*We welcome new smiles!*

# 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!



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

## office information

**Dr. Robert A. Brewer, Jr.**  
1840 Zollinger Road  
Columbus, OH 43221-2850

### Office Hours

Mon/Tue/Thu 8:30 am - 5:00 pm  
Friday 8:30 am - 2:00 pm  
\* Lunch Hour 1pm-2pm Mon/Tue/Thu

### Contact Information

Office (614) 457-3927  
Fax (614) 457-0668  
Emergency (614) 370-1850  
Email drbrewer@robertbrewerdds.com  
Web site www.robertbrewerdds.com

### Office Staff

Patty ..... Office Administrator  
Jody, Leigh ..... Dental Assistants  
Christy ..... Dental Hygienist

**Communication is important  
to us - don't be  
afraid to ask questions!**



## Care Enough To Share

Thank you for choosing us for the dental care of you and your family. Our goal has always been to provide you with the highest quality dental care in the friendliest, most caring way.

We hope the care you received by Dr. Brewer and staff will inspire you to share us with your friends and family. Our practice continues to grow because of the referrals of caring patients like you. That's why we have established our **Care Enough to Share** program to thank you in a special way that allows both you and your friends and family to save money on dental care.

### Care Enough to Share program works:

1. Write your name and address on the attached \$50 referral certificate.
2. Give it to a friend, neighbor, co-worker or family member who has never been to our practice.
3. This certificate will give them a \$50 discount on their first dental appointment.
4. When they redeem their certificate, we'll thank you with a \$25 Dental Care Certificate, sent to you in the next day's mail.

There is no limit to the number of \$25 Dental Care Certificates you can use. **Bring** them in on your next visit and apply them toward routine dental work or cosmetic dentistry to brighten your smile - including the new *Zoom!*<sup>®</sup> whitening.

## Care Enough To Share

**Apply this \$50 toward new dental care services offered by:**

**Robert A. Brewer, Jr., D.D.S. 1840 Zollinger Rd. Columbus, OH 43221 • (614) 457-3927**

**New Patient's Name:** \_\_\_\_\_

**Referred by:** \_\_\_\_\_

**Address:** \_\_\_\_\_