



Thomas J. Lambert DDS

# smile update

Produced to improve your dental health and awareness

## Lori Totten Recognized As One Of The Top Five Hygienist In America

Our very own Lori Totten has been recognized as one of the Top Five Hygienists in America. Lori recently traveled to Beverly Hills, California for a four day trip where she met with executives from the cosmetic dentistry field including Dr. Bill Dorfman from TV's Extreme Makeover. Over 125,000 dental hygienists practice in the U.S. and more than 500 applied for this prestigious honor. After months of preparation which included gathering references from patients and colleagues and writing her vision for patient care, Lori was selected. The judges were impressed by her 22 year commitment to excellence in patient care and how she embraces

the blending of spa therapy, digital dentistry and the new cosmetic technologies available in our office.

Upon arriving in Beverly Hills she was picked up by a personal assistant and driven by Limousine to stay at the Beverly Wilshire Hotel where "Pretty Woman" was filmed. During her California adventure Lori was interviewed in formal wear as well as professional attire by over 25 top professionals in the dental field. In preparation for her trip, Trent Almassian from Almassian Jewelers of Grand Rapids personally selected



jewelry for each of Lori's outfits and generously allowed her to wear over \$15,000 of diamonds and pearls on her trip.

Lori also did a screen test for a Discus Dental Breath Rx commercial and a media interview and will be highlighted in this months nationally circulated "Modern Dental Hygienist" magazine. We are so proud that Lori successfully represented herself and our practice as she was recognized for her career achievements.

## fromthedentist

It is my privilege to serve the dental needs of you and your family. As you know "Team Lambert" constantly strives to raise the bar of excellence. Recently, Lori was selected as one of the top five hygienists in America. What an incredible accomplishment. Missy and Karen co-presented a

program with me on technology and spa-dentistry to dentist and hygienists from around the state. Most recently, Colleen, our new treatment coordinator joined our practice. Colleen brings with her years of experience working at a large Cosmetic Surgery Practice. Welcome Colleen.

We have assembled a team of professionals that clearly sets our office apart and is dedicated to providing you with the best dental care available today.

*See you soon,  
Dr. Lambert*

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



## Test Your HCQ!

Regular dental visits and a scrupulous home hygiene program can keep your breath fresh and your smile sweet! How's your HCQ – Home Care Quotient? Take our quiz and find out.

### Bad breath can be:

- caused by plaque and food particles on and between the teeth;
- a warning sign of gum disease (*gingivitis or periodontitis*);
- caused by bacteria that wasn't brushed away from your tongue;
- all of the above.

### The number-one cause of tooth loss in adults is:

- car accidents;
- advanced age;
- gum disease.

### Plaque, the thin film of bacteria that you can feel on your teeth, can begin to form within:

- 48 hours of brushing;
- 24 hours of brushing;
- seconds of brushing.

No matter what your score, just remember to brush, floss, and rinse ... and never share your toothbrush. Oral bacteria can be passed to others which can potentially spread periodontal diseases!

*Answers: all of the above; gum disease; seconds of brushing*

# Take Years Off!

## Rejuvenate your smile

Make no mistake – crowns do rejuvenate smiles. Although the primary purpose of a dental crown is to protect and strengthen teeth, you'll love your improved great looks too!

Crowns are an attractive time-tested option for teeth that have been severely damaged or weakened by trauma, root canal treatment, or too much filling. They can also support bridges that fill gaps and be attached to dental implants to rebuild and enhance your smile.

Crowns have come such a long way from the all-metal originals, through porcelain fused to metal, and finally to all-ceramic or all-porcelain. Today, replacing outdated crowns is a surefire way to take years off your appearance.



**New beautiful natural-looking front crowns are enhanced by veneers on the molars.**

### Type Of Crown: **All-Metal**

**Benefits:** Often made of gold (which is strong and long-lasting and will not wear down opposing teeth), they can also be made of less expensive metals or a mix of gold and alloy.

### Type Of Crown: **Porcelain Fused to Metal**

**Benefits:** Porcelain creates a more natural look than all-metal crowns, and though the metal limits translucency, it adds strength, which is particularly useful at the back of the mouth.

### Type Of Crown: **All-Ceramic or All-Porcelain**

**Benefits:** Translucent porcelain with opalescence looks the closest to natural teeth enamel, will not wear down opposing teeth, and there are no tell-tale dark metal margins at the gumline as sometimes occurs with porcelain fused to metal. These crowns are strong, long-lasting, and youthful looking.

## Increase Your Shelf Life

### Transcend trans fats!

You know, without fat in your diet, your skin could become dry and flaky, and you could experience hair loss. Your oral health could also suffer from lowered resistance to infection and diminished ability to heal. But too much fat also creates health problems. In particular, trans fats have been receiving a lot of bad press lately.

Trans fats contribute to heart disease and are linked to inflammation which can damage body tissues including your gums, increase the risk of other chronic diseases, and accelerate ageing. Also called hydrogenated (or partially hydrogenated) oils, trans fats were invented to increase product shelf life. So they really are everywhere!

What to do? Read labels. Use alternatives to palm kernel and coconut oils. Exercise, eat a balanced diet, keep regular dental appointments, and keep smiling!

# Hide 'n' Seek

*Which strategy is best for you?*

Sometimes it's what's hidden that makes all the difference ... even with something as intimately connected with your looks as cosmetic dentistry. It could be superior bonding materials beneath veneers that help them to stay whiter longer, an improved teeth whitening formula, or exquisite craftsmanship using leading-edge labs and technology. And sometimes, it's revealing what's hidden that can make your smile more alluring, especially when it's your beautiful teeth enamel hidden by a too-gummy smile.

Let us custom-design your smile makeover program with products and techniques that will suit your smile best. Please come see us for a consultation.



## Here are some designer smile procedures that will give your smile eye-catching appeal:

Lighten stained, discolored, or dull teeth more comfortably, faster, and more predictably than ever before.

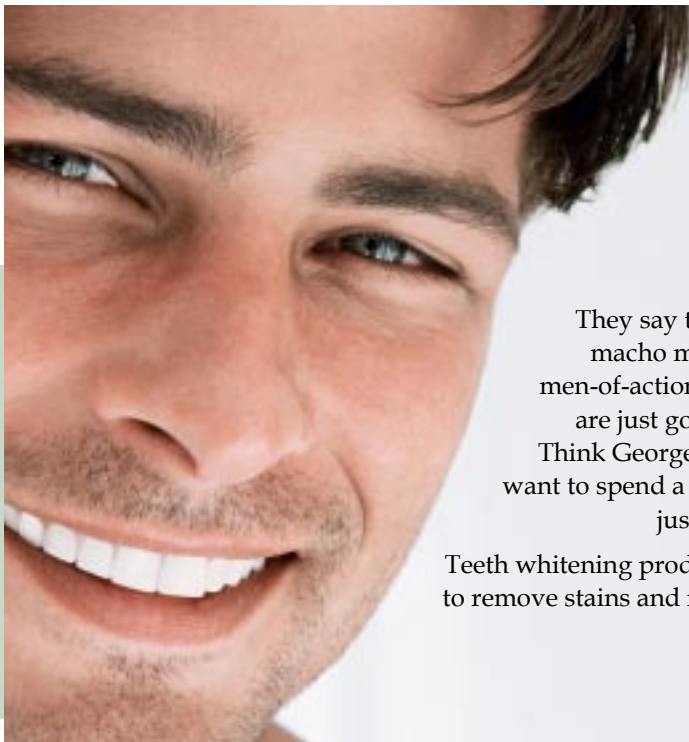
Change old, conspicuous fillings to strong, long-lasting tooth-colored restorations of porcelain or composite resin.

Renew severely damaged or broken teeth with porcelain or resin crowns, implants, or bridges.

Design your smile to permanently correct gaps, crooked, chipped, or discolored teeth with custom-made porcelain veneers that cover flaws.

Sculpt your smile to make short teeth look longer and restore symmetry by reshaping your gums.

Straighten your smile and close gaps by repositioning your teeth with orthodontics.



## Assert Yourself!

### Try whitening

They say that "macho" is making a comeback ... in a good way. Modern macho men are still sensitive and caring but they are also very capable men-of-action. These are men who "clean up good" - rather than men who are just good at cleaning up - and who are focused on their appearance. Think George Clooney. Think Matthew McConaughey. For men who don't want to spend a lot of time with potions and lotions, teeth whitening could hit just the right note for healthy, attractive, and rugged good looks.

Teeth whitening produces the best results when done under a dentist's supervision to remove stains and re-charge your smile batteries. And you get to decide whether to lighten by up to about eight shades, or only a few.

Assert yourself. *Smile!*



# Smiling With Implants

**They won't know if you don't tell!**

Who wouldn't want to look better, speak better, eat better ... and smile more? Dental implants are now the treatment of choice for many people who need to replace missing teeth.



Because implants are anchored into the bone like the roots of your teeth they act like natural teeth and preserve and strengthen the underlying bone.

Interestingly, implants are considered by many dentists to be a more conservative intervention than traditional bridges or fixed partial dentures. They require only normal brushing and flossing to maintain oral health, unlike bridges that may make cleaning awkward. Because implants are anchored into the bone like the roots of your teeth, they act like natural teeth and preserve and strengthen the underlying bone. There is no need to shape adjacent healthy teeth, and there are no plates to affect comfort and fit.

An implant has two parts: a root made of biocompatible

metal, and a custom-made tooth crown which is attached to it. Most implants are made of titanium, an inert metal proven effective at fusing with living bone.

In one survey, patients who had their prosthetic appliances replaced with implants rated them nine out of ten – second only to natural teeth, and far above the two out of ten for their prosthetics! If you're worrying about your age ... *don't!* The oldest known implant patient is 88; the youngest 15.

Call us for a consultation. With implants, your friends won't know how you're looking so good – but you'll feel so great, you might just want to tell them!

## Teaching becoming a passion for our Team

While Lori was away in Beverly Hills receiving recognition for Dental Hygienist of the Year the rest of our team traveled to Muskegon Community College where we presented a program to dentists and hygienists from around the state. As a recognized expert in the field of cosmetics and technology in Dentistry, Dr. Lambert had plenty of useful information to share with the attendees. What set this seminar apart is that two of our staff members, Missy and Karen co-presented the program. Missy our Administrative Assistant and Karen, a Registered Dental Assistant both shared how Digital Dentistry blended with Spa Therapy dramatically enhances our patients' experiences in the office. We are all very proud of Missy and Karen for doing an outstanding job and for stepping forward into the teaching world along side Dr. Lambert. When you visit our office you can always be confident that you are receiving exceptional care from the "Best of the Best".

## office information

**Dr. Thomas J. Lambert**  
3300 Grand Ridge Drive  
Grand Rapids, MI 49525-7033

### Office Hours

Monday 8:30 am – 5:00 pm  
Tuesday 8:30 am – 5:00 pm  
Wednesday 9:00 am – 3:00 pm  
Thursday 8:30 am – 5:00 pm

### Contact Information

Office (616) 364-6490  
Fax (616) 364-9480  
Email smile@lambertdds.com  
Web site www.smilegrandrapids.com

### Office Staff

Colleen ..... Treatment Co-ordinator  
Missy.....Administrative Assistant  
Lori, Alison.....  
..... Registered Dental Hygienists  
Karen ..... Registered Dental Assistant  
Amber .....Dental Assistant



Flexible Payment Plans



## Patient referrals

Make Our Day

Surrounded by the busy hum of an active, dental practice, it's easy to think that there's no room for new patients. Nothing could be further from the truth. We love our work, and part of that is the excitement of getting to know new patients, as well as the satisfaction of successfully providing dental care for long-term clients.

When you refer your friends, colleagues, or family to our office, it makes our day. It shows that our dedication to our patients' oral health has been noticed.

As our way of saying thanks, please accept a \$25 gift card to Woodland Mall for every referral who becomes a patient. Make sure they mention your name when they make their appointment! Thank you for your confidence.