

Dr. Sean Tarpenning
Hebert Dental
stephanie@hebertdental.us
www.hebertdental.com
4710 Commerce Valley Rd.
Eau Claire, WI 54701
(715) 318-8893

1. Here is your report

Hello ~Contact.FirstName~,

Thank you for requesting this comprehensive report on the benefits of general dentistry and regular dental cleanings and examinations. You will learn about the connection between your oral health and overall health and the many benefits of practicing good oral hygiene.

Oral Health Affects Your Overall Health

You may feel embarrassed or even ashamed if you do not see a dentist regularly, especially if you have less-than-ideal teeth. That may mean discolored, crooked, misshapen or even missing teeth. And you may be reluctant to smile, eat, or talk without your hand over your mouth.

Nationally, only 38 percent of Americans visit the dentist regularly. That means 62 percent of the population – more than three out of five Americans – aren't taking proper care of their oral health. You probably don't realize you put your overall health at risk when you don't have regular dental checkups. Disregarding problems in your mouth can lead to greater problems and greater expense.

Why does this matter? Because people who keep their teeth live an average of 10 years longer than those who lose them. If you don't see a dentist regularly, you increase the likelihood that you will lose your teeth.

It's Not Just Teeth

If you think about a dental office, you probably imagine a dental hygienist cleaning your teeth or a dentist drilling a cavity. While those are two important aspects of general dentistry, they are hardly the only two aspects of general dentistry.

In my practice, we look at the health of your teeth and gums; muscles of the head, neck, and jaw; tongue; salivary glands; and the nervous system of the head and neck.

I regularly help people with chronic headaches, migraines, and temporomandibular joint (TMJ or jaw joint) disorders. These all are problems related to teeth, muscles, ligaments, joints, and the anatomy of the head and neck.

There's something much bigger at stake here than whether you have a nice smile or even if you're in pain. Your oral health offers clues about your overall health, and in some cases, can even affect it.

It's no exaggeration to say that your oral health affects your life, your overall well-being, and even how long you live.

Dentists see an oral-systemic connection, or the connection between what happens in your mouth and diseases and conditions that you'll find throughout your entire system.

Many scientific studies show associations between oral health and general health conditions including diabetes and heart disease. In response, the World Health Organization has integrated oral health into its chronic disease-prevention efforts "as the risks to health are linked."

The American Medical Association concurs that a "two-way street" exists between oral health and systemic health.

The Oral Health/Systemic Disease Connection

The American Dental Association recommends that dental visits begin no later than a child's first birthday to establish a "dental home." Dentists can provide guidance to children and parents, deliver preventive oral health services, and diagnose and treat dental disease in its earliest stages. This ongoing dental care will help both children and adults maintain optimal oral health throughout their lifetimes.

Dealing with common problems before they get out of control means you can:

- spend less money on dental care
- enjoy life more
- feel great knowing you're winning the battle on the front line of your health care

Surely that's better than living with that nagging feeling that there's something you ought to be doing but would rather avoid.

Patients generally go to their physician when they have a medical issue but go to the dentist for routine care while they are apparently healthy. This makes the dentist a perfect healthcare provider to identify and detect possible medical issues early in their progression.

Shock Factor – Oral Health Impacts Your Overall Health

Here's something that might surprise you: **your oral health offers clues about your overall health.** The mouth is the visible gateway to the rest of your body. It reflects what is happening deep inside. Those are things that might only be found with sophisticated (and expensive) testing or discovered when symptoms you can't ignore begin to appear.

Here are just a few of the risks you run by having poor oral health, according to the Mayo Clinic:

- **Endocarditis.** Endocarditis is an infection of the inner lining of your heart (endocardium). Endocarditis typically occurs when bacteria or other germs from another part of your body, such as your mouth, spread through your bloodstream and attach to damaged areas in your heart.
- **Cardiovascular disease.** Some research suggests that heart disease, clogged arteries, and stroke might be linked to the inflammation and infections that oral bacteria can cause.
- **Pregnancy and birth.** Periodontitis (gum and bone disease) has been linked to premature birth and low birth weight.
- **Diabetes.** Diabetes reduces the body's resistance to infection, putting the gums at risk. Gum disease appears to be more frequent and severe among people who have diabetes. Research shows that people who have gum disease have a harder time controlling their blood sugar levels.
- **Alzheimer's disease.** Tooth loss before age 35 and oral bacterial infection might be a risk factor for Alzheimer's disease.
- **Pancreatic cancer as well as head and neck cancer** have both been linked to oral bacteria.

An eye-opener, isn't it? Then, there's your teeth to consider and why keeping them healthy can make you happier, more attractive and add years to your life.

Gum Disease, the Silent Killer

Gum disease is called the silent killer for the same reason that high blood pressure has earned that description.

You are more likely to lose a tooth to periodontal (gum) disease than you are to decay. You can lose a healthy tooth because you have unhealthy gum or bone. Does that make you stop and think? Here is more.

There is a relationship between periodontitis – advanced periodontal disease – and heart disease. No one knows if heart patients develop gum disease or if the gum disease leads to heart problems, but there is a relationship. If a person has periodontal disease, especially in the advanced form, he or she is at risk for heart disease as well.

Most associations between dental infections of the gums revolve around C-reactive protein (CRP) by the liver in patients with chronic inflammation. Researchers think this inflammation of the gums has a direct impact on inflammation of coronary vessels. The increased levels of CRP indicate a propensity for an increased risk of cardiac problems.

Gum disease can be well advanced before the patient is even aware of it. It is most common among adults. People who avoid dentists until after they have symptoms have waited too long.

What Causes Gum Disease?

The roots of your teeth are enclosed in a socket in your jawbone. They are anchored by bone but cushioned from it by gum tissue. The bone – alveolar bone – and the gums – gingiva – are the areas subject to gum disease.

Bacteria – small organisms that feed on other organisms – form plaque, a substance which attacks teeth, gums, and bone. Bacteria and plaque are the reason that you brush and floss your teeth. If you don't, the food trapped there generates colonies of bacteria.

However, even if you are diligent about dental hygiene, you can't do it all on your own. The food particles, germs, and bacteria that go under the gums, where you cannot clean it, causes bacteria and plaque buildup. That is where your dentist prevents problems when you go for regular dental cleanings.

“Silent” Gum Disease

Plaque eventually causes irritation in your gums. This will not necessarily hurt –that's important – but the gums will become swollen. Blood collects there and the area becomes infected. You may now have gingivitis, an infection of the gums. That is the first stage of periodontal disease.

You can still reverse the effects of gum disease but the tenderness of your gums may cause you to avoid cleaning them. The plaque may harden and turn into tartar, which is even harder to remove.

The next stage of the disease is called periodontitis. The infection moves on to the bone – you need that bone to support your tooth – and the bone starts to resorb, or melt away. Painful pockets of dissolved gum or bone filled with pus, called abscesses, can form.

When enough bone is lost, the tooth becomes hopeless and falls out or must be extracted. Unhealthy or missing teeth threaten the neighboring teeth.

Preventing gum disease

Gum disease doesn't hurt at first. If your gums don't hurt but are bleeding or swollen, it's probably due to the early stages of gingivitis.

Even if you have no cavities and no toothaches, you should still go to the dentist regularly. If you don't, you might be one of those people who loses perfect teeth because the bone holding them has worn away. What's the best way to prevent any of these consequences? Don't ignore the symptoms.

Many other links have been mentioned in research. The direct link between blood sugar levels in diabetics and inflammation of the gums has been studied a lot. When blood sugars vary widely in the diabetic patient, it is hard to control the health of the gums. When the gums are not maintained, it is difficult to control blood sugar and HbA1c levels.

Special attention to bleeding gums is critical. We work with patients to instill immaculate oral care so the patient can remove plaque daily. Our hygienists spend time at appropriate intervals to remove all tartar from the teeth. They also continually motivate patients on their daily habits.

Additionally, bacterial infections must be wiped out by removing all of the decay. Mouth rinses that lower bacterial levels in the mouth and control the pH of the saliva also work.

Tooth Decay and Best Oral Health Practices

It's no secret that you are the best defender against dental problems like cavities and gum disease. By brushing twice daily and flossing routinely, you put yourself at a lower risk for gum disease and tooth decay.

In our office, we can treat common issues like gum disease and tooth decay. We also can give you direction about proper oral health practices. Let's review how tooth decay forms and discuss the threat it poses to your oral health.

Tooth decay occurs when plaque and acids eat through your enamel and create holes or divots on your tooth. Plaque is created from lingering food debris, especially from foods or drinks high in sugar and carbohydrates, and improper brushing and flossing.

While tooth decay is the most common chronic disease in the world, some of us may never have issues with cavities.

Then there is another group of people who are simply at a genetic disadvantage. In fact, a study from the University of Pittsburgh School of Dental Medicine found that genetic factors account for about 60 percent of the risk for tooth decay. This includes genetic factors like patients who have a family history of weak enamel and even low levels of saliva.

Cavities can occur on the surface of your tooth and in between your teeth. The decay can create tooth sensitivity and swelling. It's just as possible that you will not be able to tell that you have a cavity. The best way to know if you have cavities is to visit our dental office. We can identify cavities and treat them before they evolve into larger issues.

The best treatment for a cavity is a filling. We place the filling after we have removed the decay. This process is important because it protects the tooth from further decay. It also protects the root of your tooth. If a cavity makes its way to your tooth's root, you'll likely need a root canal. Worse, you could lose the tooth altogether. THAT IS NOT a road you want to go down.

Do yourself a huge favor by knocking out those cavities before they can do major damage.

Tooth-Colored Composite Fillings—No Mercury Here

Fillings are the most fundamental type of restoration in dentistry. They stop decay and restore your tooth to a healthy state. While the purpose of fillings hasn't changed, we've changed the ways we administer them. We now offer composite fillings that are strong and long-lasting. These composite fillings are tooth-colored, so you don't have that "mouth full of metal" look. They also strengthen your teeth because they are bonded to your tooth structure.

For decades, dentist exclusively gave patients amalgam fillings – which contain low levels of mercury. Studies have shown that the mercury in those amalgam fillings are not harmful to your body. But many health-conscious patients are uncomfortable with any mercury in their body. Who can blame them?

We treat patients daily who ask about removing their metal fillings for the more discreet composite fillings. The composite fillings are actually bonded to your tooth, so they take a little extra time to administer. Patients leave our office with natural-looking and durable fillings that will last for years to come.

Crowns

Dental crowns strengthen and beautify teeth, and we use them to complete several procedures.

We might turn to crowns on several occasions. Maybe you have a filling that has failed causing your tooth to grow weak over time. A crown is great for this situation or a

broken tooth. In some cases, we even use crowns to restore teeth that are in desperate need of cosmetic improvement.

Oral Cancer Screenings

A dental checkup at our office means much more than a cleaning. Our skilled dental hygienists will first clean and remove plaque from your teeth. Then they polish the surface of your teeth. We also thoroughly examine your mouth for signs of tooth decay, gum disease, jaw bone deterioration, and oral cancer. By avoiding the dentist, you are putting yourself at a greater risk of having these issues.

According to the Centers For Disease Control and Prevention, about 36,000 Americans are diagnosed with oral cancer every year. Besides the new cases, there are about 8,000 deaths every year from oral cancer. The disease can be aggressive. Oral cancer has more than an 80 percent survival rate in the first year, but the five-year survival rate dips to a meager 50 percent.

Like any serious disease or ailment, the key is early detection. Your best bet for early detection is to visit our office. Our screenings can find problems early – even before you are showing physical signs. We will be there throughout your treatment.

To understand oral cancer, you need to know what it is and how it affects your body. Oral cancer can occur on your tongue, gums, lips, tonsils, gums, roof or floor of your mouth, and inside your cheeks.

Oral cancer is more deadly than cervical cancer, laryngeal cancer, skin cancer, Hodgkin's lymphoma, thyroid cancer, and testicular cancer. Not unlike those cancers, there are factors we can control and unfortunately, some we cannot. There are physical signs of oral cancer like red and white sores in your mouth. It is likely you will have no physical signs or be in any discomfort.

Cancer is the result of genetic mutations that change the behavior of our cells. When the DNA is disrupted, the cells grow at a rapid rate. This creates tumors. It's important for our cells to follow their structured path of growth and even death. When this routine is disrupted, the result is the development of abnormal cells. These cells grow and divide rapidly, creating malignant tumors. According to the National Cancer Institute at the National Institutes of Health, there are more than 100 known types of cancer.

According to the Oral Cancer Foundation, oral cancer typically begins in cells in the mouth and lips. If the cancer goes untreated, the area where the problem formed begins to spread through the lymph nodes to other areas of your body.

Squamous cancer is the most common form of oral cancer and originates in the lining of the oral cavity and oropharynx. It accounts for more than 90 percent of all oral cancers.

Verrucous carcinoma is a type of squamous cancer that can migrate deep into tissue and typically requires surgery. This cancer accounts for less than 5 percent of all oral cancers.

Salivary gland cancer, just as its name suggests, begins in the salivary gland. It is very rare and can affect salivary glands in the neck, mouth, cheeks and lips.

Besides being extremely deadly, oral cancer and common cancer treatments can create a host of oral health problems. These include tooth decay, gum disease, rapid tooth loss, total tooth loss, and jawbone loss. In some cases, entire pieces of jaw are removed, leaving the patient unable to speak, eat, or drink on their own.

Causes and Solutions of TMD

As with any other joint, the TMJ can be subject to orthopedic problems including inflammation; sore muscles; strained tendons and ligaments; and disk problems. We also know that TMJ disorder (TMD) is influenced by genes, gender (women appear to be more prone to it) and age. Physical and psychological stress also can be a factor. In some cases, jaw pain may be related to a more widespread, pain-inducing medical condition such as fibromyalgia.

Fortunately, most TMD cases resolve themselves with the help of easy remedies you do at home. We recommend you exhaust all such remedies before moving on to anything you can't undo, such as implants, orthodontics, or surgery.

The first thing we do is give you a thorough oral exam to see if there is evidence of clenching, grinding, or TMD.

If we find you have TMD, we can recommend several things for immediate and long-term relief:

- eating softer foods for a few days
- ice and/or moist heat
- gentle stretching exercises
- non-steroidal anti-inflammatory medicine such as ibuprofen
- muscle relaxants

Finally, we may recommend a custom-made nightguard when you sleep. This plastic oral appliance, which fits over the teeth, can control or even eliminate clenching and grinding. That cuts pressure on the muscles that work the jaw and the jaw joint itself. Some users say their headaches or even migraines are less frequent and/or less intense.

Severe TMD cases may require more complex forms of treatment. These include dental restorations like implants or orthodontics. Minor procedures inside the joint such as cortisone injections or flushing of the joint also are options. It's rare to need major surgery for TMD.

Conclusion

You now know about the important role a dentist can have in your overall health. By having your teeth, gums and oral cavity regularly examined, you could be adding years to your life.

I hope you have taken this report to heart. I hope it can help you better plan out your oral health treatment. If you haven't been to the dentist in a while, it's no problem. There is no time like the present to take control of your oral health.

The first step is to schedule an appointment. Call my office at **(715) 318-8893** or visit our website at www.hebertdental.com and schedule an appointment there.

During your initial appointment, I will exam your teeth and oral cavity, take some digital X-rays, and then evaluate which smile solutions make sense for you. I'll also offer you choices and a recommendation on which one would be the best fit for you.

I wrote this report to make you aware of the life-changing effects of practicing good oral health. We hope that you take that journey with us. Together we can create a smile you will love for years to come.

If you would like to schedule a consultation with us, contact my office at **(715) 318-8893**.

To your health,

Dr. Sean Tarpenning

Hebert Dental

(715) 318-8893

www.hebertdental.com

2. The Importance of Caring for Your Mouth

Hello again ~Contact.FirstName~

Thanks for visiting our website and taking an interest in your oral health. In my report, I discussed the connection between oral health and overall health. We're glad you are considering letting us give you the smile you deserve.

In our office, we want to help you keep all of your natural teeth for as long as you can. The best way to take care of your mouth is to receive regular dental checkups.

There are a lot of reasons to take better care of your mouth. Here are just a few:

- **It'll help boost your self-esteem.** When you look your best, you feel better about yourself.
- **It'll help those around you treat you with more respect.** When you feel good about yourself, you project a more approachable image. This allows people to get to know you better.
- **It'll help boost your immune system and keep you healthier.** Poor oral hygiene has been linked to various illnesses and disease.
- **It'll make you look younger and more beautiful.** Like it or not, the truth remains: A healthy smile is more youthful looking.
- **It can save you money.** Extensive dental work can be expensive. Avoid these expenses by taking the best care of your teeth and gums that you can.

Taking good care of your mouth isn't just about having a big beautiful smile. While that's important, it's just as important to remember that a healthy smile also will help you ward off many health problems. These include heart attacks, diabetes, and high blood pressure.

When your body is constantly battling severe gum disease, your immune system is weakened. This sets you up for continued infections and illnesses. That's something you can avoid with the right dental care.

Call us today at **(715) 318-8893** for a comprehensive exam and full-mouth X-ray.

To your health,

Dr. Sean Tarpenning
Hebert Dental

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3. What's Killing Your Teeth?

Hi ~Contact.FirstName~,

In the last email, I discussed the importance of caring for your teeth. So let's review some common habits that destroy otherwise healthy teeth.

You probably already know that sugary treats and sugary drinks are some of the main players in creating tooth decay. But what makes those foods so dangerous?

Sugary foods and drinks or foods high in carbohydrates create harmful plaque and acids inside your mouth. These acids can break down your enamel – the thin layer protecting your tooth – and create cavities. Your enamel is the hardest material in your body. But even it can crumble if not properly maintained. It's important to keep your enamel strong and healthy because once it's damaged, it cannot be repaired.

Here are some healthy tips to follow:

- 1. Eliminate soft drinks, energy drinks and sports drinks:** Sugar is one of the biggest causes of tooth decay. Soft drinks, energy drinks, and even sports drinks are loaded with sugar. You may think that sports drink is hydrating your body, but what it's really doing is damaging your teeth. Swap out the sugary drinks for water. Water rinses out your mouth and helps hydrate your body. Water also increases saliva levels. Healthy saliva levels eliminate food debris and fight off harmful acids inside your mouth.
- 2. Avoid snacking:** Snacking can be harmful to your teeth because, like sugary treats, it increases harmful acids inside your mouth. Snacking subjects your teeth to these acids more frequently, thus paving the way for tooth decay and bacteria build up.
- 3. Avoid ice or crunchy foods:** Ice or crunchy foods not only can break your teeth, but crunchy foods are typically packed with starch. Starch gets trapped easily between your teeth and can create tooth decay. Cavities love to grow between your teeth, and crunchy foods definitely help cavities in that goal.

Following these tips can help you maintain your natural teeth. If you have questions about good oral health practices, call us at **(715) 318-8893** and schedule an appointment.

To your health,

Dr. Sean Tarpenning
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4. Poor Dental Health Could Be Killing You

Hello again ~Contact.FirstName~,

In the initial report, I told you how seeing a dentist could save your life. Think I'm exaggerating? Read on.

Neglecting your teeth looks bad, but it can't kill you, right? Don't be so sure. The U.S. Surgeon General has reported that poor dental health could result in dozens of problems like:

- Cancer – Nearly 8,000 people die every year from oral cancer. Many of these deaths could be prevented if those infected had only seen their dentist.
- Premature birth – The Academy of Pediatrics found a direct link between both premature and low birth weight infants and mothers with moderate to severe gum disease.
- Heart disease – A 2004 study in the Journal of Periodontology reported that up to 91 percent of patients with cardiovascular disease had advanced gum disease!
- Diabetes – No one knows for sure if diabetes causes gum disease, or if the diabetic's inability to fight infection makes gum disease harder to fend off. Either way, diabetics need to take special care to prevent the plaque buildup that leads to gum disease.
- Blood clots – The plaque that builds up on your teeth is the same plaque that can clog your blood vessels. This can lead to heart attack and stroke.
- Stroke – In 2005, researchers at the University of Minnesota found a direct link between high levels of the bacteria that cause gum disease and dangerous levels of plaque buildup in the carotid arteries – a common cause of strokes.

- Respiratory ailments – Bacteria can grow in the oral cavity and travel to the lungs. This causes a variety of respiratory conditions including pneumonia and lung disease.
- Osteoporosis – Bone loss in the jaw is linked to bone density problems in other parts of the body. Which one causes the other is unclear.
- An increase in colds and the flu – Any ongoing bacterial infection (such as is found in periodontal disease) can cause the body's immune system to break down over time. This leaves you open to more bouts of common illnesses.

About 80 percent of people suffer from some degree of gum disease. Understanding the real dangers of letting the bacteria in our mouths go unchecked is becoming more and more important.

When you decide you are ready to put your health first, please give us a call at **(715) 318-8893**.

To your health,

Dr. Sean Tarpenning
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www.hebertdental.com

5. What A Cleaning Can Do For You

Hello ~Contact.FirstName~,

Maintaining your oral health means much more than brushing your teeth twice a day and flossing regularly. It also means visiting your dentist for cleanings and exams twice a year.

By visiting our office for cleanings, we can monitor your oral health and give you tips about the best oral hygiene practices. But first, let's discuss how our office goes about treating patients during their cleanings.

A routine cleaning means a dental professional will examine your mouth for signs of tooth decay, gum disease, jawbone deterioration, and even symptoms of oral cancer. A dental hygienist cleans the teeth through a process of "scaling and polishing." Scaling removes any harmful plaque and tartar that has built up on the teeth and near the gums. Polishing smooths out your teeth. This makes it more difficult for bacteria to stick to the surface of the tooth.

How Plaque and Tartar Form

You've probably heard your dental hygienist or dentist talk about plaque and tartar buildup, but you're not sure how the two things are different.

Plaque buildup can lead to tartar buildup if the plaque is not removed through regular cleanings – at the dental office or at home.

Plaque is a clear, sticky, and soft substance that builds up on the surface of the tooth. The acids in plaque can break down your enamel and create tooth decay and gum disease. Plaque often can be controlled by regular brushing and dental visits. It can form in just eight hours, so it's important to brush twice a day.

Tartar is hardened plaque. While plaque is clear, tartar is usually yellow, very unattractive to your smile and can create cavities, gum disease, and even tooth loss.

Because it is hardened, tartar is harder to remove and requires assistance from a dental professional. Dental professionals can remove tartar through scaling. Unremoved tartar can calcify and continue to grow.

To avoid plaque and tartar build up, practice good oral hygiene by brushing twice a day and visit our office twice a year for cleanings and checkups. To schedule an appointment, call us at **(715) 318-8893**, or you can go to our website at www.hebertdental.com.

To your health,

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6. Floss Is More Powerful Than You Know

Greetings ~Contact.FirstName~,

When you choose us for your dental treatment, we advise you to schedule two cleanings every year. During these cleanings, we remove plaque and tartar from your teeth and polish the surface of your teeth.

I discussed the difference between plaque and tartar in the my last email. To avoid issues with plaque and tartar, you need to practice good oral hygiene by brushing twice a day and flossing once a day.

We see patients who have no problem brushing their teeth twice a day. But they ignore our advice about flossing. In fact, sometimes I think it goes in one ear and out the other. Those patients see flossing as an additional hassle.

Flossing should not be considered an extra part of cleaning your teeth, but rather a fundamental part of cleaning your teeth. Otherwise you leave HUGE PORTIONS of your teeth uncleaned.

How Powerful Is Floss?

Flossing reduces your risk of tooth decay and gum disease. As you know from earlier emails, gum disease has been linked to serious illnesses such as heart disease – our nation’s No. 1 killer – and diabetes.

Floss cleans the area of the tooth that your toothbrush cannot reach. DO NOT UNDERESTIMATE the power of floss. While newer toothbrushes are designed to reach all areas of your mouth, they only clean about 60 percent of your tooth. Flossing can clean the other 40 percent of your tooth and improve your smile.

Because floss removes food debris and bacteria from your gums and teeth, flossing can give you healthier gums. Healthy gums reduce your risk of gum disease, tooth decay, and even give you fresher breath.

If you would like to hear more tips about flossing and regular cleanings, call us at **(715) 318-8893**, or you can go to our website at www.hebertdental.com.

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7. Why We Do That “Extra” Exam

Hello again ~Contact.FirstName~,

If you’ve been to our practice before, you may have noticed that we regularly conduct an “extra” exam – a quick, painless screening for oral cancer as part of your routine exam.

You may have wondered why. After all, oral cancer doesn't get the attention of breast and prostate cancers. In fact, I can't think of the last time I've seen anything about it in the newspaper or on TV.

So let me share the **THREE CRITICAL REASONS** our office believes these screenings are true lifesavers:

1. Oral cancer is a LOT more common than people think. Also called mouth, tongue, or lip cancer, oral cancer strikes about 36,000 Americans each year. That works out to 100 people diagnosed with the disease every day. Not only that, but oral cancer is actually becoming MORE common. This is the **FOURTH YEAR IN A ROW** that the rate has increased.
2. Anyone can get oral cancer. Some people are more at risk for oral cancer than others. That includes people who use tobacco or alcohol (particularly in combination), those who have been exposed to human papilloma virus version 16 (the same virus implicated in cervical cancer), those who get too much sun, and those who have a family history. But no one is immune. For example, more than 25 percent of people with oral cancer don't smoke or use alcohol heavily.
3. Early detection is the key to beating oral cancer. When oral cancer is diagnosed early, it has a survival rate of 80 to 90 percent. When it's found later, the survival rate after five years is a dismal 50 percent. In fact, someone dies of oral cancer every hour.

If you haven't scheduled your checkup or oral cancer screening this year, call us at **(715) 318-8893**, or you can go to our website at www.hebertdental.com.

To your health,

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8. Oral Cancer Bigger Than You Think

Hello again ~Contact.FirstName~,

I want to thank you again for requesting my report. The information presented in the report can help you establish a strong oral health care routine that includes regular visits to my office for cleanings and screenings.

In my earlier email, I discussed the importance of receiving regular oral cancer screenings. Oral cancer is bigger and scarier than you might think. It affects more than those who frequently use tobacco and alcohol. But for a disease that kills thousands of people every year, why don't we all know more about?

You probably have not seen a television commercial or major advertisement featuring information about oral cancer. Don't let that fool you. Oral cancer is a very real threat. The five-year survival rate for oral cancer is about 50 percent. Another interesting fact is that that number HAS NOT CHANGED IN DECADES.

While the percentage of Americans who smoke or use tobacco has declined, researchers are now making links to how diet, sexually transmitted diseases, and even genetic factors led to types of oral cancer.

Oral cancer kills about 8,000 Americans every year. It has few, if any, signs in its early stages – except to trained professionals. The disease is considered a global epidemic, harshly affecting the areas of southern African and south Asia. The World Health Organization reports more than 600,000 cases of oral cancer every year.

According to the World Health Organization, oropharyngeal cancer (which includes the tongue, the soft palate, tonsils and the pharynx) is the 11th-most common cancer in the world.

One of the reasons it's hard to detect oral cancer early is because so few Americans get the proper education about how to effectively protect themselves from the illness. Among lifestyle factors such as not using tobacco or drinking in excess, you can save your own life by visiting our office for regular oral cancer screenings.

If you have not received an oral screening, call us at **(715) 318-8893**, or you can go to our website at www.hebertdental.com.

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9. The Power of a Beautiful Smile

~Contact.FirstName~,

I don't have to tell you that beautiful smiles make people more attractive and outgoing. You've seen for yourself how a great smile lights up a person's face.

People who are proud of their smiles simply smile more often. (Wouldn't you if you knew everyone thought you looked great?)

Because they smile more, people with gorgeous smiles seem warmer and friendlier than folks who smile less. They make a great first impression in business and social situations. So, I wasn't surprised to see a study conducted by the American Academy of Cosmetic Dentistry (AACD) that showed 99.7 percent of Americans believe a great smile is an important asset.

Some Shocking Statistics

The AACD study not only found that people with great smiles make a better first impression, it found those people were thought to be MORE INTELLIGENT (not to mention wealthier and more successful).

Frankly, that statistic flat out knocked my socks off.

After all, I've been doing dentistry for years. I know how much better my patients look after treatment. And I've seen how much happier and more confident they feel. But I can't say I've ever noticed them becoming smarter! It's amazing what a restored smile can do for your life.

If you have questions about our preventive dentistry solutions, call us at **(715) 318-8893**.

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10. Drinking Bottled Water Could Be Hurting Your Teeth

Hi there,

~Contact.FirstName~, you probably thought drinking bottled water was good for you. Well, it is – but it's not great for your teeth!

Since using bottled water has become the mainstay in American homes in recent years, tooth decay has risen sharply. Why?

Maybe it's partly because bottled water is void of fluoride!

Recent research shows that fluoride can help fight decay in almost anyone – no matter what their age.

Up until a few years ago, adults were getting the benefit of fluoride in their drinking water without even realizing it. Most municipalities began adding fluoride to water reserves in the 1950s. This may have been why tooth decay was on a decline until the recent surge in non-fluoridated bottled water. Now so many of us are drinking bottled water that few of us are getting that added cavity-fighting protection.

So what should we do to save our healthy smiles from decay? Consider getting special fluoride treatments if:

- You are taking medications that cause dry mouth. Without saliva to neutralize the acids in your mouth and wash away food particles, you're more susceptible to tooth decay.
- If you suffer from receding gums. This gives bacteria more places to hide, thus creating more risk of tooth decay (usually on your root surfaces, which are softer than enamel).
- If you've had radiation therapy to the neck or head. Radiation damages the salivary glands, causing dry mouth and increasing the chances of decay.
- You drink water that does not contain fluoride.
- You are a "soft drink-aholic."

To see if you could benefit from extra fluoride treatments, call us at **(715) 318-8893** and schedule an appointment.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

11. Cavities Aren't Your Fault

Hello again ~Contact.FirstName~,

You do your best to keep your teeth healthy. You brush regularly, floss carefully and avoid cavity-causing foods. But no matter how hard you try, sooner or later you get the bad news that you have ANOTHER cavity.

It's frustrating, annoying, and downright depressing. So, let me give you some good news I think will make you feel better.

You're Not Doing Anything Wrong

First of all, those cavities probably aren't your fault. Most likely they're the result of the way your teeth are made.

You see, your molars and premolars (AKA, your back teeth) are covered with ridges and grooves that help them do their job. But those grooves are often so deep you just can't clean them thoroughly, no matter how carefully you brush. In fact, some are so deep and narrow even a single toothbrush bristle can't get inside. Sometimes the palate surface of your top front teeth have similarly uncleanable, naturally-occurring deep central pits.

And to make things even worse, the enamel inside those grooves is often thinner than it is on the rest of the tooth, so it provides less protection from decay.

Lock Out Cavities in Just Minutes

Second – and this is the REALLY GOOD NEWS – today there is a way to protect those teeth so well that decay is totally locked out.

How? A dental sealant bonds to these grooves and protects your teeth by creating a smooth, easy-to-clean surface.

Having your teeth protected with sealant is a breeze. Your teeth are cleaned and treated with a gel that briefly roughens the surface. Then the teeth are cleaned again and the sealant is painted on.

That's it! The sealant hardens in about one minute – and protects your teeth for many, many years.

Sealants are clear and invisible when you smile or talk, and so thin most people aren't even aware they're there.

If you are at a higher risk of cavities, call **(715) 318-8893** and ask our friendly and helpful staff about dental sealants.

To your health,

Dr. Sean Tarpenning

Hebert Dental
(715) 318-8893
www.hebertdental.com

12. How Fillings Can Save Your Teeth and Smile

Greetings ~Contact.FirstName~,

You know now that cavities are sometimes just a part of life. Some of us who practice good oral hygiene still get pesky cavities; however, that's no reason to let the problem fester. In our office, we can knock out the tiniest cavities before they balloon into larger issues.

Before we fill a cavity, we administered local anesthesia and then remove the damaged part of the tooth. We clean the area before applying the filling and hardening the material with a special light. It's important to clean out cavities to stop tooth decay. This process protects the root of your tooth. If the root becomes infected, a root canal is typically needed.

More Than One Choice

Filling a cavity is a fundamental task of dentistry that has been around for hundreds of years, but it's also something that has developed as our technology and understanding of oral health has developed.

Recently, some patients have avoided amalgam fillings because they contain mercury, which is highly toxic. While an American Dental Association report found no evidence that amalgam fillings are harmful to patients, it said mercury can have "neurotoxic effects on the nervous systems."

Our office now offers composite fillings that are durable and match the natural color of your tooth. These composite fillings are discreet and can withstand high levels of chewing force.

While composite fillings are not as strong as amalgam fillings and are more expensive, patients often enjoy the aesthetic upgrade of composite fillings over metal fillings.

If you have cavities that need to be filled, know what your options are. Don't let your current dentist tell you there is only one way to correct the problem. For reliable dental care, call us at **(715) 318-8893**.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

13. Dental Sealants, Who Are They For?

Hello again ~Contact.FirstName~,

In an earlier email, I told you about dental sealants. I discussed how sealants are the ultimate cavity fighter. Now let's discuss if dental sealants are right for you.

Many dentists recommend sealants for children and teens, but did you know the American Dental Association strongly recommends that adults get sealants, too? Dental sealants work by bonding to the nooks and crannies (what we dentists like to call grooves, pits, and fissures) in back teeth, keeping germs and food away from these vulnerable areas.

Ultimate Protection for Grown-Ups, Too

Adults can actually benefit even more from sealants than their children. After all, today's kids grow up drinking fluoridated water and using toothpaste and mouth rinse that contains fluoride. Their teeth have had all the benefits fluoride offers from day one.

Older people simply haven't had this kind of protection. Even if you've been having topical fluoride applied to your teeth regularly, it's just not the same as getting fluoride day after day as your teeth develop.

So, if you're fortunate enough to have any back (or palate surface of top front) teeth that are still cavity-free, you're a perfect candidate for this powerful new form of protection.

Quick, Simple and VERY Important

Why are dentists so excited about sealants? Because even though we can find and fill cavities easily today, we know it's a lot better to prevent them – for several important reasons:

- Decay damages teeth permanently – and we hate to see it happen.
- Drilling and filling, no matter how carefully done, weaken teeth.
- Fillings simply aren't permanent – and the tooth becomes a little weaker every time one has to be replaced.

If you are looking for cavity prevention, call **(715) 318-8893** and ask about dental sealants.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

14. An Epidemic Bigger than the Flu

~Contact.FirstName~,

There's an epidemic out there. It's bigger than the flu, affecting nearly 75% of Americans. It can cause irreversible permanent bone damage and tooth loss. And, even worse, new research shows it can increase your risk of some of today's most dangerous diseases, including heart disease, diabetes, stroke, osteoporosis, respiratory disease, and some forms of cancer.

What I'm talking about is gum disease (what we dentists call periodontitis or periodontal disease), and it's only now being recognized as the potentially life-threatening danger that it is.

Far Worse than We Thought

Dentists have known for years that periodontal disease is a serious infection and a leading cause of tooth loss. That's why we remind our patients come in regularly for examinations and cleanings.

But even we were shocked to read some of the most recent research on how closely gum disease is tied to other serious conditions.

Take cardiovascular disease. The American Academy of Periodontology reports that "Researchers have found that people with periodontal disease are almost twice as likely to suffer from coronary artery disease as those without periodontal disease."

That's a very scary thought – particularly when you consider that cardiovascular disease contributes to 2,400 deaths in this country EVERY DAY!

Scientists have discovered a link with diabetes, too. In fact the *New York Times* reports a study by Columbia University's Mailman School of Public Health that found that

“individuals with elevated levels of periodontal disease were nearly twice as likely to become diabetic within 20 years, even after adjusting for age, smoking, obesity and diet.”

As you can see, gum disease is nothing to ignore. If it's been a while since you visited the dentist or you're showing signs of gum disease, call our office at **(715) 318-8893** or schedule an appointment on our website, www.hebertdental.com.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

15. Gum Disease: Knowing The Signs

Hi ~Contact.FirstName~,

In the initial report you requested, we discussed the connection between gum disease and diabetes.

It can be overwhelming to see how intertwined these two diseases are, and it's scary to think that gum disease is often sneaky and undetectable to anyone who is not an oral health care professional.

While your best defense is to practice good oral hygiene and to never skip dental appointments and cleanings with our office, you also should stay vigilant and listen to what your mouth is saying.

By closely examining your oral health, you can detect early signs of gum disease. It's important for us to treat small problems early on so they do not balloon into larger issues.

Knowing the signs of gum disease can go a long way to preventing major oral health issues, because periodontal disease is the leading cause of tooth loss. Bad breath, swollen gums or bleeding gums are all common signs of gum disease.

In severe cases, the gums will actually pull away from the tooth, causing your teeth to move apart or even to loosen and fall out.

You best defense against gum disease is exercising proper oral hygiene by brushing twice a day and flossing daily. Yes, floss! In an earlier email, I told you that brushing only reaches 60 percent of your tooth's surface. To clean the remaining 40 percent, we need to floss. If you do not floss, you create an environment where plaque can attack and then inflame the gums

We encourage our patients to be the biggest advocates of their oral health and to know the signs of gum disease so we can fix problems before they need advanced restorative dentistry. That can damage your smile and pocketbook.

If you're showing any of these signs of gum disease, call our office at **(715) 318-8893** or schedule an appointment on our website, www.hebertdental.com.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

16. A False Sense of Security

Hello again ~Contact.FirstName~,

There are a lot of myths surrounding gum disease.

For example, many people think having their gums bleed when they brush their teeth is normal and nothing to worry about.

WRONG.

Bleeding is a clear sign that your gums are INFECTED and you need to do something about it fast. How would you feel if your feet bled every time you showered? You'd be very concerned, and rightly so. Other symptoms include red (not pink) gums and swelling gums.

Folks also make the mistake of thinking that if they're cavity-free then their teeth are in great shape – another dangerous myth.

Periodontal disease is the number one cause of tooth loss. In fact, according to an American Dental Association/Colgate survey, dentists in this country say gum disease is a more pressing oral health concern than tooth decay by a 2-1 margin.

But how about people who ALWAYS do a really thorough job flossing and brushing? Shouldn't they be able to assume they're safe from periodontal disease?

Unfortunately, the answer is no. Up to 30% of people are genetically susceptible to gum disease – betrayed by their genes and at risk in a way they never expected. In fact these folks – no matter how careful they are to always practice good oral hygiene – are up to six times more likely to develop periodontal disease.

Have any members of your family ever had to have gum surgery, or complained of bleeding gums or periodontal disease? Are you showing any of the symptoms of gum disease.

If so, you should let my hygienists and me see if we can help. We'll give you a thorough exam and take care of any problems we find. Call our office at **(715) 318-8893** or schedule an appointment on our website at www.hebertdental.com.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

17. Gum Disease Strikes With Little or No Warning

Hello ~Contact.FirstName~,

Recently, I told you about the dangers of gum disease and just how **rampant** it is.

So why haven't you seen more about how widespread and dangerous periodontal disease it?

Why aren't we holding "gum disease clinics" to protect our families the way communities across the country came together to fight the flu?

Basically there are two big reasons.

First, much of the research on the links between gum disease and other conditions is new – and it's taking time to get the word out about what scientists have discovered. (I'm trying to do MY part with this email.)

Second, gum disease is as sneaky as it is dangerous. You see, in the early and even moderate stages of the disease there are NO SYMPTOMS. So even though bone is

being destroyed and inflammation is affecting your whole body, you have no way of knowing you're in danger.

Nothing hurts, so why should you worry?

It's not until later in the course of the disease – AFTER it's done irreversible damage to the jaw bones that hold your teeth in place – that people begin to notice tell-tale signs like red, swollen or bleeding gums. And, even then, some people remain symptom free.

You CAN Fight Back

Just because you haven't seen banner headlines yet about the epidemic of gum disease – and the very real dangers associated with it – doesn't mean you can't fight back.

Brushing and flossing right are more important than ever but your best defense is regular checkups. While YOU may not see any changes in your gums, my hygienists and I have the training to spot problems LONG before you'd notice them – and long before gum disease begins damaging the bones of your jaw, loosening your teeth and putting your overall health in danger.

Let my hygienists and me give you a thorough exam and take care of any problems we find. Call our office at **(715) 318-8893** or schedule an appointment on our website at www.hebertdental.com.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

18. Could YOU Survive a Knocked Out Tooth?

~Contact.FirstName~,

Did you know it's possible to save a tooth that has been knocked out?

It's true. If you act swiftly, you can save your natural tooth and avoid having to wear an implant.

Of course the first step is to AVOID the kind of accidents that lead to knocked out teeth by always wearing your seat belt and wearing a customized mouthguard when you play sports.

You can't prevent all accidents, but you CAN help protect yourself.

But, what if?

You also need to know what to do if an accident DOES happen to you or someone else. (Once you've read this message, you may be the only person at the scene of the accident who does know how to handle the situation.)

Handling things correctly starts with checking to make sure the person who has lost a tooth is not seriously injured.

If the person is unconscious and is unresponsive, and if you are not trained in Basic Life Support, dial 911 (or the appropriate emergency response number in your area) and follow the instructions of the emergency operator).

Key Steps to Save a Tooth

If the lost tooth is the main problem, follow the next STEPS promptly. You have a critical window of just 30 minutes to save the tooth.

1. Find the tooth and pick it up.
2. Hold it only by the crown so you don't damage the tiny ligaments on the root.
3. Rinse off the tooth quickly in water or milk. Never scrub or use chemicals like hydrogen peroxide or alcohol.
4. Call us at **(715) 318-8893** and make an appointment immediately.

We can provide solutions for victims of traumatic teeth injuries. Just remember to follow the crucial steps above to help us save the tooth.

Committed to your beautiful and healthy smile,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

19. Protect Your Teeth – and Your Health

Hi ~Contact.FirstName~,

Gum disease has reached epidemic proportions in America – affecting nearly 75% of our population. What's more, science has linked it to increased risk of a number of very serious problems, including cardiovascular disease, diabetes, respiratory conditions, osteoporosis, even preterm, low birth weight babies.

It's a serious problem, and I wish I could offer you a vaccine so you could protect yourself and your family the way people have protected themselves against the flu.

Unfortunately, no vaccine exists.

So I'd like to do the next best thing – arm you with the facts you need to protect yourself.

Stealth Attack

The first thing you need to know is that gum disease (what we dentists call periodontal disease) strikes without warning. In fact, in its early and even moderate stages, it usually has NO SYMPTOMS at all. So while the infection grows and starts causing irreversible permanent damage to the bones of your jaw, you can feel just fine.

Even after periodontal disease has damaged the underlying bones that hold your teeth in place, you still may be symptom free. Or you may notice small changes – things like some redness of your gums, a little swelling, maybe a bit of blood on your toothbrush – that are easy to disregard.

But disregarding those problems could mean bigger problems down the road.

Help From Experts

So what can you do to protect yourself? Get help from the experts – namely my staff and me. We're trained to recognize signs of gum disease LONG before symptoms develop. And we know how to treat periodontal problems fast – so they don't develop into a situation that threatens your teeth and your health.

If it's been a while since you visited the dentist or you're showing signs of gum disease, call our office at **(715) 318-8893** or schedule an appointment on our website, www.hebertdental.com.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893

20. You CAN Renew Worn Teeth

~Contact.FirstName~,

When you think about all the hard work we ask our teeth to do, it's no wonder the enamel can wear as time goes by.

For starters, there's all the biting and chewing we do – along with all the acid, enamel-eroding carbonated soft drinks and fruit drinks we like to consume.

Then there are the destructive activities we engage in like grinding our teeth and chewing on things like ice and pencils.

Various medical conditions like dry mouth, acid reflux disease (GERD), and bulimia can injure enamel, too, and so can drugs like aspirin and supplements like vitamin C that are high in acid.

Those factors pile up, so it's no surprise that by the time you're 50 or so, the enamel on your teeth may be so worn that the softer dentin underneath is exposed.

In fact, many people even develop what some dentists call "potholes" in their teeth.

What's worse, the thinning edges of these "potholes" then begin to develop chips and micro-fractures, setting the stage for a downward spiral that can lead to the need for expensive and time-consuming dental work like root canals and crowns, or even the loss of the tooth.

That's a shame – and totally unnecessary because there are simple and effective ways to repair worn enamel and prevent future problems, if the condition is caught promptly.

Stopping the Problem in its Tracks

That's where my team and I come in. We check closely every time you come in for a cleaning or exam. If we find signs that your tooth enamel is thinning, we can stop the problem in its tracks.

Basically, what we do is very gently reshape the affected area, then flow in an ultra high-tech composite resin that matches your enamel in both color and strength.

The process is simple, quick and comfortable. In the vast majority of cases, no anesthetic is needed and we can provide this reinforcement and protection for all your teeth that need it in just one visit.

Committed to your beautiful and healthy smile,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com

21. Avoiding the Dentist is a Risky and Costly Move

Hi ~Contact.FirstName~,

Would you drive your car for months with a leaky oil pan or horrible grinding noise coming from the engine? I would hope you would have that problem assessed before it creates any future damage, as a serious issue could put you without a vehicle entirely.

It's easy for us to use this reasoning in terms of vehicles and other inanimate objects, but some people have difficulty making that same connection for their oral health.

I see patients every day who have avoided the dentist for years and ignored obvious signs of tooth decay and serious gum disease.

We've already discussed symptoms of gum disease and how sneaky it can be, so let's review what you are risking when you put off treatments for gum disease.

What's At Risk

Poor oral hygiene and avoiding dental cleanings and checkups is a bad combination, because we know that gum disease is the leading cause of tooth loss.

In earlier emails, you learned that gum disease affects more than half of all Americans.

If gum disease goes untreated, it's possible that your gums will actually pull away from your teeth, causing your teeth to loosen or even fall out. This is extremely painful and dangerous. Of course, instead of just having gum sensitivity to worry about, now you have missing teeth.

Missing teeth not only ruin your smile, but they can create difficulty in chewing. Patients who lose all or many of their natural teeth often experience jaw bone deterioration. This

deterioration can then change the shape of your face and can only be corrected by dental implants procedures that cost thousands of dollars.

Cleanings and checkups are an affordable alternative to having dentures, dental implants, full-mouth restorations, or complicated and uncomfortable periodontal disease treatments.

If you have early signs of gum disease like swollen or bleeding gums or simply are due for a checkup, call our office at **(715) 318-8893** or schedule an appointment on our website, www.hebertdental.com.

To your health,

Dr. Sean Tarpenning
Hebert Dental
(715) 318-8893
www.hebertdental.com