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NEWSLETTER

NAME:

Fall 2012 - Page One

EMAIL SUBJECT

Newsletter from The Centre for Dentistry

LINE:

The Perfect Blend of ART, SCIENCE, and COMFORT

A personal message from Dr. Markus:

It takes a lot of energy to keep our practice growing, and maintaining the high level of care we have made the foundation of our practice since 1976. This newsletter is a labor of love, and I know in these busy times, who has time to read everything they get by email, but I need to ask you for a favor. May I?

It would be great if you would read this through, or at least the articles that seem interesting to you, and forward it on to a few friends who would appreciate some of the "literature" I have put together. I really appreciate it.

REASONS TO CELEBRATE

On August 2nd, Gail and I welcomed our second grandchild, Davi Lennon Markus into the world. Significant is the fact that I never had a girl cousin, a sister, or a daughter. This whole pink thing is great! Special thanks to those of you who sent a card, or a gift for the baby. Davi (pronounced like Davey) is thriving,

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and big brother Hayden has handled the transition from only child, to big brother with great maturity for a two year old! When you're in the office, be sure to ask to see my latest pictures of the grandkids. The caption for this BirthDay picture:

NO MORE PICTURES UNTIL SOMEONE GETS ME SOME MAKEUP





Michele, our hygienist also celebrated the birth of her second grandchild, Lainey, on September 11th. Laine weighed in at 6 lbs 15 in; and was 20 inches long. Best wishes to the family: Kristin, Ian, and Lil' Ian Tuch.

CAUSE CÉLEBRE ~~

In a poll of dentists by Philadelphia magazine, we have again been selected by our peers as the top cosmetic dentist in New Jersey. Of course we continue to be



recognized by SJ Magazine, Magazine, and Philly Style, but the Philadelphia magazine tribute is the strongest, because it's dentists rating other dentists. We thank our patients for the continued recognition in those three journals, and local dentists (many of whom are patients) for their continued accolades.

South Jersey



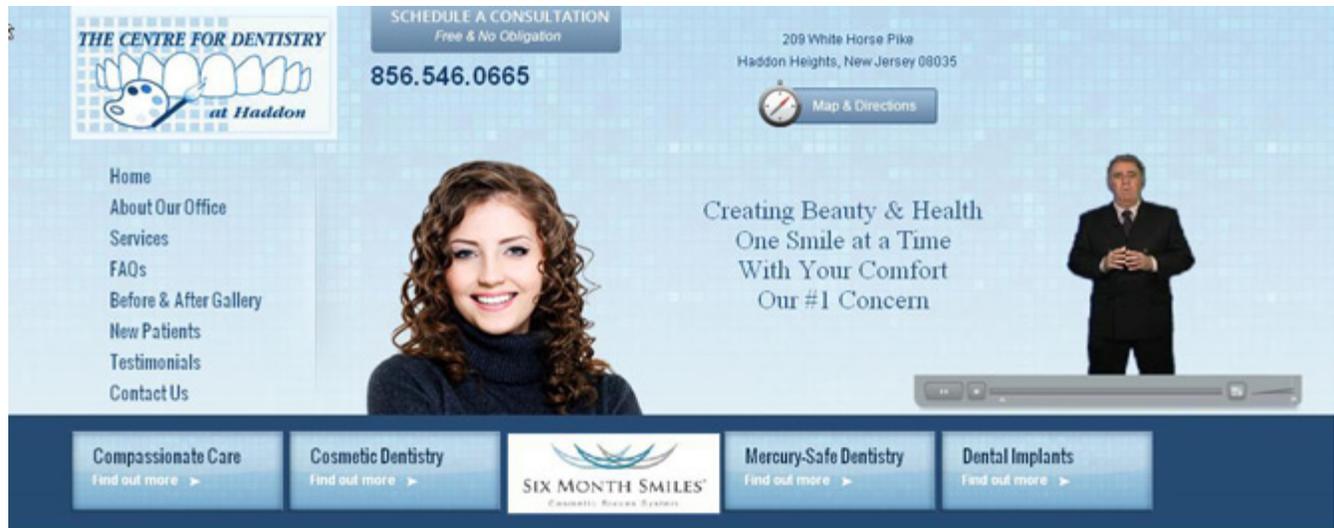
NEW YORK UNIVERSITY

As many of you are aware, for over 20 years I have been an active campaigner to ban the use of Mercury Fillings (what most dentists still call silver fillings). I have addressed the FDA three times on this issue (videos of which are available on our website). Our breakthroughs continue to occur. In recent months NYU dental school (where my father was a professor of endodontics) became the first dental school in the nation to tell their students that they'd better have a real good reason for placing a mercury filling. From August 1, 2012 forward, they expected all students and professors to place only composite fillings. Something we've been doing since the early 90's. Their reasons given were environmental and potential health consequences.

An organization which I support, Consumers for Dental Choice, has been fundamental in working with a global coalition to eliminate the use of amalgam fillings world wide. [Click here to learn more](#)

Dr. Mercola's website spent a week, in August, educating consumers about the hazards of mercury fillings. [Click here to view Mercola](#)

[Our Website has a Totally New Look](#)



Ideal Dentistry for South Jersey Families

"It is my responsibility, as your dentist, to do my utmost to enable you to keep your teeth throughout your life. With my highly-skilled staff in support, we seek to make your visits with us comfortable and easy."

~Stephen J. Markus, DMD

Above is the results of an eight-month labor of love I undertook to update the look of our website. While the old website is still available ([click here](#)) Smile South Jersey & Cent4Dent.com have a sleeker, more easily navigated look. Our site has also been redesigned for Android and iPhones.

Be sure to look for your picture, or your smile on the site. All photos on the site are pictures of our patients' smiles.

Another new feature, which should be completed by the time this newsletter goes out is a [Photographic Art Gallery](#) of some of my award-winning photographs. I have also invited many other excellent photographers, who are friends, to display their work. The whole gallery is set up like walking into an art gallery. Click on a picture, and it will enlarge on your screen. Let us know what you think about the new look.

Dental Economics Magazine continues to recognize our site as one of the most thorough and educational dental websites in the US. Google always ranks us on the first page of searches (which isn't easy to do). One excellent new link is to a description of how the slightest discrepancy in the way teeth come together can contribute to headaches. [View it here](#). My colleague, Curtis Westersund, who practices way up in Calgary put this excellent demonstration together. If you, or someone close to you suffers from headaches, please send this email to them, and tell them to look for the word **HEADACHES!**

No Smiling Allowed at the DMV!

If you're headed to the New Jersey Department of Motor Vehicles, you'd better not put on a happy face.

The Garden State's DMV has banned smiling during license photos so that their new facial-scanning software can identify drivers more easily.

But the ban, which took effect in January, has many drivers scowling, complaining that they're entitled to pose how they wish. Anyone want to organize a protest march?

Doesn't This Ring True! Especially after buying a new computer!



What a headache it is when you don't keep great control of your passwords. It's not a good idea to use the same password and ID for every account because if someone gets it, it can give access to everything important to you. A simple solution is to create a password protected document in your computer (I like Excel for this but you can use word as well) to record everything. I would recommend keeping a backup copy of it somewhere (another

computer or device). Don't you hate thinking you've done a good job doing this, only to be rejected by the servers of the company you're trying to log into?

We Hate to Nag, So We Hired Recall Solutions to do it For Us!

We have been working with Recall Solutions to help remind our patients who are overdue for their dental maintenance visits, and understand that interruptions in your day can be unwanted. However, we have found their services and excellent way to stay on your minds. We hate to nag people. I guess they don't feel the guilt!

It's so important that you maintain a healthy smile because [gum disease can spread so rapidly](#), not just in your mouth, but from your mouth to whomever you're kissing, or sharing a kitchen utensil (e.g. spoon, fork) with.

Because of the health consequences of gum disease (increased incidence of heart disease, heart attack, stroke, diabetes, and premature birth) we are ever diligent about treatment. We have, in recent years, added many modalities to our treatment of periodontal disease that many practices haven't even learned about yet, such as the use of [DNA testing](#) to determine antibiotic effectiveness, the diode laser to disinfect periodontal pockets, and the use of [ozonated water](#) to irrigate those pockets and kill off anything anaerobic (thrives in the absence of oxygen). If you have friends **whose gum disease has not responded** to conventional treatment, or who have **bad breath**, tell them to read the section of this newsletter with the words [GUM DISEASE](#) in it. Forward this newsletter! Help keep our practice thriving! Thanks for that!

More to follow in a few days! Included in the next newsletter is a lot of important information there just wasn't room for here, including my philosophy about Flu Shots, some great positive affirmations, how a toothbrush saved the Space Station, and more. Enjoy. If you've made it this far, please encourage me to continue doing this for you all! send an email to docmarkus@cent4dent.com

The Centre for Dentistry

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