



# GREAT NEWS... big smiles

Produced for the patients of Drs. Greg Shelhouse, Alex Clemente & Kelly Arnold

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## Dazzling New Smile!

When Keri Miller decided she wanted a whiter, brighter smile, she knew she wanted a premier dentist. Keri is a hygienist in the Dayton area and has been actively practicing dental hygiene since 1993. Keri has always been a bit self-conscious of her teeth, which had uneven wear, were misaligned and shorter than ideal. "Being a hygienist, people are always looking at my teeth. I knew I needed improvements...I just didn't know who I could trust to give me the best most natural results."

She began with research, asking other dentists in Dayton who they would recommend. One name and reputation kept repeating-Dr. Greg Shelhouse. "Not only was Dr. Shelhouse very professional and nice, he is truly a perfectionist and highly talented in visualizing the best process and the best results." "It is truly a compliment for my colleagues to hold me and my professional team in such high regard," says Dr. Greg. "Keri is an excellent patient and I am gratified I could help her achieve her cosmetic goals."

Keri had porcelain cosmetic veneers placed on her front teeth and the results are a healthy and dazzling smile. "I loved all the excellent care I

received and I am proud of my beautiful smile, which I confidently show to all of my patients, colleagues and friends."

Cosmetic veneers can make a dramatic difference in your smile and are a simple and comfortable procedure. "Most of my patients comment they have increased confidence and feel more youthful and attractive following their cosmetic improvements, states Dr. Greg. "The key is to make them look natural, which requires careful and meticulous preparation of the teeth and an excellent dental laboratory to produce a thin, beautifully shaped veneer."

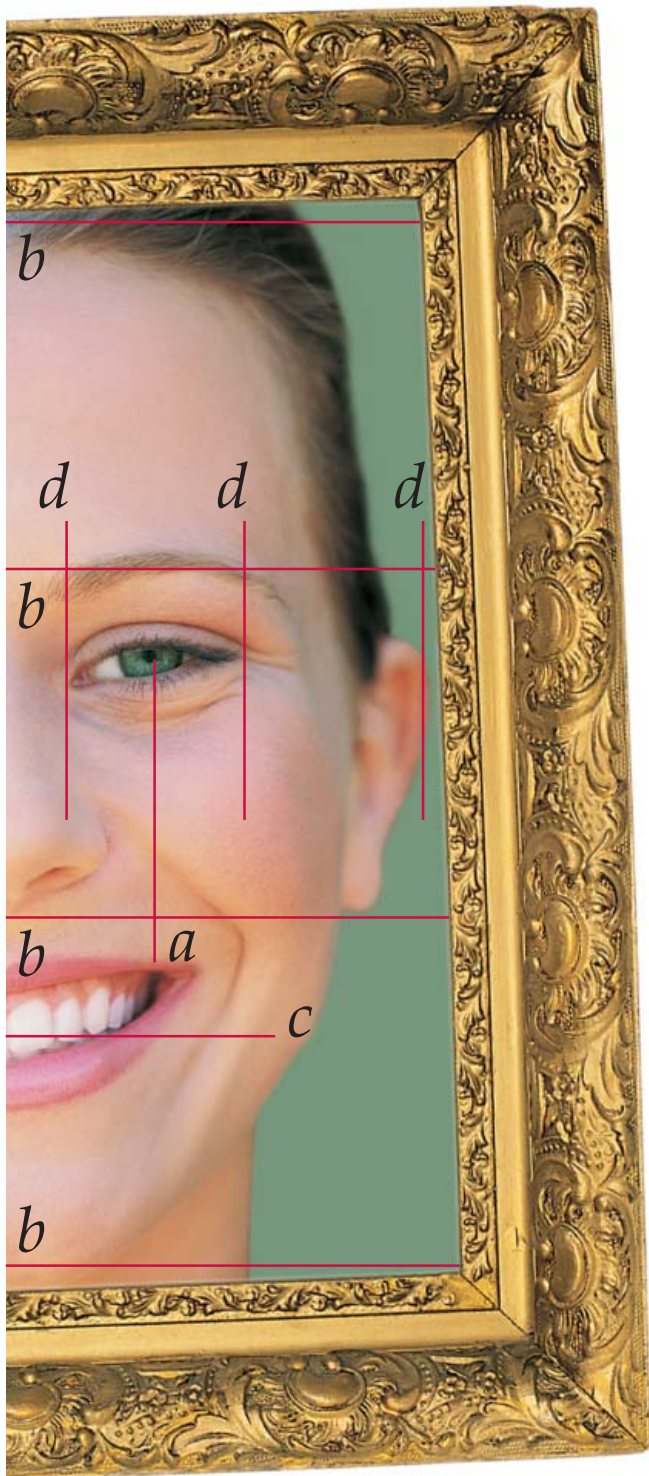
To learn more details about porcelain cosmetic veneers call our office anytime. We would love to discuss your desired improvements with you. Dr. Greg can personally meet with you to answer any of your questions and will digitally simulate your new smile



before you begin. "You and I, as well as my entire professional team will formulate a comfortable step-by step plan to ensure the best most effective and dazzling new smile for you." We are committed to you and your smile!



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# Work Of Art

When Leonardo da Vinci painted portraits, he used the principle of Divine Proportion, based on a mathematical formula originally applied to create eye-pleasing balance in Greek and Egyptian architecture.

Dentists use the same principle with non-surgical cosmetic makeovers to create beautiful and enduring smiles that harmonize with a person's age, lifestyle, ambition, and physical appearance. We do it by looking at your smile the way an artist does. Your smile and your face are our canvas. The proportions of the face affect the proportions of the smile - and your smile can illuminate your face. We consider the shape of teeth that will give your face the most pleasing dimensions.

Stained teeth can add age to our smiles, but a smile that is too white can look out of place on a person in the prime of life. Our teeth tend to get shorter with wear as we get older. Tooth lengthening is an effective solution. Laugh lines and wrinkles can sometimes be "erased" by using dental techniques to fill out these facial areas. And if you have a charming irregularity that's your personal signature, we can enhance your overall smile and retain your individuality. Your smile will look *totally* natural.

How do we turn artistic inspiration into reality?

**Whitening** is one of the simplest and most popular procedures for revitalizing a smile. Many studies show that most of us perceive a brighter smile to be more youthful and attractive. **Veneers** can be applied to widen your teeth, lengthen them, or add thickness to broaden your smile. Cosmetic procedures are well worth the investment to restore the proportions your face was meant to have. Talk to us about inspired enhancements for your smile.

## Is your face perfectly proportioned?

**a** Can a vertical line be drawn from a pupil to a corner of mouth?

**b** Does your face divide horizontally into thirds?

**c** Does the lower third of your face divide into thirds (nose to chin)?

**d** Does your face divide vertically into fifths (5x width of one eye)?

## Cosmetic Chronicles: Much To Be Thankful For!

The Japanese started it 4,000 years ago by staining their teeth. The Mayans filed and adorned their teeth with multicolored stones. Etruscan stragglers waited until 700 BC to develop bridgework using ivory, bone, and gold. But the real dawdlers were the Europeans who equated cosmetic dentistry with tooth replacement.

Almost 2,000 years after the Etruscans, Queen Elizabeth I chose cloth to fill the gaps in her smile. That single decision may have earned her the right to greatness because the cosmetic appliances of her time were spring-loaded and could jump right out of the wearer's mouth.

It took only another couple of

hundred years to invent the porcelain tooth. After that? Gangbusters! Actors in the 1930s wore Hollywood Splints - plastic slip-on teeth that provided the illusion of perfection. And since then, modern cosmetic dentistry has been advancing at warp speed, changing the faces and lives of millions of people ... like you!

# Ethical & Professional Care For Your Smile

Critics of today's celebrity culture often make the mistake of equating beauty with superficiality. By association, many people worry that their concerns about their appearance are trivial. By extension, they worry needlessly that cosmetic dentistry is merely a luxury.

Functional oral health and ideal appearance have always been the goal of dentistry. Many modern dental techniques like porcelain veneers and teeth whitening can dramatically boost your appearance. In addition, a cosmetically corrected smile can improve function. Crowns can enrich appearance and strengthen teeth, preventing tooth loss. Orthodontics can enhance appearance and improve bite. That's very conservative dentistry. That's modern health care. That's also cosmetic dentistry.

## Up Close



Have you ever noticed how scrunching your face up close to the mirror each morning magnifies every flaw in your smile? From that perspective, it's easy to amplify the extent of your imperfections and assume that only years of dental work will conceal the damage. But the truth is that most of our teeth acquire stains, chips, breaks, and cracks. Some of us have always been dissatisfied with the shape of our teeth, or some permanent discoloration, or even unattractive fillings. And to regain your perspective – those flaws can be fixed in as few as only two visits!

Cosmetic veneers are among the most natural-looking smile boosters, and offer the greatest repertoire of applications to enhance your smile. Veneers are very thin but strong shells that are permanently bonded to your

## & Personal



teeth. They are usually made of porcelain, a very durable material that can actually strengthen your teeth. The porcelain reflects light from within, like your own enamel. They are natural looking and are highly resistant to permanent discoloration from drinking coffee or tea, red wine, or from tobacco smoking. The end result gives your smile a healthy, natural look!

Clinical tests show that with proper maintenance and diligent home cleaning, your new smile will stay bright for years. But veneers do require some special cautions: nail biting, opening bobby pins, or excessive teeth grinding can all gradually loosen their bond to your teeth.

Call our office today because veneers can make an extraordinary difference! Even right up close.



# Razzle

# Dazzle

**Let's be honest: even the healthy, young, and attractive want to look MORE healthy, young, and attractive.**

The problem for many of us is how to get there from here! Well, according to a study by Procter and Gamble, it may be as simple as flashing a healthy, dazzling smile. The study asked people to rate two photos of the same subject. Respondents were not informed that a slightly whiter tooth color had been added digitally to the teeth in one of the photos. Each participant looked at twenty pairs of images. The results? An overwhelming majority – 90% – thought the enhanced photos showed healthier, more attractive people than the photos of the same people with duller, less white teeth, regardless of age, gender, or ethnic background. The whiteness of your teeth *does* affect how other people see you. And there's an added benefit: 92% of people agree that white, healthy-looking teeth help them feel better about themselves. If you want a razzle-dazzle smile, come in and ask us about your options.

# At Your Service ...

Imagine yourself walking into the Ritz-Carlton Hotel in New York City. Once inside you are immediately greeted by your personal concierge service. Their goal is to make your visit to their hotel a world-class experience. Have you ever thought of your visit to the dentist in the same way?

It is our pleasure to introduce your dental concierge team of assistants: **Monica, Kathy, Heidi and Shannon** are here to make your visit to our office a world-class event.

This team has passion and the love to care for people. We enjoy creating long-term relationships with our patients. The bond that is developed between the patient and assistant allows us to reduce your anxiety level while making the visit efficient and comfortable.

The relationship involving the dentist and assistant is like a

symphony. The dentist is the conductor and the assistant follows the doctor's lead to anticipate the next series of events. This anticipation and teamwork is key to a flawless appointment.

With the dentist having four hands available, your appointment has few disruptions. The second set of hands belongs to the expanded duties assistant. Our assistants have successfully completed a rigorous and competitive, twelve-month program at Sinclair Community College on advanced dental assisting skills. Having passed a state board exam, Monica and Kathy are here to serve your restorative needs.

Not only do we want to take care of your oral health, but your physical well-being as well. This is accomplished by creating a spa like atmosphere that appeals to all of your senses: peaceful music, an open, airy environment, and a relaxing hand and/or neck massage when your experience is complete. When you leave our office, we want you to feel refreshed and energized! During your next visit, don't



think of it as an appointment with the dentist, but time spent with your dental concierge at the spa. After all, *your experience is our priority!*

## OFFICE INFORMATION

**Dayton Dental Collaborative**  
R. Gregory Shelhouse, DDS  
Alex Clemente, DDS  
Kelly Arnold, DMD  
5685 Far Hills Avenue  
Dayton, OH 45429-2226

### Office Hours

Mon-Thu 7:30 am – 4:00 pm  
Friday 7:30 am – 12:00 pm

### Contact Information

Office (937) 435-5163  
Fax (937) 291-9353

### Team Leaders

Tonya ..... Patient Services  
Tammy ..... Account Services  
Kevin ..... Hygiene Services  
Jennifer ..... Hygiene Services  
Monica ..... Clinical Services

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



## Did You Know?

Many people, including dentists, share confusion over the use of the DDS and DMD degrees. Although dental school training is very similar across the US, some dental schools grant a DDS degree while others prefer to award the DMD degree instead.

Originally there was only the DDS degree which stands for Doctor of Dental Surgery. This all changed in 1867 when Harvard University added a dental school. Harvard University only grants degrees in Latin. Harvard did not adopt the DDS or Doctor of Dental Surgery degree because the Latin translation was Chirurgae Dentium Doctoris or CDD. The people at Harvard thought that CDD was cumbersome. A Latin scholar was consulted. The scholar suggested the ancient *Medicinae Doctor* be prefixed with *Dentariae*. This is how the DMD or *Dentariae Medicinae Doctor* degree was started. (Congratulations! Now

you probably know more Latin than most dentists!)

At the turn of the century, there were 57 dental schools in the US but only Harvard and Oregon awarded the DMD. In 1989, 23 of the 66 North American dental schools awarded the DMD. About half of the Canadian dental schools now award the DMD degree.

The American Dental Association (ADA) is aware of the public confusion surrounding these degrees. The ADA had tried on several occasions to reduce this confusion. Some suggested proposals were to eliminate one degree or the other or eliminate both degrees and invent a brand new degree that every dental school will agree to use.

Unfortunately, this confusion may be with us for a long time. When emotional factors like *school pride* or *tradition* arise, it is difficult to find a compromise.