



Excellent Dentistry. Comprehensive Care. Exceptional Experience.

JULY 2013

## ASHLY COTHERN DDS

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# ASHLY COTHERN DDS



Celebrating  
**10** Years

### 10 Year Anniversary!

We are celebrating our tenth year in practice. Dr Cothern wants to share the excitement with you, so visit our Facebook page for a chance to win one of our monthly giveaways! We are thankful to have been given the opportunity to serve our patients for a decade.



CHECK OUT OUR NEW WEBSITE!

[www.drcothern.com](http://www.drcothern.com)

We are up and running!  
Patsy can now be reached at  
[patsy@drcothern.com](mailto:patsy@drcothern.com).



**LIKE US ON FACEBOOK**  
**FACEBOOK.COM/ASHLYCOTHERNDDS**  
to see updated office information and to be entered into a monthly drawing to receive free products!



## Dear Friends,

Well, here we are already into the second half of 2013. I hope that you all are enjoying the hustle and bustle of a new season. In the midst of the busyness of life don't forget to improve your chances for optimal health through nutritious food choices, exercise and caring for your "pearly whites". Remember the tremendous

value in brushing twice daily with an electric toothbrush and flossing once per day.

Our office is committed to educating and informing you about the latest, in dental technology, materials and research. We are constantly looking for ways to better serve you and therefore allowing you to have a healthier, happier smile.

Did you know that Invisalign, the clear braces, alternative, has changed their aligner material? This is the biggest change that Invisalign has ever made. It is wonderful because it applies constant pressure without becoming stretched out. The material has memory - now that is exciting stuff. If you have thought about straightening your smile - think no more! Call Patsy today to ask about our Invisalign specials!

Ashly



## Run the Highlands

Dr Cothern and her team (and even their spouses) came out to cheer on the walkers and runners at the 9th Annual Run the Highlands. This event is organized by the Lake Highlands Junior Women's League. This year's proceeds will be used to place beautiful, child-friendly play art in the Lake Highlands Town Center. We are grateful to be a part of such a great community!

## DENTAL RADIOGRAPHS

**DENTAL RADIOGRAPHS** (often called x-rays) are an important part of your dental care.

### BENEFITS OF DENTAL RADIOGRAPHS

A dental radiograph gives your dentist a picture of your hard tissues (teeth and bones) and the soft tissues that surround your teeth and jawbones. For example, dental radiographs may help your dentist see

- caries (tooth decay) that develops between the teeth or under restorations (fillings);
- diseases in the bone;
- periodontal (gum) disease;
- infections that develop under your gums;
- some types of tumors.

### SAFETY OF DENTAL RADIOGRAPHS

The amount of radiation used to obtain dental radiographs is very small. For example, bitewing radiographs - two to four images of the back teeth - expose a patient to about 0.005 millisieverts (mSv) of radiation (a millisievert is a unit of measure). By comparison, because radiation is part of our environment, people in the United States are exposed, on average, to 3.2 mSv every year from background sources of radiation.

Dentists follow the ALARA principle, which stands for "As Low As Reasonably Achievable," when obtaining radiographs. This radiation safety principle limits your exposure by incorporating the following techniques:

- use of the fastest image receptor (that is, the fastest film speed or digital speed);
- reduction in the size of the x-ray beam to the size of the image receptor whenever possible;
- use of proper exposure and processing techniques;
- use of leaded aprons.

Because of the low radiation dose associated with dental radiographs, people who have received radiation treatment for head and neck cancer can undergo dental radiography safely. In fact, head and neck radiation treatment can increase the risk of developing tooth decay, making the radiographs all the more important for these patients.

JADA 142(9) <http://jada.ada.org> September 2011

Have you given us your current email address yet?

**Our office is now sending appointment reminders via email and text messages.**

Please let us know your preference of receiving these reminders for your upcoming appointments.

Confirming your appointments can be made directly from your smart phone with either option. With the email option, you can also click a button that automatically adds the appointment to your mobile calendar!

Don't worry, if you give us your email address we will only send you emails related to our office and your treatment. We won't distribute your email address to anyone and you won't get any junk mail from us. You may also unsubscribe anytime if you like.

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## The Daily Floss Tips from your Hygienist

### PROPER FLOSSING

Flossing is an essential part of the tooth-cleaning process because it removes plaque from between teeth and at the gumline, where periodontal disease often begins.

If you find using floss awkward or difficult, ask your dental hygienist about the variety of dental floss holders or interdental cleaning devices that are available.

1. Wind 18" of floss around middle fingers of each hand. Pinch floss between thumbs and index fingers, leaving a 1" - 2" length in between. Use thumbs to direct floss between upper teeth.
2. Keep a 1" - 2" length of floss taut between fingers. Use index fingers to guide floss between contacts of the lower teeth.
3. Gently guide floss between the teeth by using a zig-zag motion. Gently wrap floss around the side of the tooth.
4. Slide floss up and down against the tooth surface and under the gumline. Floss each tooth thoroughly with a clean section of floss.

- Illustrations adapted by and used courtesy of the John O. Butler Company -



## No More Goopy Stuff!



The days of having the ooey-goopy dental impressions taken are gone! Now you can have beautiful dental work, such as crowns and veneers, without having to take any impressions at all! Dr Cothern is one of the few dentists in the area who utilizes the iTero Intra-Oral Scanner. iTero technology allows Dr Cothern to take digital three-dimensional scans of your teeth that can be used in crafting custom porcelain restorations. The procedure is fast, comfortable and extremely accurate. Ultimately the iTero leads to superior results for your mouth. Call Patsy today to see how iTero technology can benefit you.