

THE DENTINAL

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OFFICE HOURS:

Monday: By appt. only

Tuesday: 8:00 a.m.-5:00 p.m.

Wednesday: 8:00 a.m.-5:00 p.m.

Thursday: 8:00 a.m.-5:00 p.m.

Friday: 8:00 a.m.-5:00 p.m.

Closed 1:00 to 2:00 p.m. for Lunch

OUT OF THE DOCTOR'S MOUTH

Welcome from the Dentist

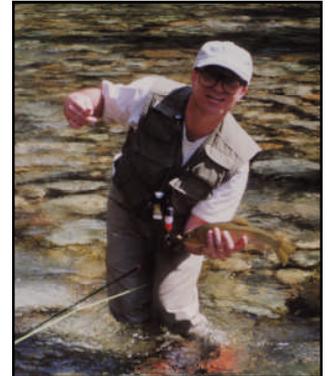
I am proud to continue Dr. David's tradition of providing all phases of family dental care in a caring and compassionate environment. My staff and I want to thank all of the patients who have continued with the practice. I have enjoyed meeting you and providing your dental care. We also send a hearty thank you to our patients who are referring their friends to our practice. We know that you have many choices for your dental care and we sincerely appreciate your confidence.

We are continuing Dr. David's "facelift" of the office, including hardwood floors and new countertops. We want to make the office home-like to make our patients feel as comfortable as possible. By mid-August we will have new cushy and comfortable state-of-the-art patient chairs and lighting. My father and I have painted the office "Provence Cream" (the color chosen by the staff and patients). Thanks to my wife Pam, we have window coverings, beautiful artwork and col-

orful flower gardens in each operatory and the front entry. We look forward to continuing improvements in the coming months.

As is common when a doctor retires, we have experienced some staff changes. Cathy McClure, who has assisted Dr. David for four years, remains with the practice making our patients smile with her special touch. Candy Oman, hygienist, decided to leave upon Dr. David's retirement prior to my assuming the practice. We have been conducting working interviews with temporary hygienists to ensure that we select an excellent hygienist that fits well with the practice and our patients. We are happy to announce that we have narrowed it down to a few prospects and we anticipate having a new hygienist in place by Fall.

Billy Palmer, front office, graciously stayed with the practice for a month to help with the transition and bring her replacement up to speed before retiring to spend more



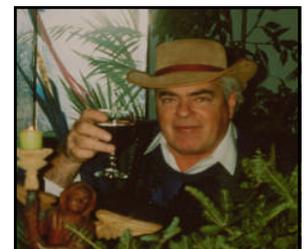
time with her family, olive ranch and painting projects. We know that you will like her replacement, Emily. Emily is always available to help you with scheduling an appointment, treatment planning and financing options.

For those of you who have not been in the office for awhile, drop by to say hi and see how we have continued with Dr. David's improvement of the office. To find out more about us, continue reading or browse our web site: www.CostanzaSantaRosaDentist.com.

LET'S BE FRANK

Don't we wish! In three short months of retirement, Dr. Francis David has participated in golf tournaments in Reno and Tahoe (he refuses to tell us how he placed), attended a Puppy Party (no kidding!) and proudly graduated two grandchildren, one of which will be attending Cal Poly San Luis Obispo and the other Davis. If that is not enough (start to drool men), he and a buddy took

a tour of baseball parks across America, including Yankee, Shea, Philadelphia and Baltimore Stadiums. To top it off, he was on hand to witness Dennis Eckersley, among others, inducted into the Cooperstown Baseball Hall of Fame! And you thought retirement was all about relaxing! Dr. David is practicing some Mondays through Fall to finish a few cases in progress.



Congratulations to Dr. David on his well-deserved retirement after 40 years of practicing dentistry. We all wish him well!

MEET OUR TEAM

We are proud of our team and want you to know a little about each of us.

Victor J. Costanza, DDS.

Dr. Costanza (Dr. "C" to staff) is a graduate of the University of Southern California School of Dentistry and a Northern California native. He is from a large Italian family and feels that a comfortable family environment and sensitive chairside manner are essential to a successful office visit.

Dr. Costanza has been practicing dentistry for 13 years and performs root canal therapy, oral surgery and aesthetic dentistry as part of his general practice. Dr. Costanza is passionate about flyfishing, a skill learned while becoming an Eagle Scout. He has been married for 12 years to his sweetheart Pam, who assists with bookkeeping and payroll.

Cathy McClure, RDA.

Cathy, a registered dental assistant and licensed x-ray technician, has been assisting dentists chairside for over 24 years and has been with the practice for four years. In addition to assisting chairside, Cathy is adept at preparing temporary crowns, mouth



YOUR STAFF
IN THE
HYGIENE
GARDEN OP:

CATHY MCLURE

EMILY SALAZAR

DR. COSTANZA

PAM COSTANZA

guards, bleach trays for teeth whitening and the Tension Suppression System (NTI-tss) to alleviate headaches and jaw pain. Always quick with a smile, Cathy is a real people person and a pro at putting our patients at ease (skills acquired while growing up as one of four sisters!). Cathy has a teenage daughter, Melissa, attending Santa Rosa High School.

Emily Salazar, Front Office. The sweet and capable voice you hear when you call our office is Emily, who assists patients with scheduling and financial arrangements, and

serves as the indispensable "Girl Friday" of our office. Emily is particularly skilled at her position having worked in the past as a registered dental assistant. Please feel free to contact Emily with any assistance you may need from scheduling an appointment and treatment planning to making financial arrangements. Emily, a Santa Rosa native, is married to Patrick, and has two children, Michael age 9, and Abbey age 6, attending Proctor Terrace Elementary School.

*"Our Goal
is to
Make You Smile
and be
Proud of that Smile!"*

OUR NEW REFERRAL PROGRAM

Refer a Friend to our Practice and WIN!

If you refer a friend to our practice and the friend makes an appointment and gives your name, the friend will receive a coupon for free whitening with a paid exam, x-rays and cleaning and your name will be placed in a drawing to win a dinner for two at the new Monti's Rotisserie in Montgomery Village (a \$100.00 value)! The next nine names drawn will receive \$10.00 gift certificates to Wolf Coffee Co. Get out there and win! For each successful referral your name will be placed in the drawing. The more friends you refer, the better your chances! Thanks for your help and Good Luck! (Drawing to be held October 31, 2004. Winning participants will be notified by phone.)



Patient "Card Board"

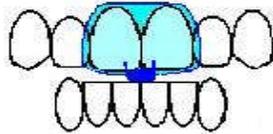
We are strong believers that referrals work both ways. We encourage our patients to pin their cards to the corkboard in our front office. We are interested in what you do for a living and want you to share your skills with all of our patients

WE MAY BE ABLE TO HELP YOU WITH YOUR HEADACHES

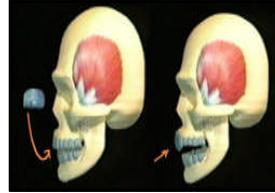
Do you wake up with a headache, jaw tenderness or suffer tension headaches or migraines? Several scientific studies reveal that excessive teeth grinding and clenching of your teeth and jaw muscles, usually unconsciously in your sleep, can cause migraines, tension-type headaches and TMJ, a common and painful jaw disorder that can be caused by clenching the jaws tightly in an off-centered way while sleeping.

A small, removable and nearly invisible dental device placed between the upper and lower front teeth while sleeping has been shown to reduce or alleviate such headaches and jaw pain. The device, the Tension Suppression System (NTI-tss), is custom fitted, made in one

short dental visit and a FDA-approved dental appliance for preventing migraine headaches.



The NTI-tss works by preventing the tooth surfaces from ever coming into intense contact, thereby eliminating high-intensity clenching and the muscular irritation that leads to migraines, tension headaches and TMJ. For example, if you clench your jaw muscles you can feel the intense pressure on your teeth. Place your fingers to the sides of your face just below the ear while clenching the jaw muscles and you can feel the pow-



erful temporal jaw muscles bulging under your fingertips. Now place a wooden pencil between your upper and lower front teeth and bite down. You will see that your upper and lower teeth cannot contact and feel that the muscles under your scalp contract only slightly.

For more information on this device, talk to Dr. Costanza or Cathy at your next visit, call our office or visit the NTI-tss Web site at www.NTI-tss.com.

Migraines?

Headaches?

Sore Jaw?

Ask our office about the NTI-tss System!

PATIENTS IN THE NEWS

Jacob Veeder, Marine, Promoted to Corporal

Our congratulations to Jacob Veeder who was recently promoted to Corporal. Corporal Veeder is stationed in Fallujah, Iraq, serving his second tour of duty. Corporal Veeder will be coming home in October and we all offer our prayers to him and his family for his safe return.

Tigers Have Something to Growl About!

Congratulations to Nicole Odetto of Windsor High School. Nicole is part of the Northbay Tigers, a team of eleven 14-year-old girls from Sonoma-area high schools, including Montgomery, Piner and Maria Carrillo, competing in Amateur Athletic Union (AAU) basketball tournaments this Summer. The Northbay Tigers placed in the top four in the State of California and as one of the top 100 teams in the United States, which qualified them to proceed to the Division I AAU National Championship in Monroe, Louisiana in July. The Northbay Tigers placed in the top 50 at the tournament, with a 5-2 record. Go Tigers! In addition, all of the girls have a GPA of at least 3.5!

Local Player Gardner Makes a Pitch for the Reds!

As reported recently in the Press Democrat, Richie Gardner of Santa Rosa JC, and Maria Carrillo High School has become one of the Cincinnati Reds top prospects and a good bet to join the Red's starting rotation in the near future. Gardner was a sixth-round pick by the Reds in 2003 and promoted from Class A Potomac to Double-A Chattanooga. While pitching for Potomac, Gardner had eight wins, three losses and a 2.50 ERA. Gardner is also covered in the latest issue of Baseball America. Good Luck Richie!

BE A PART OF OUR NEWSLETTER!

We love hearing about and reporting our patients' success. Let us know if you have an accomplishment to share. Also, in future Newsletters we will have a "Community Events" section to promote non-profit events, such as school fundraisers, in the greater Santa Rosa area. Call us with your news!

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TONGUE IN CHEEK

Bring this completed Dental Word Teaser to your next appointment and receive a \$5.00 gift certificate to Blockbuster or Wolf Coffee Co.! Good Luck!

Unscramble these four jumbled words one letter to each square to form common words.

W N T I

□ □ □ □

T R O H E M

□ □ □ □ □ □

N E D I

□ □ □ □

H O T U G

□ □ □ □ □

Now arrange the letters in the pink boxes to form the surprise answer as suggested by the cartoon to the right.

THE PATIENT TRIED TO CHEER THE DENTIST BECAUSE HE WAS. . .



“ □ □ □ □ □ □ □ □ □ □ □ □ □ □ ”

Answer in the Winter/Spring Newsletter.

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ADDRESS CORRECTION REQUESTED

