

THE DENTINAL

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OFFICE HOURS:

Monday:	Closed
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

I want to wish everyone a Happy Holiday. It has been a year of many changes for everyone; a new Doctor, a new practice, some new staff members and new friends. I want to thank everyone for all your help, patience, cooperation and understanding during this time of change. I hope the New Year brings health and happiness to all. I look forward to seeing all of you in the coming year and getting to know you better.

After a thorough search and much input from our patients, we have assembled a first-rate hygiene team. Marykay Chapman comes to us with 20 years of experience as a Registered Dental Hygienist, 15 of those spent in Hawaii. She has a B.S. in Dental Hygiene from Northern Arizona University and her passions are traveling and horses. Marykay is scheduled Wednesdays and Thursdays. On Tuesdays we are fortunate to have Holly Parish willing to commute from the Napa Valley. Holly has been a RDH for almost two years, and in addition to her skill as a hygienist,



Emily Salazar, Front Office, Cathy McClure, RDA, Pam Costanza, Dr. Costanza, Nicole Wheeler, Dental Asissitant and Marykay Chapman, RDH

contributes as the joker of the staff. To round out the team, Anita Graydon, who lives part time in Hawaii, has 16 years of experience as a RDH and is available to fill in for us in a pinch. Many of you have met one or more of this hygiene team and we have had an overwhelming positive response on all three. Thank you for your patience during our selection process and for your valued input.

We have brought Nicole Wheeler on board to help Cathy and learn dental assisting from a pro. Nicole is in her first year at Santa Rosa JC with a focus on nutrition

and is taking courses at night to obtain her x-ray license. It is her goal to become a Registered Dental Assistant.

You may have noticed the many positive changes in the appearance of the office. Most notably we have installed two new patient chairs. The chairs are state of the art and will allow us to provide your dental care more efficiently as well as provide for your added comfort. The office is a work in progress, and yes Michael S., my personal office does look dingy and I promise to spruce it up before your next visit.

SONICARE ELITE TOOTHBRUSHES

I am pleased to announce that we now carry the Sonicare Elite toothbrush for purchase at a lower cost than retail outlets and with a 30-day money-back guarantee from Sonicare (including shipping costs). Our staff and families use this brush and it is recommended by 98% of dental professionals sur-

veyed. It is my goal to have all of our patients discover the benefits of this more gentle and superior brushing technology, which removes significantly more plaque than a manual toothbrush and helps shrink periodontal pockets and reduce gingivitis.

The Sonicare would make a caring gift and is just



the right size for a stocking stuffer!

THANK YOU

Starting a new business in a new town could not have been done without the continued support of special people in our lives. I want to thank Trish, Steve and Lori at Outsource Resource, Inc., Liz and Shar at Graham Placement Agency and Lori at SOS for working so diligently to provide us with top-notch hygienists and good advice. Thank you to all of the temporary hygienists who have cared for our patients as though they were their own. Thank you Dave Judy of HPSC, Inc. for working so hard to get us our practice, LeeAnne Blazer of Silverado Dental Care in Napa for her expert advice on a moment's notice, and the great people at Redwood Empire Dental Society and Westamerica Bank for welcoming us like family to Santa Rosa.

A special thank you to our parents, families and friends for providing so much encouragement and support and for all of the time they have dedicated to helping us become a success. We love you all so much. A special thank you to Charlie and Karen Rose and Pete and Marta Peterson for always being there for us and providing sage advice and a much-needed sounding board.

Finally, thank you to our wonderful staff and patients who have hung in there with us through the transition. We are excited about the coming year and all of the new friends we will make.



OUR 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 **Ca Bianca** in the Old Marshall House, a Santa Rosa Landmark on Second Street (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 in April, 2005. Winners will be notified in writing).



Congratulations to the Winners of Our First Referral Program Drawing!

It was no surprise that **Mark Busalacchi**, with several referrals of patients to our practice, was the first name selected in our drawing, winning a \$100.00 dinner for two at **Monti's Rotisserie**. Mark is the Loan officer at WestAmerica Bank on First Street and getting married on January 15. Our congratulations and best wishes to you and your bride to be, Mark.

The next nine names drawn won \$10.00 Wolf Coffee Co. gift certificates. A heartfelt thank you to:

- | | |
|----------------|---------------|
| Vilai Singkeo | Natalie Tyler |
| Barbara Lamb | Korey Jones |
| Charlotte Gale | Dave Townsend |
| Ryan Lester | John Warner |
| Debbie Hart | |

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.

CAPTEK: ESTHETICS WITHOUT COMPROMISE

Are you happy with your crown but would like to eliminate the grayness which can occur at the gumline? Then the Captek crown is for you. As depicted in the pictures to the right, during fabrication of traditional crowns, the resulting oxidation creates a graying effect on the metal substructure which causes the grayness sometimes seen at the gumline. This graying does not occur with Captek technology.

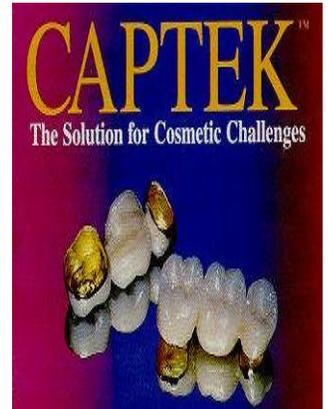
Captek's patented advanced gold material provides a crown that looks natural at the gumline, has more realistic tooth color and provides light-dispersing effects designed to mimic natural tooth structure and color. More important than esthetics, Captek's advanced gold material reduces the accumulation of harmful bacteria at the gum-

line by 90% compared to natural tooth structure, and Captek crowns and bridges are proven to be exceptionally strong and durable — a strength derived from the patented reinforcing internal structure of Captek.

Captek crowns do not cost any more than traditional porcelain-fused-to-metal crowns, and we are fortunate to have a Santa Rosa laboratory skilled in the

fabrication of Captek crowns. Additionally, there are no special chairside or cementation techniques required and a Captek crown does not take any longer than a traditional crown to deliver.

To find out more about this revolutionary technology, you can pick up a brochure at our office, give us a call or visit the Captek website at captek.com.



WHAT'S UP DOC?

Some Holiday Cheer from Patient Ken Van Cleave!

A man goes to his dentist because he feels something is wrong with his mouth. The dentist examines him and says: "That new upper plate I put in for you six months ago is completely corroded. What have you been eating?"

The man replies: "All I can think of is that about four months ago my wife made some asparagus and put some stuff on it that was delicious — hollandaise sauce. I loved it so much that I now put it on everything — meat, fish, vegetables, you name it."

"That is probably the problem", says the dentist. "Hollandaise sauce is made with lots of lemon juice which is highly corrosive. It's eaten away your upper plate. I'll make you a new plate, and this time I'll use chrome."

"Why chrome?" asks the patient.

The dentist replies: "It's simple. Everyone knows there's no plate like chrome for the hollandaise!"

Wedding Engagement Congratulations!

Patient Lesley Cohron and Van Alkire

Patients Zaidita Fernandez and Ryan Lester

Montgomery High Graduate Beautiful and Talented

Patient Drew Stegner, a 2001 graduate of Montgomery High School, has been on the road with her singing talent, including competing in the Miss America Beauty Pageant by being selected as one of the top 10 contestants in the Miss Sonoma County portion of the competition. She was also selected as a contestant for the television talent show "American Idol". Ms. Stegner's voice has been in demand this Holiday Season as the feature at events in Santa Rosa, Sebastopol and Healdsburg Squares. She is currently working on a demo album and will continue to perform at events around the County.

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WE ARE ON THE WEB !
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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 Wolf Coffee Co.! Good Luck!

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

Use the letters in the red boxes to solve the puzzle.

M R I T

E R W T H A

F E L

T O E E P R T

N W O S

N Y M H

*What did the child want from
Santa for Christmas?*



“ ”

Answer in the next newsletter

Answer to last puzzle: “Down in the Mouth”

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ADDRESS CORRECTION REQUESTED

