



# Filling You In

*with Drs. Czekala, Schinnerer & Associates*

Produced to improve your dental health and awareness

Winter 2011

from the dentists

## Season's Greetings!!!

It is that time of the year when we gather with family and friends and give thanks for all that we have to be grateful for. We have been busy here at the dental office getting ready for the upcoming holidays.

In this issue of "Filling You In", we have the opportunity to introduce you to a new team member who has joined our practice. It gives you a chance to get to know her prior to your next visit. In addition, we give you some updates on the happenings at the office, as well as some articles to increase your dental knowledge and IQ.

Don't forget to stop by the office for this year's holiday cookbook and those highly coveted desk calendars.

We would like to wish you and your loved ones a wonderful holiday season and a healthy and happy 2012. We are truly blessed to have you as patients in our practice!

*All the Best,  
Drs. Czekala, Schinnerer,  
Cannatella, Moonka  
and Team*



*One of the things that we are most proud of in our office is the dedication and commitment that our team members have.*

This year we are applauding 4 milestones. Hygienists *Cindy Harelson* and *Libby Campbell*, and office manager *Carol Campos*, are all celebrating their **40th anniversaries** as members of our practice. In addition, assistant *Michelle Summersett* is celebrating her **20th year** as a team member. All of these accomplishments are amazing!!! We are so honored to have them bestow their expertise and knowledge to our patients. Congratulations Ladies!!!



**We wanted to take this opportunity to introduce you to our new hygienist who has recently become a member of our practice.**

**Katie Thode** is a graduate of the *University of the Pacific* dental hygiene program. She is a long time family friend of our hygienist, Heidi Graham. Katie lives in Manteca with her firefighter boyfriend, Ryan. She is an avid snowmobile rider and proud owner of two German Shorthair Pointers, Zoe and Ziggy.

**CONGRATULATIONS!** Our last newsletter puzzle was quite a hit! Over 300 people submitted correct answers to our "find the state capital" puzzle. Congratulations to **Niki Blessum** for winning the \$100 Target® gift card. Get your artistic skills out for this issue. Everyone is encouraged to let their inner child out and participate in the enclosed coloring contest. Good luck!



*Thank you for all your referrals. We appreciate them!*



## Say Yes To You

### You'll smile more!

Though each of us inherits both good and not-so-good features from generations past, we are more than a patchwork of hand-me-down genes. We all have the power to learn to be happy with ourselves. Once that happens we can stop being self-conscious and enjoy being in the moment.

Positive self-esteem is more than just liking how you look. It's about feeling good emotionally, mentally, and physically. There is no question that your good oral health directly affects this perception.

We're very proud when we can contribute to your well-being. Sometimes it's by providing cosmetic treatments that work with what you've got to help you change what you can. Other times it's by providing quality care to achieve and maintain your healthiest smile. Make regular visits part of your self-esteem regime!

## 3 KISSES For You Keep it simple, savvy, easy & sassy!

According to *Cornell University* researchers, in addition to all your other daily choices, you make 200+ decisions a day - a minimum of 1,400 a week - just about what food and beverages to put in your mouth! And how about sorting through countless toothpastes, mouthrinses, and other oral care products on the market? We'd like to uncomplicate at least one part of your life. Here are three amazing smile sparklers. If you can't settle on only one, consider all three!

**Teeth whitening** picks up your smile power by removing even the most stubborn stains caused by tobacco, tea, coffee, wine ... or time.

**White fillings** made from long-lasting easy-care materials matched to your own enamel color will restore your smile to its original immaculate condition, so no one will guess you've ever had a cavity!

**Veneers** are thin individually sculpted concealers that are applied to the surface of your own enamel.

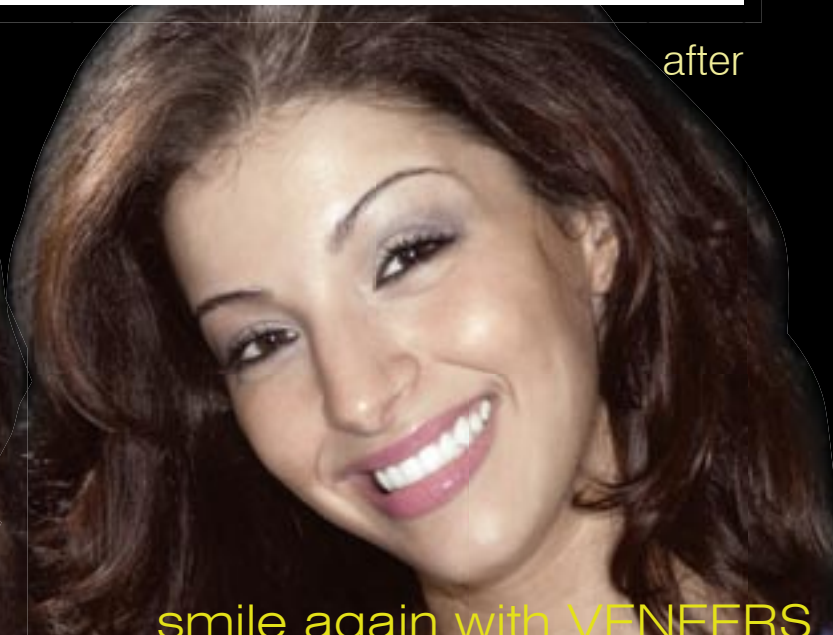
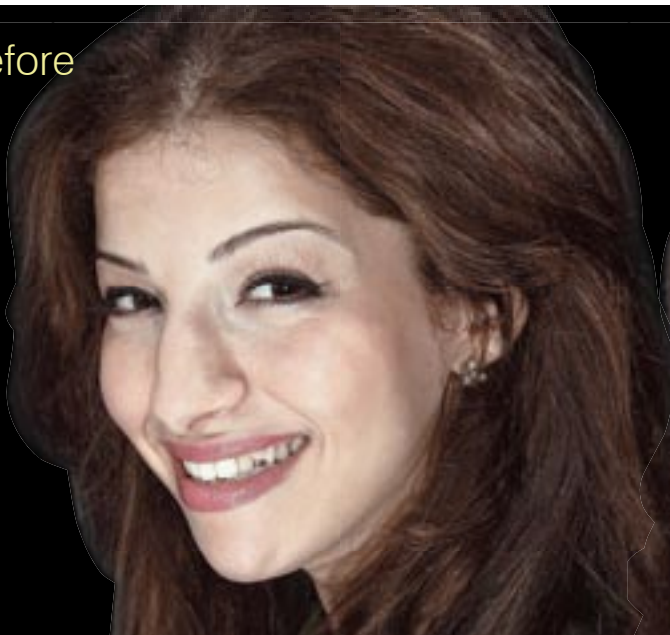
There's nothing superficial about the results though, thanks to sophisticated materials that are strong and require no special care. Veneers are an excellent choice to mask...

- chipped, cracked, or worn teeth
- unattractive gaps
- minor twists and overlaps
- even the darkest stains
- misshaped teeth.

Still can't decide? Keep it simple and give us a call. We'll work with you to help eliminate the guesswork!

before

after



smile again with VENEERS

# Your Smile. YOUR WAY.

## Planning the future of your smile

We follow the golden rule: we treat our patients the way we would like to be treated. It's important to us to provide you with real information, explain our recommendations, and give you time to absorb them. We understand that just as milestones like marriage, graduations, and retirement involve planning, ensuring your smile will last through your lifetime takes some forethought too. That's where we would like to help you.

For example, some restorative solutions are so beautiful that you may believe they are only cosmetic. Yet many metal-free restorations made of white composite, porcelain, cast glass, or resin that are matched to your enamel were actually created to save your smile, not just dress it up.

### Consider...

When your tooth is too damaged for a simple filling, *inlays* (which fill the cavity) or *onlays* (which also covers it) can be an excellent solution.

A *crown* can be used to cap your entire tooth to provide improved shape and strength. One or more can also be attached to a *bridge* when several teeth are missing.

A crown can also be placed on top of a permanently implanted artificial root made of biocompatible metal. These *dental implants* can also be used to anchor a bridge or a denture for greater stability.

Still have questions about your best smile-saving options? We will always be happy to answer them for you. Call us today!



Crowns

## Keep Up The Pace!

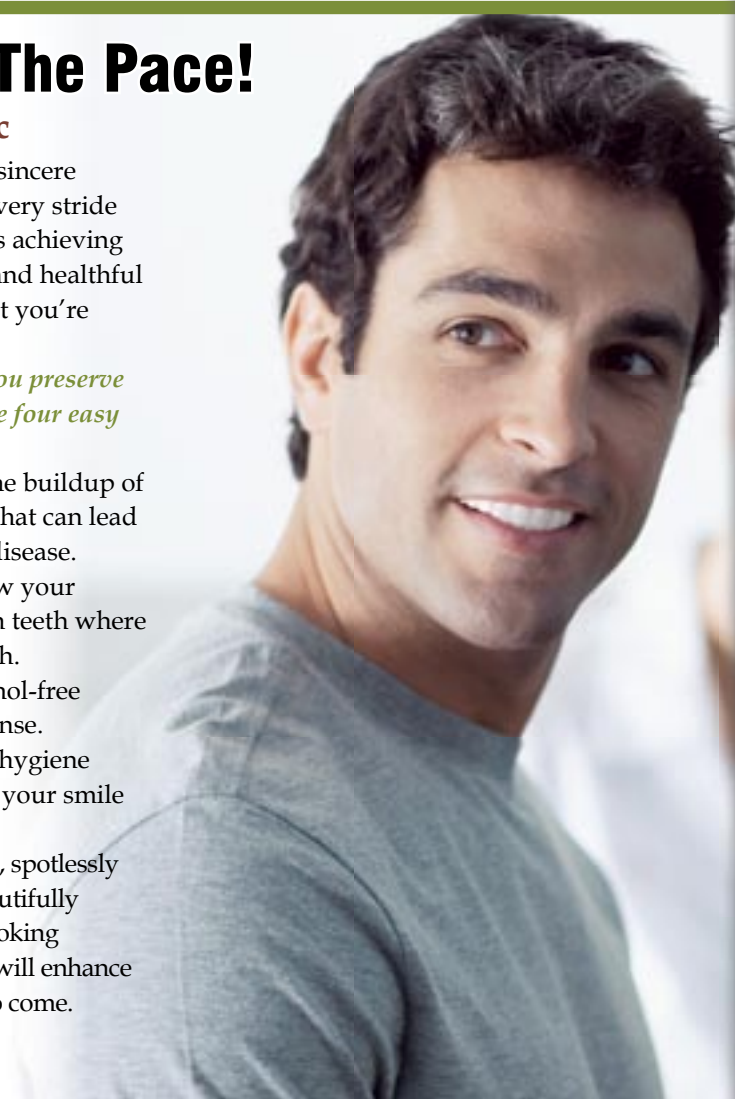
### You look terrific

Please accept our sincere congratulations for every stride you've made towards achieving your most beautiful and healthful smile. We can see that you're pleased - it shows!

*We'd like to see you preserve that sparkle! Here are four easy steps to success...*

1. Brush to prevent the buildup of the bacterial biofilm that can lead to cavities and gum disease.
2. Floss to reach below your gumline and between teeth where your brush can't reach.
3. Rinse with an alcohol-free antibacterial mouthrinse.
4. Keep your regular hygiene visits so we can keep your smile clean and fresh.

Pink healthy gums, spotlessly clean enamel, and beautifully maintained natural-looking cosmetic restorations will enhance your smile for years to come.



## It's Called WHAT?

### Find out if you do it

Bruxism, the often unconscious habit of clenching and grinding your teeth, can run in families. Stress is the most frequent cause. Some children grind, but it is most common in 20-40 year olds. Three times as many women do it, yet it has also been linked with apnea - multiple cessation of breathing through the night - which is more common in men. Male or female, whatever your age, bruxism can damage your teeth and dental restorations and cause jaw and facial pain and headaches.

### We can check you for...

- signs of bruxism
- problems with your bite
- the need for a custom nightguard or splint.

### Your doctor can recommend...

- stress counseling
- exercise &/or physiotherapy
- medication.

### You can try to...

- change sleep positions
- avoid alcohol and caffeine
- refrain from chewing on pens, pencils, gum, and fingernails.

# Call Now & Benefit The Most

Let's face it – insurance can be mind-boggling for everyone. The language is unclear, it doesn't cover everything, and with economic issues, some of you have lost employment ... and with it, your coverage. We know that rather than try to figure out benefits, how they can afford dental care, or asking us for help, some

*Ensuring  
your care  
continues*



of our patients are avoiding dental treatment altogether. This is when serious problems arise. Untreated dental issues won't fix themselves or simply go away... they will get worse and more expensive to correct.

We are your ally. We want to help you keep your health, your oral health, and do it in a way that is manageable for you. Our entire team is ready to help you...

- decipher your insurance plan
- get the most of your benefits
- build a plan that fits your budget ... even if you don't have coverage.

Please talk with us so that we can help you plan how to achieve and maintain optimum oral health which is so important to your overall health and lifestyle.

## Congratulations!



In September, Dr. Czekala and one of our team members, Ann Sparrey braved the frigid San Francisco bay waters and competed in the 16th Annual Alcatraz Invitational. Jumping off the ferry into the 61 degree water was definitely one way to wake up on a Saturday morning! There were 610 swimmers competing overall in the 1.3 mile swim. Ann was 8th in her division and Dr. Czekala won his division and was 24th overall. Upon arriving on shore, staff members Heidi Graham and Donna Arnold were there to provide some support and warmth by presenting Ann and Dr. C. sweatshirts that all of the office members had signed.

On Labor Day weekend, Dr. Czekala traveled to Honolulu to compete in the Waikiki Rough Water Swim where the water was substantially warmer than the San Francisco bay. He finished 2nd in his division and 50th overall out of 865 swimmers. The carved wooden bowl that he received as an award is making a great chip bowl!

## office information

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\* 2 Saturdays per month

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#### Office Staff

Claire, Cindy, Libby, Ann, Heidi, Lesa, Elizabeth, Katie, Julieta ..... Hygienists  
Michelle, Kelly, Lynn, Kim ..... Assistants  
Debbie, Ann, Donna, Genie ... Front Office  
Kris, Donna ..... Insurance Specialists  
Carol ..... Office Manager



VISA



## Thank You!

In the latest edition of *Bay Area Consumer Checkbook*, we are incredibly proud to have been voted one of the top dental offices in San Ramon. We were only one of two dental offices to receive a 100% satisfaction rating!!! *Consumer Checkbook* is a not for profit periodical that surveys its subscribers and the general public for their opinions on a variety of service providers (veterinarians, contractors, etc.). The current issue has an in depth article on dentistry and reviews dentists in the Bay Area.

These reviews, along with those our patients contribute to *Demand Force™*, *Google®*, *Dr. Oogle™*, and *Yelp!®*, help us to continue to provide you the best dental care possible. Thank you for your ongoing support. We truly appreciate it!

