



### ON OUR WEBSITE YOU CAN:

- Check your scheduled appointments or request one
- Complete necessary forms
- Refer a friend
- Learn about our services, staff & office
- Access a wealth of dental health information
- Provide valuable feedback
- Contact us

### INSIDE THIS ISSUE:

Service Spotlight	2
Children's Dental Health	2
Feature Patient	2
Did You Know ...	3
Prevention Is The Key	3
Q & A	4

## Patient Financing Should Always Be A Painless Procedure

Oftentimes financing can be an obstacle for obtaining the healthy and beautiful smile that you deserve. Even if you are covered under a dental insurance plan, we realize that they do not cover costs completely. We are pleased to offer our patients a financing program by Citibank USA, N.A. that is designed to help give our patients financial peace of mind for affordable payment options. You may choose the zero percent financing plan that is best for you with the aid of our business manager, Jody.

Jody will put your best interest first in helping you decide the right plan for your recommended treatment. She will work with you, and your insurance as well, to help maximize your dental insurance benefits and minimize your co-payment obligation.

The Citi Health Card program is designed to help us give our patients what they value—affordable ways to pay for their healthcare treatments and start their procedure without delay. It is simple to apply at our office and we are confident you will

benefit from the Citi Health Card for all of your dental care needs.

With 3, 6, or 12 months No Interest Payment Plans, the Citi Health Card program has a Zero Percent Financing plan, to meet every patient's needs. There is also a 48 month Budget Payment Plan available for patients wanting a longer repayment term.

We look forward to working with you in our office. You will find our staff very friendly and helpful to make your dental visits pleasant and rewarding!



**Zero percent financing plans are available for dental treatment.**

## News Updates

Our office was proud to sponsor Zoo Boo 2009 at the Erie Zoo! This fun community event was a great success and very beneficial for our Zoo. Our booth gave out toothbrushes and sugarless gum for nearly 25,000 children. You can read more about the benefits of sugar free gum in this issue's "Prevention is the Key" article on page three. We thank

all of you that came out for the event and helped us support our zoo.

Our digital x-ray system has been a huge success. Patients who have had these new x-rays have overwhelmingly agreed that they are much more comfortable. They also appreciate seeing the image clarity difference and low degree of radiation.

Our Registered Dental Hygienists, Linda and Stacie, are among the first in the state training for licensure in administration of local anesthesia. They have been training at the University of Pittsburgh School of Dental Medicine since October, and will be available to provide this service for you, as needed, during your treatment beginning in 2010.



## Service Spotlight: Tooth Whitening



Whitening is an easy, inexpensive and effective way to enhance your smile.

If you are looking to dramatically enhance your smile, professional teeth whitening may be the choice for you! Discoloration of teeth can have many causes and Dr. Hammerlee can evaluate your individual case to determine if you are a good candidate for whitening.

The procedure is simple. We take impressions of your teeth and custom-fitted trays will be created for you. Once your trays are fabricated, we instruct you how to apply the whitening gel and place the tray for you to

wear for the treatment.

There are various whitening systems available on the market today, and our research and experience with them has led us to conclude that this system provides the best overall whitening results. It is safe, effective and convenient. Our system has the great advantage of allowing the patient to whiten their teeth at their own pace. This is especially important for those with sensitive teeth.

Whitening your teeth can pro-

vide you with many benefits.

Not only will your teeth look better, but many people find that their oral hygiene improves. A bright smile can provide you with confidence, increased self-esteem and self-image. It can also minimize the visibility of imperfections and take years off of your appearance.

The results of whitening are long-lasting but not indefinite. We will gladly provide you with follow-up instructions to maintain a beautiful white, healthy smile.



Acidity in all soft drinks, and even sports or energy drinks, is enough to damage teeth and cause cavities.

Soft drink consumption by school age children in the United States has increased dramatically over all demographic groups. When teeth are exposed to sugary drinks over time, they can break down the hard enamel that protects your teeth, even with proper oral hygiene. Tooth decay is caused from the tiny bacteria thriving around teeth that produce acid when exposed to sugar. The acid causes tooth structures to soften and decay. Sugary drinks aren't the only culprit. Contrary to popular belief, diet drinks can be just as harmful to teeth due to their high level of acidity. The following chart outlines the pH level in many popular drinks. Battery acid carries a pH of 1.0, vinegar averages 2.4, while pure water has a pH of 7.0, at room temperature. Taking this into consideration, it is best to avoid them and choose a healthy alternative such as milk, water or 100% juice.

What's in Your Drink?	
Tap Water	pH = 7.670
Mug Root Beer	4.038
Diet 7 Up	3.706
Diet Mountain Dew	3.365
Sprite	3.298
Diet Coke	3.289
Mountain Dew	3.229
7 Up	3.202
Diet Dr. Pepper	3.169
Slice Orange	3.059
Diet Pepsi	3.031
Lemon Nestea	2.969
Dr. Pepper	2.899
Squirt	2.898
Lemon Brisk	2.868
Pepsi	2.530
Coke	2.525
Cherry Coke	2.522
RC Cola	2.387

pH is a measure of acidity, ranging from 0 to 14. A pH of 7 is neutral and represents the acidity of pure water at room temperature. A pH below 7 is acidic. Low pH can corrode tooth enamel. A pH above 7 is called alkaline or basic.

SOURCE: Jain, Nihil, Sobkowski, Agustin General Dentistry, March/April 2007 LiveScience graphic

## Feature Patient: Rob Ames

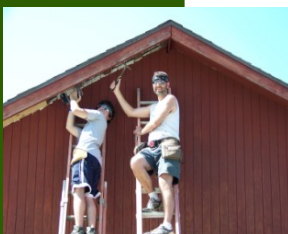
Rob Ames recently traveled to Waveland, Mississippi to assist in the continued rebuilding process from the devastation of Hurricane Katrina which hit the city on August 29, 2005. Reports stated that approximately 50 people died when Waveland was hit directly by the eyewall of Katrina and the 26-foot storm surge. Waveland was heavily damaged 36 years earlier by Hurricane Camille and those recovery efforts continued for nearly a decade,

Rob has traveled to the city twice with fellow members of a Christian relief organization to assist the community in their recovery efforts. He has worked on initial cleanup efforts, construction, landscaping and wheelchair access projects throughout difficult conditions and extreme heat. Rob is planning another trip to the area in the summer of 2010.

Rob's dedication and generosity has touched the lives of many people. This experience has shown him many examples of hardship and how his faith can intervene to alleviate the desperate situations many people are working to overcome.

Rob resides in Erie with his wife, Candice, and five children.

Rob Ames (right) in Waveland, Mississippi helping the victims of Hurricane Katrina.





# Did You Know ...



... our hygienist, Stacie, is also a member of the Peek'n Peak Safety Patrol? An avid skier and snowboarder, Stacie began skiing in 3rd grade. She joined the Safety Patrol

**Stacie Beck-Zaccaria, RDH**

in 2001 with her father, Bob Beck. The Peek'n Peak Safety Patrol is a vital part of the resort, keeping the slopes safe and helping to make sure the rules are followed for everyone's safety. When accidents happen, they are also there to direct traffic and provide support services. Bob Beck, Stacie's father, started on the Peak's Safety Patrol in 2000. One of Stacie & Bob's favorite part

of the season is spending quality time together on the slopes. They both greatly appreciate the camaraderie with the other patrollers. Stacie has skied at many resorts including Holimont and Holiday Valley in New York, and Stowe, Killington, and Sugarbush in Vermont. Killington, Vermont is her favorite "big" ski resort, but the Peak feels like home for her. Whether on the slopes or in the office, Stacie strives to assist people and provide support to them in every way possible.

## Prevention Is The Key: Sugarless Gum

Chewing gum has undergone some major changes in recent years, and it is widely agreed that chewing sugarless gum can provide you with many benefits. In fact, Extra®, Orbit® and Eclipse® brands were the first chewing gums to receive the prized American Dental Association's Seal of Acceptance in 2007. Twenty years of research proved that these products help to fight cavities, strengthen teeth and reduce harmful plaque acids.

Several brands on the market now include special types of calcium that actually help tooth enamel. For example, Trident Xtra Care™ has a unique formula called Recaldent® that remineralizes tooth enamel and leaves teeth more resistant to plaque acids. Recaldent's® casein complex remains for up to 3 hours after chewing.†

Most sugarless gums are sweetened with a naturally derived sweetener called Xylitol. Unlike sugar, Xylitol is not broken down by plaque bacteria, so it can keep a neutral pH balance in the mouth. Studies

worldwide have shown that chewing gum with Xylitol can actually decrease the incidence of cavities, primarily due to its ability to inhibit bacteria found in plaque.

Wrigley's Eclipse® contains magnolia bark extract, or MBE. MBE has its roots in traditional Chinese medicine for its germ-killing benefits. In lab tests, MBE killed three kinds of oral bacteria—two responsible for bad breath and one that causes cavities. Eclipse® gum and mints are the first products in the US to utilize MBE.‡

Trident White® is another cutting edge product that uses surfactant technology to break up extrinsic stains, such as food, wine, coffee, tea and tobacco, for whiter teeth. A double blind clinical study showed significant reduction of extrinsic tooth stain in as little as four weeks. This gum penetrates these exterior stains, breaks them up and pulls them off of the tooth surface so that they can be washed away with the saliva. It also prevents new stains from forming.††

Chewing sugarless gum helps neutralize an acidic environment found in the mouth after most meals. Reducing the acidity in the mouth reduces the risk of dental decay.

Additionally, sugarless gum helps stimulate salivary flow. This can be especially helpful for patients that experience dry mouth. Many medications can cause dry mouth such as antihistamines, blood pressure medications and anti-depressants.

Chewing gum comes in many flavors, tastes great, freshens your breath, and there can also be many additional benefits for you.

† Source: <http://www.tridentoralcare.com/#/advancements/trident-xtra-care/>

‡ Source: <http://www.wrigley.com/global/brands/eclipse.aspx>

†† Source: <http://www.tridentoralcare.com/#/advancements/trident-white/>

*“Chewing gum comes in many flavors, tastes great, freshens your breath and there can also be many additional benefits for you.”*





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**Excellence in a comfortable setting**

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**Dr. William Hammerlee has been a dentist in Erie, Pennsylvania since 1984. Raised in Corry, Pennsylvania he is a graduate of Asbury College in Wilmore, Kentucky and The University of Pittsburgh School of Dental Medicine in Pittsburgh, PA. Dr. Hammerlee is a member of the American Dental Association, the Pennsylvania Dental Association and the Erie County Dental Association, as well as the Academy of General Dentistry.**



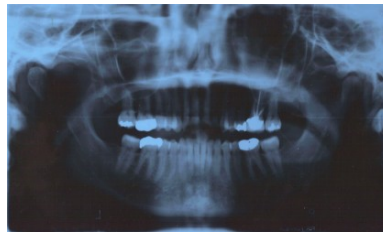
## Q & A: The last time I was seen in your office, I had a different kind of x-ray. This one went around the outside of my head instead of in my mouth. What was that one for?

Radiographs, also called x-rays, are a vital diagnostic tool for Dr. Hammerlee. There are several types of x-rays and the one you referred to is called a panorex or panoramic. This type gives a thorough overview of the oral cavity and its supporting structures. We are able to evaluate the teeth, jawbone, sinuses, temporomandibular joints and the hard and soft tissues of the head and neck with this x-ray.

The panorex primarily helps Dr. Hammerlee find things like abscesses, cysts and other pathologies, large or deep areas of decay, as well as gum disease and bone loss. Additionally, it helps us evaluate for treatments such as dental implants, orthodontics, full and partial dentures, impacted teeth [especially wisdom teeth] and gum disease treatments. It is also important to assist in identifying problems

after a trauma to the face or teeth, such as fractures.

The panorex radiograph has a wonderful advantage ... it is easy! The panorex moves around the outside of the head, while the patient bites on a small block with their front teeth. Although it is not as precise or detailed as the small x-rays taken inside



**The panoramic radiograph provides a thorough overview that is a vital diagnostic tool.**

the mouth, it is crucial for a broad overview.

Our panoramic machine is exceptionally high-tech and very sensitive which translates to a very low amount of radiation required to obtain an image. Dr. Hammerlee typically recommends that most patients have this radiograph taken approximately every 5 years to detect problems that other x-rays cannot.

*For more information about this topic and other dental information, please visit our website and click the "Dental Health Online" link. If you have a question about our office that you would like to see featured in our Q&A section, please e-mail it to:*

*[linda@hammerleedentalcare.com](mailto:linda@hammerleedentalcare.com)*