



Winter 2007

VOLUME 1

Vision

To help our patients achieve a lifetime of optimum dental health

Mission

To provide excellent dental care to our patients by creating and tapping their desire for strong, healthy, attractive smiles that last a life time

In This Issue:

New High Tech Office:

Learn more about the latest techniques and procedures in dentistry that we are proud to offer in our office.

CEREC

The one visit dental restoration that you have heard so much about. This technique is a true benefit for patient's dental health.

LUMINEERS

One of the most exciting advancements in dentistry in years. An exciting breakthrough in cosmetic dentistry.

New High Tech Office Benefits You - Our Patient

September marked the two-year anniversary of the flood in Biltmore Village and the one-year anniversary of the grand opening of our new state-of-the-art high-tech facility.

"We built this office with our patients in mind," said Dr. Powell. "While starting over is never easy, we saw this as a true opportunity to ensure we remain on the cutting edge of dentistry, and that we continue to provide all the latest advancements in dental services and materials to our patients," he added.

Let's take a tour!

Reception Area - as you enter our facility you will immediately notice that we designed our office in a unique blend of high-tech facility and the feeling of home. While you will not spend much time here, **as we pride ourselves on valuing our patients time and keeping to our schedule,** we invite you to look around. Much of the artwork is by local artists, and many of the pieces of furniture are antiques passed down through Dr. Powell's



Dr. Robert Powell and one of his favorite patients discuss the new CEREC procedure

family.

Sterilization Area - This is one of the most important parts of a dental office, and we pride ourselves on having one of the most advanced sterilization units available on the market today. We invested heavily in our sterilization unit because this area is critical for our patient's health.

Lab - Our lab houses our CEREC's

milling unit (this unit can build a dental crown in minutes) as well as laboratory tools and dental materials. We are one of only a few dental offices in the Carolinas that own and operate two CEREC units. The benefits of this system are endless, saving our patients time and providing a healthier dental experience. We adhere to the highest standards in lab cleanli-

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CEREC Delivers - The One Visit Dental Crown

Dr. Powell is among a select group of dentists who specialize in CEREC. CEREC fabricates ceramic porcelain dental crowns right in the dentist's office using computerized design. **No goopy impressions, no sending restorations to the lab for three weeks, and no temporary crowns to fall off.** CEREC has made crowns healthier, longer lasting, more attractive, and a one-visit procedure.

A crown using CEREC typically takes about an hour and half from

start to finish. **While the time savings alone is attractive, the health aspects are not to be overlooked.**

With CEREC often the dentist can save more healthy tooth structure. By saving more of the tooth, infection and root canals are far less likely.

Also, the CEREC crown fits perfectly—no gaps for food to slip under—so they are less likely to need to be replaced. You may very

well have a CEREC restoration the rest of your life. And because there is **no metal** there is no un-attractive black line to form along the gum line.

Dr. Powell and his team have performed more than 2000 CEREC procedures.

CEREC is one of the leading advances in advanced dentistry, and to date is the only computerized system available to make crowns, inlays and veneers in the dental office.

We Now Offer LUMINEERS

the MOST Significant Cosmetic Enhancement On The Market Today

We are excited and proud to now offer our patients one of the most advanced, and least invasive cosmetic procedures available in dentistry on the market today - LUMINEERS!

LUMINEERS by Cerinate can transform a "ho-hum" smile into a life-changing smile to be remembered. **We now have the ability to change a patient's smile without the requirement for grinding away healthy tooth structure.** This means no pain, no shots, no temporaries and no sensitivity before, during or after replacement.

Revolutionary LUMINEERS porcelain veneers are thin, custom fabricated shells that can permanently whiten, close spaces, reshape and visually straighten a patient's natural teeth. They can also be placed over existing crowns and bridgework to revitalize their appearance. LUMINEERS are clinically proven to last up to 20-years.

With LUMINEERS, our patients can say goodbye to "extreme makeovers" and consider an "unextreme makeover".

Your smile is one of the easiest ways to improve your appearance. LUMINEERS can accomplish this by providing instant teeth straightening and permanent whitening. In many cases they are a convenient

substitute for braces and other orthodontics, depending on severity of bite.

This procedure may also be used on worn teeth to strengthen them and prevent further wear. LUMINEERS can even be placed over crowns to improve esthetics and help rejuvenate a smile. **All LUMINEERS come with a limited five-year warranty.**

Without the need for removal of painful tooth structure, **LUMINEERS require no anesthesia (no painful shots) because the procedure is virtually pain-free.** Since the process is so simple and gentle, the sensitivity usually felt after a traditional veneer procedure is eliminated.

In addition, if by misfortune, a traditional veneer comes off, patients are left with an ugly little tooth nub. **Since LUMINEERS are minimally invasive, they are actually reversible - if a patient does not like the results, they can be removed with the patient's original teeth virtually untouched.**



THE NO-PAIN, NO-GRIND, NO-SHOT PERFECT SMILE.*

LUMINEERS® PORCELAIN VENEERS CAN MAKE EVERYONE'S SMILE MORE BEAUTIFUL WITHOUT REMOVING PAINFUL TOOTH STRUCTURE!

LUMINEERS®
BY CERINATE®

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*In most cases.

In just two or three visits to the dentist, LUMINEERS provide a custom-made smile clinically proven to last up to 20-years.

LUMINEERS are the best of both worlds - ultra-thin, yet super strong for a radiant smile that resists any micro-cracking, which can damage restorations.

LUMINEERS, evolved from Den-Mat's successful Cerinate Smile Design Studios, are placed by over 6,000 dentists nationwide.

"Dental Products Report" awarded LUMINEERS a spot in their 2004 "Top 10 Products" list.

Now, dentists are able to offer LUMINEERS as an alternative to removing sensitive tooth structure.

To learn more about LUMINEERS, view before and after photos, simply call our office, 828-274-3882, and schedule a free, no-obligation appointment with Dr Powell today.

The FACTS About LUMINEERS

& The Most Commonly Asked Questions About LUMINEERS

Lumineers are the newest breakthrough in cosmetic dentistry. Developed by Den-Mat - one of the largest manufacturers of professional dental materials, LUMINEERS are the ultra-thin, permanent smile enhancers that transform worn, misshapen, broken and discolored teeth into the most naturally beautiful smiles possible. LUMINEERS can only be made from patented Cerinate Porcelain.

The FACTS

- NO anesthetic shots required, procedure is pain-free
- Little to no reduction of painful tooth structure, unlike other traditional veneer procedures
- Patented Cerinate Porcelain from Den-Mat, a trusted name in dentistry and oral care.
- No post-operative sensitivity
- Only two-visits necessary
- Extremely natural-looking because they are contact lens thin and translucent
- No temporaries required
- Restores and strengthens teeth - helps prevent wear
- Extraordinarily strong; clinically proven to last up to 20-years
- A viable alternative to braces
- Can be placed over crowns and to rejuvenate old dental bridgework
- No micro-leakage
- Named one of the Top 10 Products for 2004 by Dental Products Reports
- Five Pluses and Editor's Choice from The Dental Advisor 2005

The Most Commonly Questions Asked About LUMINEERS

Q. How long will LUMINEERS last?

A. LUMINEERS porcelain veneers has unparalleled longevity. Clinical testing has proven that a LUMINEERS procedure lasts and looks great for up to 20 years.

Q. I have heard that traditional veneer procedures hurt . Do LUMINEERS hurt?

A. Most traditional veneer procedures require a substantial amount of painful tooth structure removal, with pain and

discomfort involved. LUMINEERS is completely different because there is no need for grinding, cutting or filling of teeth in almost all cases. Consequently, no anesthetic or numbing shots are needed. Plus, no uncomfortable temps are required while you wait for your LUMINEERS to be created. Once the procedure is completed, there is no post-placement discomfort or sensitivity, which means they will look natural and feel comfortable from the start.

Q. How is LUMINEERS by

Cerinate different than a traditional veneer procedure?

A. LUMINEERS is unique in that it is like a thin shell and super translucent. These veneers are applied to teeth for the most natural look possible. Traditional veneers are fused or bonded to teeth and, generally, your dentist needs to grind down the tooth for a good fit. Since LUMINEERS is so thin, little to no tooth reduction is necessary. In addition, LUMINEERS resist micro-leakage and micro-cracking.

Q. With LUMINEERS can I still chew gum and eat my favorite sticky foods like corn or candy?

A. Yes, because LUMINEERS is laid over original teeth in the most durable way possible. however you should continue routine visits to your dentist to ensure the longevity of both your original tooth structure and the LUMINEERS.

For more information about LUMINEERS call our office today, 828-274-3882, and schedule a no-obligation appointment.

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Thank you!

As we said, starting over is never easy. However, the support, interest and loyalty of you - our patients - has made this experience all worthwhile.

Through all the clean up from the flood to the decision to rebuild our office, you've been there. You sent cards, notes, and most importantly you stayed as patients and you referred your family and friends.

So here we are two years later, and things are better than ever. With this new office we are providing the best dental care available today, and more importantly we really enjoy being your dental team.

Thank you for being our patients and thank you for being such an important part of our practice!

Dr. Powell & Team!

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New High Tech Office Benefits You - Our Patient

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ness and sterilization. By insisting on the highest standards in lab cleanliness, we ensure our patients receive the most sterile and highest quality care.

Digital X-rays - if you have been to the dentist before, you most likely have had x-rays including Panoramic x-rays (a full x-ray of your mouth.) However, you may not have had a digital x-ray. By taking digital x-rays, we can reduce the radiation exposure by more than 90%. Our Panoramic x-rays, and all of our x-rays, are fully digital. This not only saves you time, provides you with far less exposure, but it also eliminates the use of x-ray chemicals and lead necessary to develop x-ray film. Digital x-rays ensure we release no potentially harmful chemicals into our environment.

Operatories and Hygiene - These rooms are designed for your comfort and housed with the most high-tech and advanced dental equipment available today. You will rest easy in our state-of-

the-art and very comfy dental chairs. The head phones and music provide you the opportunity to sit back and relax during your dental visit. The room is complete with digital screens above each of the dental chairs. Intra oral cameras are used to capture full photos of your teeth and mouth. By using these cameras, you actually have the same view as Dr. Powell and the hygienist of your teeth and mouth. This is an advantage for you as a patient, as it ensures the discussion of your dental needs is clearly understood by both you and the dentist.

Consultation Room - This is a room created for patient privacy. We designed this special room where patients can sit in a comfortable environment with the dentist or the staff to have a more in-depth conversation about their dental needs. This room is full of patient literature, and we encourage you to help yourself to any information that would help you learn more about your dental care.

CEREC Lounge - Since our patients have the option of receiving a crown in a single visit, we offer a comfortable place to sit and relax while we "mill" your restoration right in our office. You can talk to your friends on your cell, sip a drink and before you know it your CEREC is finished. While you won't be in this room long, it is nice to take a break, put your feet up on our couch and just relax while we do the work!

Again we designed our office with you, our patients in mind. We built an office that is comfortable, state-of-the-art, and one that surpasses the industry standards on sterilization and cleanliness. We encourage you to stop by and take a tour. While it is our office, it is your dental health and we encourage you to learn more about everything that goes into providing you a high quality dental experience. Comfort, advanced services, high-tech equipment and high standards on sterilization and cleanliness - all of these areas are vital for a lifetime of dental health!