

FORT LEE ORTHODONTICS

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Newsletter

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Dr. Jon Is "Giving A Smile Back" This Year!

This year, in our continued efforts to "give back", Dr. Jon will be donating orthodontic services to someone in need through the **New Jersey Association of Orthodontics**.

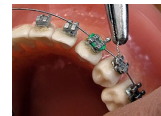


The **NJAO** and **AAO** have teamed up to create a national program to improve access to orthodontic care. New Jersey has been selected as one of five states to pilot a program of pro bono orthodontic care for children in the lowest income brackets. Many of these children would



greatly benefit from orthodontic treatment but are unable to receive the care they deserve due to financial hardship. This program is called the New Jersey Donated Orthodontic Services (NJDOS).

The **Donated Orthodontic Services (DOS)** program enables orthodontists to reach out to patients who desperately need orthodontic care they cannot afford. If you or someone you know is interested, you can refer to <http://www.njbraces.org/> to see if you qualify for this benefit.



OCTOBER IS NATIONAL ORTHODONTIC MONTH

Fact: In February, 2007, a resolution on the floor of the US House of Representatives recognized a **National Orthodontic Health Month**. The House recognized the advancing art and science of orthodontics and the impact it has on oral health and encouraged children and adults throughout the US to learn more about the benefits of orthodontic care. According to the House, the month of **October** was



designated National Orthodontic Health Month. The resolution was sponsored by Rep. Lacy Clay of Missouri.

Fun: For every pound of Halloween candy brought to our office from Nov 1st through December 1st, we will give our patients **10** wooden nickels! This keeps the tradition of trick-or-treating for the kids, while relinquishing all those sweets encourages healthy dental habits! Plus, we donate all the candy to **Shelter Our Sisters** and **Tomorrow's Children!**



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Mark Your Calendars:

- November is our Candy Buy-Back program
- Drop off canned goods for our *Shelter Our Sisters* Food Drive through December
- Patient Appreciation Party is Tuesday, March 15, 2011





HIDDEN BRACES



Incognito Braces sit on the back of the teeth...hidden but still working to straighten teeth!



Hidden braces are braces that sit on the back of the teeth. For someone looking to hide their braces, this is the most hidden way to straighten teeth. Fifteen years ago I looked into providing "Lingual Braces," as they were then called. The technology at that time was not very advanced, and as a result, treatment times

were very long and the braces were very uncomfortable. As a result I decided not to provide that treatment.

Today the treatment is quite advanced. The braces and wires are, in fact, custom created to your mouth. The result is shorter treatment times (about the same as with standard braces) and a more

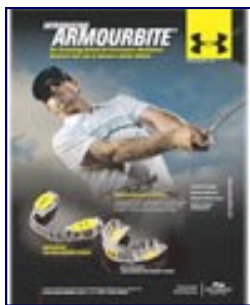
comfortable experience. The system that we now provide is the 3M Unitek Incognito Hidden Braces. Information about these braces can be found on our website (<http://www.fortleeortho.com>) and on the Incognito website (<http://www.hiddenbraces.com>)



16th Annual Patient Party...March 15, 2011...Space Odyssey...Total Entertainment DJ...Pizza...Raffles...



UNDER ARMOUR MOUTHGUARDS



We are now offering the Under Armour Performance Mouthguard designed to improve athletic performance.

UA Performance Mouthguard can help an athlete improve strength, endurance and reaction time, reduce athletic stress, and specifi-

cally reduce impact from blows to the jaw.

This Under Armour Mouthguard is custom-molded with superior protection and comfort for contact sports, such as football, hockey, lacrosse, martial arts, and wrestling.

At a reasonable cost and delivered in two weeks...protect your child for all those fall sports and call for your UA Mouthguard today!



Please drop off a canned good and/or new or unused toy to our Fort Lee or Westwood office between Halloween and Christmas for our Drive to Donate to Shelter Our Sisters!



Staff in the news...patient in the news...staff

Dr. Jon is an Invisalign Premiere Provider... since 2003!



2010

River Edge Woman's Softball league, the Pink Panthers won the championship 10 to 9 in extra innings. On the team is Ft Lee Ortho's Michelle Byrnes and our patient, Gianna Jones's mom, Gina. And Gina made the final outfield catch in the bottom of the 9th and our Michelle hit a triple earlier in the game! Root, root for the home team!



Nicole Massey, pictured here with her sister, was one of our winners for the "flip flop" contest. Nicole won 100 wooden nickels to spend in our prize cabinet! Congratulations Nicole! Come check out our current Trivia Contest...do you know whether or not pumpkins are a vegetable or a fruit?

Welcome Janice Parisi to our front desk in both our Fort Lee and Westwood offices! She has two teenagers and spends her free time on the football field watching her son or volunteering with her daughter's cheerleading squad. So you know you will be greeted with a friendly "hello" on our turf!



EMERGENCY KITS FOR YOUR SCHOOL NURSE

This fall Dr. Jon and staff are making available "emergency" kits for school nurses. We are including several packages of wax, floss and floss-threaders, retainer cases and tooth paste for those "in a pinch" moments to

hold the patient over until he or she can get to our office.

If your nurse hasn't received a case yet, please feel free to ask us for an emergency kit to be dropped off specifically at your school.



Mark Your Calendars....March 15, 2011....Space Odyssey...

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Orthodontic Advances in the Past 25 Years

It's hard to believe that I bent my first orthodontic wire 25 years ago. In 1985, Ronald Reagan was sworn in to his second term as President, Madonna's "Like a Virgin" was the top hit and Hang S. Ngor, with no previous acting experience, won best supporting actor in "The Killing Field." Well, not surprisingly, things have changed in orthodontics since that time.

During that 'orthodontic era' four teeth were generally extracted. Treatment plans were based more on standardized measurements than on individual variation. And the studies had yet to be done which would eventually show that extracting teeth would not guarantee stable

straight teeth. Only proper use of retainers could do that.

This was also a time when braces 'hurt.' Wires were generally stainless steel. The appointments had to be scheduled four weeks apart because the unbearable force of the new wire would rapidly disappear in one month.

So, where do we find ourselves today? Fortunately, we have paid attention to the studies that told us long term use of retainers is the key to keeping teeth straight. As a result of this, four teeth are rarely extracted. And, treatment plans are individualized to achieve the best dental health while maintaining beautiful and handsome faces.

The wires which used to bring tears to our patients' eyes and only worked for a month at a time, have been replaced by long acting gentle wires that actually reduce a patient's time in braces. And for a patient looking to hide their treatment, options are available: such as Invisalign; or braces behind the teeth.

Perhaps most importantly, today we are better at listening to our patients and understanding their concerns and needs with respect to treatment. Working together is the key to achieving beautiful, stable orthodontic results.

Dr. Jon