



Produced for the Patients of Brookside Dental

Summer 2006



BROOKSIDE DENTAL WINS 2005 Small Business Of The Year Award

BROOKSIDE DENTAL STAFF:

Back row, standing (left to right):
Dr. Carrie Magnuson, Dr. Patricia Pauley,
Gina Giampapa, Courtney Thomas, Mikiko Schmuck,
Dr. Cynthia Pauley, Roslyn Beckwith, Teresa Ogilvie,
Tara Tapp, and Katie Bonnell.
Front row, kneeling (left to right): Diana Ruggiero,
Beth Erkel, Stephanie Atalig, Dr. Gilbert Pauley, and
Natalie Mikolajewski.



Brookside Dental was announced on February 10th, 2006, by the Better Business Bureau as the winner of the prestigious **2005 Small Business of the Year Award** (50 or fewer employees). Brookside Dental was the only medical-dental business chosen to be one of the 15 finalists for the 2005 award. According to Robert Andrew, President of the BBB, there are hundreds of companies nominated by the public for these awards. All nominees submit a two-page executive summary describing their company and from these nominees the award finalists are chosen. The finalists go thru a competition that includes both written and oral presentations to the BBB Awards Panel. Nominees are required to be in good standing with the BBB, although membership is not required. Finalists were judged on their standards of ethics, customer service, community involvement, and innovative business practices. Several hundred people attended the

BBB awards luncheon ceremony where Brookside Dental was announced as the award winner for 2005. The complete list of Western Washington award winners can be viewed at www.thebbb.org/BOY_wa.htm.
"The Business of the Year program is designed to promote the importance of ethical business practices and the efforts made by outstanding businesses to ensure that Western Washington's marketplace remains fair and honorable," according to Mr. Andrew. "The Business of the Year finalists are chosen for their exceptional commitment to their customers (patients), employees, communities, and suppliers and exemplify the ideals of the Better Business Bureau." The prestigious 2005 Small Business of the Year Award recognizes overall

excellence in the marketplace as well as dedication to our patients, our employees and the community.
Awards are given to one small and one large business in the categories of: customer service, innovative business practices, and community involvement, as well as the overall category of Business of the Year.
This is the second Better Business Bureau Award for Brookside Dental, which was the winner of the **2004 Community Involvement Award**. The doctors and staff of Brookside Dental are honored to have received both of these prestigious awards. We thank our great patients that nominated us for these awards. We will continue to provide you with superior service, gentle family dentistry and exceptional cosmetic dentistry.

Thank you for all your referrals. We appreciate them! Visit our web site at www.brookside-dental.com!



Access This Now!

A factory already exists that can mass-produce cells of a donor so that they can be transplanted to repair bone and gum tissue as well as erase wrinkles and other effects of ageing. Even so, it will be some time before this technology will be readily available to everyone. You can access – right now – modern cosmetic dental techniques that can prevent and plump out the wrinkles and lines that can prematurely age you. With crown and bridge restorations that replace teeth and preserve bone ... you will look great!

A crown protects and strengthens a tooth by covering it and improves its appearance by restoring its form and dimension. A bridge secures the crown to adjoining teeth. Crown and bridge treatment is recommended for teeth that...

- are broken or cracked, or are structurally weakened by large fillings;
- have been weakened by root canal therapy;
- are misshapen and discolored.

In addition to looking naturally beautiful, there is another terrific benefit to a crown and bridge restoration. Thanks to their strength and durability, you may avoid more complex and expensive treatments later!



Let Your String Sing!

What's the first thing you search for when you get a piece of spinach caught in your teeth? Dental floss – naturally! It may surprise you to learn that food removal isn't the only reason you need to floss. It's to remove the bacterial plaque that builds up on your teeth. Even if you were fasting, you'd still need to brush and floss!

In fact, if you're not flossing, you're missing about 35% of tooth surfaces that brushing alone can't reach. And if you have a dental restoration like a crown and bridge, flossing will let you pay special attention to the gumline.

There are many flossing products designed for individual needs and preferences.

Ask us – we'll be happy to give you advice!

The Price Of Excess

Erosion of dental enamel is caused by a chemical process involving acids and not by the bacteria that cause cavities nor by clenching or grinding your teeth. Sometimes it is caused by foods; sometimes by acid reflux (from your stomach) which is commonly caused by excess consumption of acidic foods and beverages.

Saliva can naturally restore a temporary acid imbalance ... but it can't challenge constant assault.



The Academy of General Dentistry has identified acids in these common foods...

- Soft drinks – phosphoric acid
- Fruit and fruit products – citric and malic acids
- Fermented products (yogurt) – lactic acid
- Grapes and wines – tartaric acid

And recommends that after eating or drinking, you...

- Brush using a fluoride toothpaste
- Rinse with water for 30 seconds
- Chew sugar-free gum to stimulate saliva flow

NO PAIN DOESN'T MEAN NO PROBLEM!

If you are tempted to skip appointments because you don't feel pain and can't see anything wrong, think again. What you can't see or feel can cause the most trouble! These dental problems can be treated, and often reversed, if spotted early.

Here's What We See That You Can't

- A dental examination can detect deterioration in fillings, crowns, and restorations.
- We may spot root cavities (decay on the roots of your teeth) which are exposed by receding gums.
- Close inspection can reveal periodontal pockets caused by gum disease, and we may even identify the early warning signs of oral cancer.
- We may find new decay under the gumline or hidden under existing fillings – two places you just can't see!
- Your teeth may have hairline fractures or signs of enamel erosion.
- We can diagnose an impacted wisdom tooth that is ready to make its presence known ... although you may not feel it yet.
- The onset of gum disease, called *gingivitis* in its early phase, often goes undetected by patients. We can check for any tell-tale signs so that you can take action to prevent its progression toward periodontitis.

Gambling With Your Oral Health?

Gum disease is the leading cause of tooth loss

In addition to breaking down the connective tissues that support your teeth, the bacteria responsible for gum disease can actually destroy the underlying jawbone. For many people it comes as quite a shock to learn that insufficient bone can limit their restorative options. Over time, bone loss also alters bite which can affect ability to chew and speak ... and cause a "collapsed" facial appearance. You've probably seen someone who looks like that.

All of this can be prevented by taking care of your oral health with a consistent home care routine and regular office visits. Why is coming to see us regularly so important? Plaque is the bacteria-loaded biofilm that you can feel when you run your tongue across your unbrushed teeth. If not removed, it will calcify into tartar that you cannot get rid of at home. We, on the other

hand, can remove it. We can even reverse gum disease if caught in time!

Periodontal disease affects up to 90% of the population. It doesn't just affect your appearance - it can affect your overall health as it has been

linked to diabetes, premature birth, cardiovascular and kidney diseases, Alzheimer's, and oral cancer. Don't gamble on your luck. Make sure you take as many preventive measures as possible, and keep your appointments!





Seattle Vocational Institute Dental Clinic

Celebrating the grand re-opening of the Seattle Vocational Institute (SVI) Dental Clinic on September 29th, 2005.

Dr. Gil Pauley, Dr. Patricia Pauley, Dr. Pollene Speed (Director of SVI), Dr. Haydon Mar, and Dr. Richard Ferguson.

Brookside Dental sponsored a reception to celebrate the grand re-opening of the newly remodeled Seattle Vocational Institute (SVI) Dental Clinic on September 29th, 2005. The SVI Dental Assisting School along with the associated new Dental Hygiene School is part of the Community Outreach Program designed to improve the health and well being of the people of the community and region with special attention to minority and underserved populations, as well as providing oral health care to children who are in dire need of dental assistance. The new SVI dental clinic is a state-of-the-art teaching facility, associated with Seattle Central Community College.

On June 15th, 2005, SVI graduated 59 students that had completed dental assisting course work at SVI and externships in dental clinics and private dental offices. The success of the SVI program is exceptional by enjoying a 100% employment placement rate of their dental assistant graduates in dental jobs throughout the Seattle area.

Dr. Gil Pauley has recently been selected to serve on the Board of Directors for the Seattle Vocational Institute (SVI) Dental Clinic. The board is composed of dentists, dental hygienists, dental assistants, and other dentistry professionals.

Top Dentists 2006

Check out the *Top Dentists 2006* article from the January issue of the Seattle Magazine on our web site, including the magazine's Q & A session with Dr. Cynthia Pauley.

www.brooksidedental.com

office information

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 Tuesday 8:00 am – 6:00 pm
 Wednesday 8:00 am – 6:00 pm
 Thursday 8:00 am – 6:00 pm
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International Torch Awards

Brookside Dental Staff at February 10th, 2006, Business of the Year luncheon and presentation ceremony:

(left to right): Diana Ruggiero, Tara Tapp, Teresa Ogilvie, Dr. Patricia Pauley, Beth Erkel, Mikiko Schmuck, Katie Bonnell, Gina Giampapa, and Stephanie Atalig.



We are pleased to announce that as winners of the Better Business Bureau 2005 *Small Business of the Year Award*, we have been asked by the Western Washington BBB to compete in the Council of Better Business Bureaus International Torch Awards for marketplace ethics. The Council of BBB Torch Awards attracts over 1,000 business entries from Canada and the United States. The awards are designed to illuminate the importance of corporate conscience and responsibility to uphold a fair and honest marketplace. Criteria that are used to judge the award winners in the four different business size categories are: management practices, customer and vendor relations, marketing and advertising practices, and reputation within your industry and your community.