

Dr. Douglas B. Phillips

Complete Care For
Confident Smiles

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Today's Smiles

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This 'Winning Smile' Suits Him Perfectly!

After retiring from Hughes Aircraft after 34 years as an engineer, Jack Manning and his wife researched the ideal location to retire. In the mid-1980's, they moved from their Los Angeles home to enjoy all the Asheville area had to offer. Yet, retirement has hardly meant 'free time' for Jack. He has been a participant in the Senior Games, a volunteer with the Asheville Police Department assisting victims of crime, a public speaker, and kept his musical skills sharp through the area's performing arts.

Jack's wife, Sarah, first began seeing Dr. Rogers for dental care. When Dr. Rogers sold the practice to Dr. Phillips in 1998, Jack came to be particularly appreciative of Dr. Phillips' perfectionism as well as the level of consideration shown by the entire staff to every patient. "There is such a relaxing ambiance there," states Jack. "Plus, Dr. Phillips is very exacting in everything he does and I appreciate that."

Over time, Jack began to notice a sharp feeling on the back side of his upper, front teeth. At 81 years old, the enamel had begun to

deteriorate. Dr. Phillips recommended porcelain crowns to restore the teeth and prevent further damage from occurring.

During the procedure, he made sure Jack was comfortable as each tooth was prepared for crowning. "I've never had any dental fears with Dr. Phillips," Jack says. "I was always very comfortable and had no pain at all."

When his new smile was complete, Jack was pleased by the perfect fit and function. "My teeth are perfectly aligned and comfortable. As far as I'm concerned, Dr. Phillips created an esthetic work of art," he shares. Not only have the porcelain crowns restored the strength of his teeth, the "appearance is great," Jack adds. "I think I have a better smile now and brag about it."

Although cancer in 1998 slowed him down somewhat, Jack uses his "winning smile" in military drumming competitions as well as other community involvement. His past experiences in the Army Air Corp and Marine Corp Air Reserve, coupled with personal knowledge of

Howard Hughes as a "shrewd, yet ethical businessman," are like a series of talking novels. However, his days of retirement will never be dull. You can tell that by his smile!

Dr. Phillips adds, "Jack is an excellent example of mature adults who experience breakdown of teeth from normal wear and tear endured over the years. Today's dentistry can replace or restore teeth with remarkable durability and an exceptionally natural look and feel. A smile reveals much about you, so having a great smile sends a positive message and, best of all, is often contagious!"

To discuss smile restoration with Dr. Phillips, call (828) 254-1944 or ask about options best for your smile at your next visit.

A Special Rate To Brighten Your Smile

Want to put some sparkle in your smile? Or treat someone special to a gift they'll truly love? Through January 2007, Dr. Phillips is able to offer a special rate of

\$300 for a Full-Mouth Whitening system!

Gift Certificates can also be purchased over the telephone and mailed to you or to the recipient. Call (828) 254-1944 and ask about the Holiday Whitening Special!

Medications & Your Smile



It's important to inform us of changes in your health or medications at every visit. Because your overall health and dental health are truly integrated, having the most recent information allows Dr. Phillips to provide optimal care based upon your individual needs.

For example, some bisphosphonate medications (such as Fosamax, Actonel, Boniva) are taken orally to prevent or treat osteoporosis. Others, (such as Aredia, Bonfos, Didronel, Zometa) are given intravenously as part of cancer therapy to reduce bone pain and calcium levels in the blood.

In rare instances, some receiving the I.V. bisphosphonates have developed a rare but serious condition that involves severe loss, or

destruction, of the jawbone. The damage has occurred when dental procedures involving the jawbone have been performed, such as dental implant placement.

Although rare, we feel it is in your best interest to make you aware that some medications can have adverse effects when your dentist is not informed of all current medications. For example, Coumadin, a blood thinner, can cause more bleeding during extractions and other procedures.

Be safe! Bring a list of all medications you take and the dosage, including herbal supplements, to each appointment. We want your dental visits to ensure you are healthy and worry free!

TIME'S A'WASTIN'!

To take advantage of unused insurance benefits, many patients arrange treatment at this time of the year. Some treatments require more than one visit to complete. To receive maximum insurance coverage, it is important to make your appointments early so you can complete treatment by a designated point.

If you have questions about your insurance, bring your policy booklet in so we can evaluate the extent of coverage you have with you.

People who smile tend to motivate others to do so as well. We hope you'll inspire others with the warmth of your smile throughout the coming holidays, and always!

Recent Cosmetic Dentistry Survey Results

Can a new smile make you appear more successful or intelligent? Previous studies prove that a beautiful smile will make you more attractive. But according to research by Beall Research & Training of Chicago, a new smile will also make you seem more intelligent, interesting, successful and wealthy. A market research professional and social psychologist carried out the study for the American Academy of Cosmetic Dentistry (AACD).

Photos of eight adults were shown to 528 Americans, who were asked to quickly rank the eight. Two sets of photos were created, with each set showing four before cosmetic dentistry, and four after. Half surveyed viewed Set A, the other half

Set B. While all subjects had varying degrees of cosmetic dentistry, respondents were not told smiles were a component of the rankings, but asked to make snap judgments, rating each on a 1 to 10 scale, with 1 being "not at all," and 10 being "extremely."

The following chart shows the results, with the more appealing smiles getting higher marks in each instance.

The results indicated that an attractive smile does have broad ranging benefits. While the change was most dramatic for Attractive, Popular with the opposite sex, Wealthy and Successful in their career, the change was statically significant in all areas.

Characteristic	Average "Before" rating	Average "After" rating	Increase
Attractive	4.6	5.9	1.3
Intelligent	5.9	6.5	.6
Happy	6.2	6.8	.4
Successful in their career	5.8	6.7	.9
Friendly	6.3	6.8	.5
Interesting	5.4	6.1	.7
Kind	6.0	6.4	.4
Wealthy	4.9	5.9	1.0
Popular with opposite sex	5.0	6.2	1.2
Sensitive to others	5.6	6.1	.5

Dr. Phillips is a member of the AACD, the world's largest cosmetic dental organization. The full survey results by Beall Research can be viewed on the AACD website at www.aacd.com.

PAYMENT OPTION FOR TREATMENT

The benefits of a flattering, fit smile are unsurpassed. Dr. Phillips wants everyone to enjoy a healthy, appealing smile but understands that some dental treatments can be a challenge when it comes to the fee.

We have good news! In addition to Wells Fargo, Capital One is now available to provide financial support to dental patients. Both have many advantages, including:

- NO down payment
- NO prepayment penalty
- LOW monthly payments
- LOW fixed interest rates
- Monthly payments that fit your budget
- Possible tax advantages

The application process is fast, confidential and easy. Enjoy a terrific smile NOW with an easy plan that keeps you smiling! Call to inquire or request an application by mail.



WHEN THE QUESTION IS: *"Are you accepting new patients?"*

THE ANSWER IS ALWAYS: *Yes!*

Dr. Phillips is always happy to accept new patients. When you refer others, it is the ultimate compliment! Thank you for recommending others!

THANK YOU!