

Kerr & Gavric  
DENTISTRY  
Smile Designs



Produced to improve your dental health and awareness

Spring 2011



## FROM THE DENTISTS

It has been just over a year since Dr. Grace joined the practice. She has been an excellent "fit", and for that I feel very fortunate. Having been in practice for over 30 years, it has been such a relief to cut back my hours and to turn over many of the managerial aspects of the practice to Dr. Grace. I am enjoying what I do even more, and for those of you who have asked, I am not planning to retire anytime soon.

Dr. Grace, being of a younger generation, has lots of energy and good ideas about how to keep the practice up to speed in this age of the internet and "social networking". So, the practice has recently added a system to remind you of appointments by email or text messages. We still strive to stand out as a practice that knows and cares about each of our patients, so this is meant to be

a convenience for those who find it helpful.

I love the baby pictures! After including photos of my sons for about 28 years now, it looks like we are starting over!

Have a great spring!

*All the Best, Dr. Kerr*

Wow, time flies when you're having a good time! It's been over a year now since I joined the practice. I would be lying if I said I weren't initially anxious about the transition into a new environment with unfamiliar faces. But, joining this practice has felt easy from the beginning. Not only have Dr. Kerr and the staff made me feel welcome, but you all have as well. I would like to extend a big *Thank You* to you for welcoming me with open arms. It's been an absolute pleasure meeting you! Whether it was a quick introduction at the front desk or recurring visits for treatment, I have encountered so many of your smiling faces which have made me feel at home from day one. Again, thank you and I look forward to seeing you year after year and meeting those of you with whom I have not yet had the opportunity.

Warm regards,

Dr. Grace



## Adrian's Birth Announcement

*My husband, Nenad, and I are proud to announce the birth of our son Adrian Kai Gavric. After months of anticipation, we welcomed Adrian Kai on March 9th, 2011 at 8:00 am.*

*Little Adrian weighed in at a healthy 8 lbs and measured 21 inches long. It was love at first sight! Adrian is very cuddly, loves to be held, and smells so good! We are in awe of him and feel so blessed to have Adrian in our lives. We are enjoying every moment and shower him with kisses every chance we get.*



*Thank you for all your referrals. We appreciate them!*



## Say Yes To You

### You'll smile more!

Though each of us inherits both good and not-so-good features from generations past, we are more than a patchwork of hand-me-down genes. We all have the power to learn to be happy with ourselves. Once that happens we can stop being self-conscious and enjoy being in the moment.

Positive self-esteem is more than just liking how you look. It's about feeling good emotionally, mentally, and physically. There is no question that your good oral health directly affects this perception.

We're very proud when we can contribute to your well-being. Sometimes it's by providing cosmetic treatments that work with what you've got to help you change what you can. Other times it's by providing quality care to achieve and maintain your healthiest smile. Make regular visits part of your self-esteem regime!

## 3 KISSES For You Keep it simple, savvy, easy & sassy!

According to *Cornell University* researchers, in addition to all your other daily choices, you make 200+ decisions a day - a minimum of 1,400 a week - just about what food and beverages to put in your mouth! And how about sorting through countless toothpastes, mouthrinses, and other oral care products on the market? We'd like to uncomplicate at least one part of your life. Here are three amazing smile sparklers. If you can't settle on only one, consider all three!

**Teeth whitening** picks up your smile power by removing even the most stubborn stains caused by tobacco, tea, coffee, wine ... or time.

**White fillings** made from long-lasting easy-care materials matched to your own enamel color will restore your smile to its original immaculate condition, so no one will guess you've ever had a cavity!

**Veneers** are thin individually sculpted concealers that are applied to the surface of your own enamel.

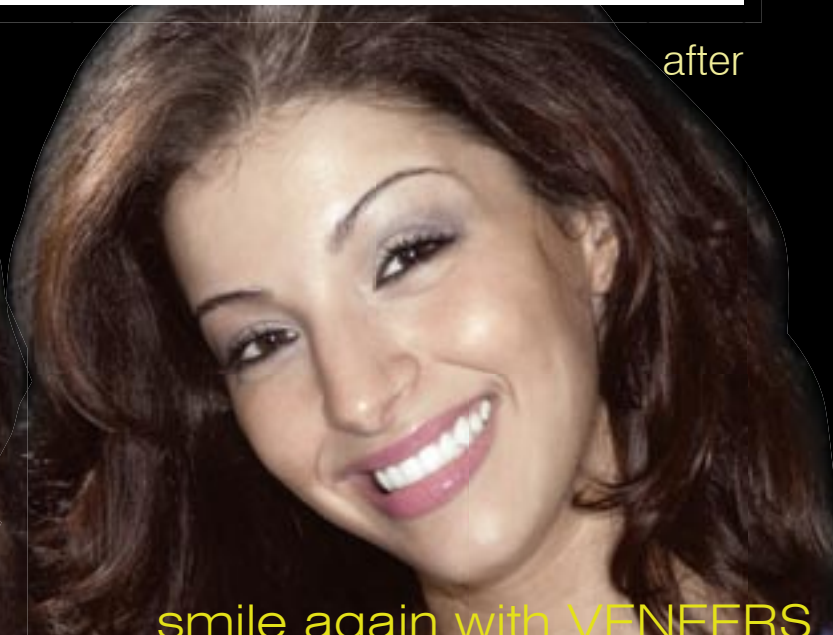
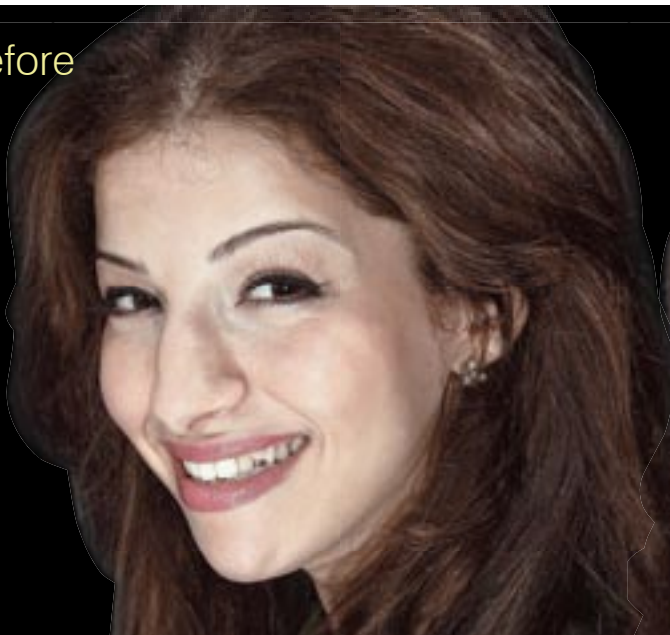
There's nothing superficial about the results though, thanks to sophisticated materials that are strong and require no special care. Veneers are an excellent choice to mask...

- chipped, cracked, or worn teeth
- unattractive gaps
- minor twists and overlaps
- even the darkest stains
- misshaped teeth.

Still can't decide? Keep it simple and give us a call. We'll work with you to help eliminate the guesswork!

before

after



smile again with VENEERS

# Your Smile. YOUR WAY.

## Planning the future of your smile

We follow the golden rule: we treat our patients the way we would like to be treated. It's important to us to provide you with real information, explain our recommendations, and give you time to absorb them. We understand that just as milestones like marriage, graduations, and retirement involve planning, ensuring your smile will last through your lifetime takes some forethought too. That's where we would like to help you.

For example, some restorative solutions are so beautiful that you may believe they are only cosmetic. Yet many metal-free restorations made of white composite, porcelain, cast glass, or resin that are matched to your enamel were actually created to save your smile, not just dress it up.

### Consider...

When your tooth is too damaged for a simple filling, *inlays* (which fill the cavity) or *onlays* (which also covers it) can be an excellent solution.

A *crown* can be used to cap your entire tooth to provide improved shape and strength. One or more can also be attached to a *bridge* when several teeth are missing.

A crown can also be placed on top of a permanently implanted artificial root made of biocompatible metal. These *dental implants* can also be used to anchor a bridge or a denture for greater stability.

Still have questions about your best smile-saving options? We will always be happy to answer them for you. Call us today!



Crowns

## Keep Up The Pace!

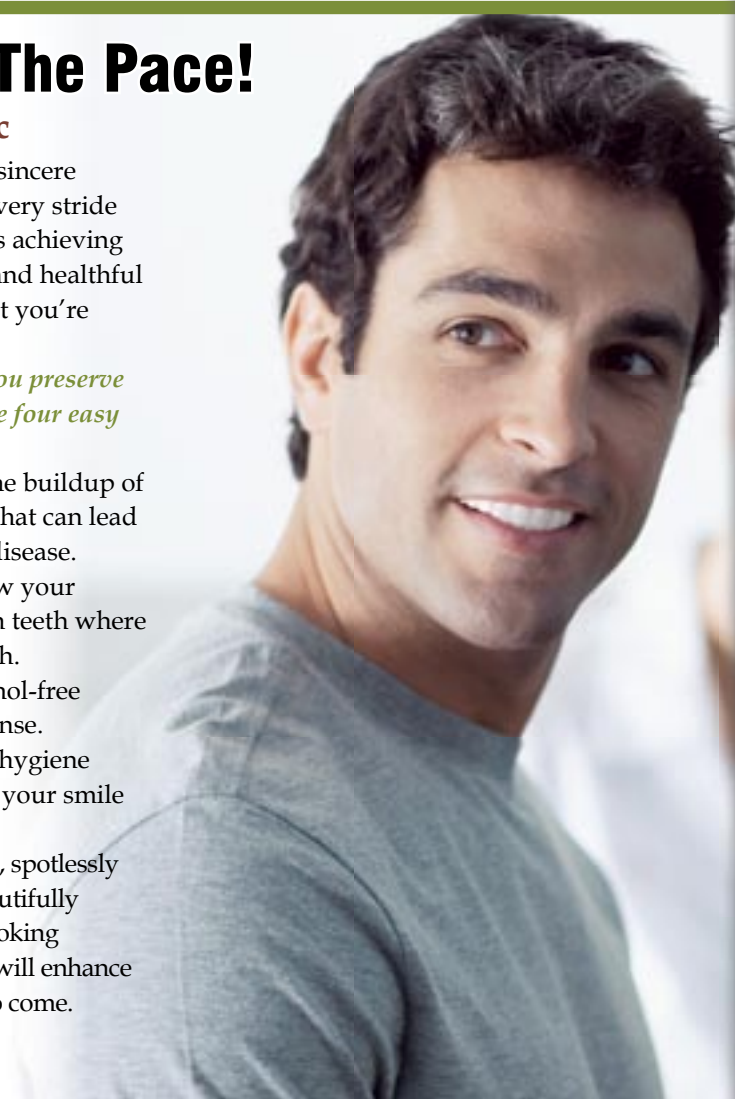
### You look terrific

Please accept our sincere congratulations for every stride you've made towards achieving your most beautiful and healthful smile. We can see that you're pleased - it shows!

*We'd like to see you preserve that sparkle! Here are four easy steps to success...*

1. Brush to prevent the buildup of the bacterial biofilm that can lead to cavities and gum disease.
2. Floss to reach below your gumline and between teeth where your brush can't reach.
3. Rinse with an alcohol-free antibacterial mouthrinse.
4. Keep your regular hygiene visits so we can keep your smile clean and fresh.

Pink healthy gums, spotlessly clean enamel, and beautifully maintained natural-looking cosmetic restorations will enhance your smile for years to come.



## It's Called WHAT?

### Find out if you do it

Bruxism, the often unconscious habit of clenching and grinding your teeth, can run in families. Stress is the most frequent cause. Some children grind, but it is most common in 20-40 year olds. Three times as many women do it, yet it has also been linked with apnea - multiple cessation of breathing through the night - which is more common in men. Male or female, whatever your age, bruxism can damage your teeth and dental restorations and cause jaw and facial pain and headaches.

### We can check you for...

- signs of bruxism
- problems with your bite
- the need for a custom nightguard or splint.

### Your doctor can recommend...

- stress counseling
- exercise &/or physiotherapy
- medication.

### You can try to...

- change sleep positions
- avoid alcohol and caffeine
- refrain from chewing on pens, pencils, gum, and fingernails.

# BIG REFERRAL CONTEST

The winner receives a FREE iPad2!

At Kerr & Gavric Dentistry, we work hard to create a comfortable, welcoming environment where you can receive the highest quality dental care – at a level we would provide to our own family. In fact, we want you to be so confident in our abilities that you would feel absolutely comfortable referring your most valued friends, colleagues, and family members to us ... without hesitation. Many of you already do, and we thank you.

But, you know, sometimes words are simply not enough. So, to **show** our appreciation for your referrals we created our *Referral Rewards Program*. All you have to do with the referral cards enclosed in this newsletter is write your name

on them and hand them out to anyone that you think would enjoy our services. Of course we will also have a supply of them at the office if you need more. Once your referral comes in for an appointment with your referral card, we will keep a tally of how many referrals you've made. Then on July 31st, 2011, we will tally up everyone's numbers, and the person with the highest referral count will receive an iPad® 2! How awesome is that?!

We vow to always provide the very best, quality care to you, your family, and your friends.

So, what are you waiting for? Use the cards inside this newsletter or pick some up from us, refer your acquaintances and get ready to win!

## At-Home Whitening Instructions

We offer 10% and 20% *Ultradent Opalescence® Whitening Gel* for use with at-home trays. The following instructions may be helpful when beginning treatment or touching up:

- 10 % whitening gel can be used for 8-10 hours or overnight.
- 20 % whitening gel can be used for 2-4 hours.
- If you are beginning treatment, it is recommended to whiten everyday until you achieve your desired results or until the teeth do not get any whiter. If you experience sensitivity, decrease the frequency to every 2nd or 3rd day.
- If you are touching up or maintaining, it is recommended to whiten a few times every 1-3 months. However, the frequency is up to you depending on how long your results last.

## Wedding Smile Makeover

Some things might be yellow - but not your teeth!

You scour your check-list for your upcoming wedding. The invitations are out, the photographer booked, tuxedos and gowns ready, the caterer is on board, boutonnieres, bouquets ... check, check, check! You smile to yourself with satisfaction, and then it hits you.

**What about your smile?** Smiling faces dominate every wedding photo. Let's make sure yours is bright!

Being the center of attention can be exciting and nerve-racking at the same time, but what can really help you let go of the jitters is having the confidence that every one of your smiles is a beautiful one. Is there something you'd like to fix before the big day?

New-smile choices for the entire wedding party range from cleaning to whitening, restorative treatments like replacing silver-colored fillings with natural-looking white ones, plus a host of other cosmetic options like veneers, crowns, and orthodontics. To make your day perfect, we'd like to offer you \$100 off in-office Boost Whitening or \$50 off at-home whitening trays.

Schedule your appointment today. You can also stop by and see us at *The Georgia Bridal Show* on July 31st, 2011, held at the *Cobb Galleria Centre* from noon until 5:00 pm. We have plenty of time to talk about your wedding smile. And, in fact, if you refer a member of your wedding party they will receive free whitening trays with an exam, x-rays and hygiene appointment (only applicable for new patients).



## Spring Special Offers!

**\$100 OFF** In-Office Boost Whitening

OR

**\$50 OFF** At-Home Whitening Trays

Expires July 31st, 2011

\*existing patients only

## office information

**Dr. Robert A. Kerr**  
**Dr. Grace S. Gavric**  
1100 Circle 75 Parkway SE, Suite 200  
Atlanta, GA 30339-3024

**Office Hours**  
Mon-Thu 7:30 am – 4:00 pm

\*Ask us about our new Friday hours!

### Contact Information

Office (770) 980-0558  
Fax (770) 980-1092  
Email gavridds@cypressmail.com  
laura@cypressmail.com  
www.kerrdentistry.com  
Website

### Office Staff

Laura.....Scheduling and Insurance Manager  
Melissa, Katie.....Dental Assistants  
Jena, Amanda .....  
.....Registered Dental Hygienists

