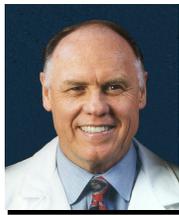


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DENTAL WELLNESS* NEWSLETTER



Note from Doc Just before the 16th century, as people gradually moved from working the land to living in towns, the term *Harvest* lost its reference to the time of year and was replaced with the term *Fall*. For me, Fall is a season of reflecting on the many wonderful relationships my staff and I have developed and fine outcomes we have provided. We are looking forward to harvesting new relationships in the coming year! Happy reflections to you all! *Dr. McBride*

WHAT IS A HOLISTIC DENTIST?

Accurate definitions are important prior to a discussion of any subject matter. The word “holistic” is defined in the Thorndike-Barnhart dictionary as, “concerned with all factors, physical, mental, emotional, and spiritual, that affect health, rather than treating isolated diseases and symptoms.”

A dentist with a holistic approach is not just checking teeth and gums, looking for decay and periodontal (gum) disease, or wanting to sell you on the idea of an improved smile through the wonders of cosmetic dentistry. To me, holistic dentistry means first getting to know the whole person, their attitudes towards dentistry and their desires regarding prevention and treatment. True health requires patient education, but I believe that the holistic dentist’s first priority is to educate himself about the patient before recommending what they may need or should want.

Traditional dentists and physicians have been in a reactive mode when it comes to treating disease. For example, dentists repair decay and replace missing teeth while physicians react to high blood pressure with symptom controlling medications. In both cases the cause of the disease has not been addressed.

In dentistry, a holistic approach is based on an understanding of how a healthy and attractive mouth looks and functions, and how it influences and is influenced by the rest of the body. This understanding was brought about through careful research of people, some in their eighties and nineties who had exceptional oral health. Besides having attractive smiles, these people exhibited little, if any tooth wear or tooth loss, and most had no or very little dental treatment needs. In other words, the research was based on the study of health, not disease. By observing and measuring these fortunate individuals, it was found that they had a number of qualities in common that resulted in beauty, function, comfort, and *longevity*. It was discovered that their teeth arrangements not only resulted in a naturally attractive appearance, but were aligned in such a manner that there was harmony between the upper and lower teeth *and their relation to the jaw joints (TMJ’s)*. This accounted for why they never experienced jaw joint noise or pain, head and neck discomfort, tooth loss, vertigo or migraines.

These qualities became the Bioesthetic Guidelines, directing the holistic dentist in his diagnostic, preventive and treatment efforts. This research has incalculable value, as any person with a compromised smile, or head and neck aches from an improper bite can be assessed and treated towards this model of health & beauty discovered through the research of Mother Nature’s success.

Within the last decade or so, many new technologies have sprung up in dentistry, such as bonding, life-like porcelain materials used in crowns and veneers, as well as implant teeth replacements. These new technologies have given birth to the field of “Cosmetic Dentistry,” and the predominant content of most all dental journals today has to do with their application. Although these technologies offer many new and wonderful treatment options, their application prior to a proper oral diagnosis may result in unfavorable side effects as well.

As stated above, definitions are important, and usage of the term “cosmetic” in dentistry doesn’t belie its meaning.

Cosmetics: *superficial measures to make something appear better, more attractive, or more impressive.*

Esthetics: *an underlying principle, a set of principles, or a view often manifested by outward appearances or style of behavior; a guiding principle in matters of artistic beauty and taste.*

The latter more aptly exemplifies **Bioesthetics**, the definition of which is: “*The study or theory of the beauty of living things in their natural forms and functions.*”

Probably the most important word for a holistic dentist is *diagnosis*. Not only for the dentist to learn the individual nature of the patient’s oral health status, but in so doing, he can teach his patient for the first time, the cause of their problems. The new esthetic and replacement technologies can then be designed within a template of health, encompassing the Bioesthetic Guidelines that will lead the patient to a healthy, attractive, disease-free dental condition. The power of Bioesthetic Dentistry is that its principles can be universally applied by *all* dental disciplines to *all* dental system problems. Bioesthetic Dentists have the knowledge and skill development to treat proactively towards a specific optimal health goal.

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Quarterly Quote
 An individual without information cannot take responsibility; an individual who is given information cannot help but take responsibility.
 Jan Carlzon

TREATMENT SUCCESSES

Problem: This woman’s teeth had been wearing through the years which changed her nose to chin distance and bite, resulting in jaw joint pain, head, face and neck soreness and headaches, otherwise known as “TMJ.”

Solution: Using the Bioesthetic Guidelines, her jaw joints were stabilized to health through full-time wear and continuing adjustments of a clear plastic “splint.” This also relieved all her head, neck and jaw joint discomfort. Her teeth were then restored to their natural, unworn lengths with porcelain crowns and veneers. This not only changed her dental and facial esthetics, but has noticeably relaxed her facial and chewing muscles in a manner that will prevent further wear, as well as sustaining the health of her jaw joints.



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* *Wellness denotes health, and true health is based upon sound relationships bounded by mutual trust and respect between practitioner, staff and patient. It is an attitude that involves learning and development of common goals for prevention and treatment.*



American Dental Association statistics indicate that over 70% of Americans avoid going to the dentist on a regular basis. I have interviewed patients with all varieties of reasons for having neglected seeing a dentist, and for most it has to do with anxiety and fear of the dental visit. In my initial interviews, most people indicate that they would rather be somewhere else other than in a dental office. In spite of this, I believe that people are becoming less fearful of going to the dentist because there is more awareness on the part of most dentists as to the importance of addressing this issue with their patients.

My new patients often indicate that their past dentists were in a hurry, and didn't acknowledge their concerns. In a busy, insurance-driven practice that requires the dentist to see many patients daily, by definition, time cannot be allotted to address the individual needs of each patient. Either anesthesia or treatment itself can become rushed due to the restriction of time.

I have found that the initial time taken in getting to know the patient is key to reducing dental fears. This is at the core of a holistic philosophy—realizing that each person has individual needs. When I first got out of dental school, most all teeth looked pretty much the same. As I continued with my post graduate education, I became more and more aware that no two people have exactly the same size or shape of teeth, type of "bite," comfort thresholds, personalities, etc., and how important each and every aspect had to do with an excellent treatment outcome. This knowledge helped me realize that spending time in the beginning avoids wasting it in the future. Once trust has been given a chance to develop, patients become willing partners, rather than skeptical supplicants. The much-improved local anesthetics of today, along with time allotted to their careful administration allows patients to have very comfortable dental visits compared to those of the past.

A new organization is marketing heavily to dentists teaching them how to provide heavy sedation during treatment. My take on this is that with a truly holistic approach to dentistry, each new patient is assessed, not only through a dental and medical history, but as an individual. Initial time is relegated to discovering the new patient's attitude based on past experiences, preconceived notions from well-meaning "friends," etc. By spending this time up front, any anxieties or fears can be thoroughly addressed and appropriate measures outlined to handle them. It has been my experience, through getting to know the new patient, as well as having them getting to know us, a relationship develops that almost completely obviates the need for sedation, either orally or intravenously. Providing fine clinical dentistry requires a delicate focus on the treatment at hand, and I don't want my attention diluted by needing to be continually monitoring their state of anesthesia. For those few who feel they absolutely need sedation, we use nitrous oxide/oxygen inhalation sedation. For those that may require heavy sedation, we utilize the services of an anesthesiologist who comes to the office.

Marketing Bad Habits



Marketing junk food to children contributes to their obesity rate, according to nutrition experts. The United States is suffering from an epidemic of obesity, writes Dr. Marion Nestle, professor of nutrition at New York University. A food supply industry that supplies 3,900 calories per day per capita, roughly twice the average need, is the culprit.

Writing in the September 11, 2006 issue of *The Nation*, Dr. Nestle makes no bones about laying much of the blame on corporate marketing of junk food to children, who do not have the ability to distinguish sales pitches from legitimate nutrition information unless taught to do so. Companies spend \$10 billion annually enticing children to desire food brands. The result, says Dr. Nestle, is American children consuming more than one-third of their daily calories from soft drinks, sweets, salty snacks and fast food.

Parents bear some of the responsibility, but advertising to children is more insidious today than in years past. "Today's marketing methods extend beyond television to include Internet games, product placements, character licensing and word-of-mouth campaigns—stealth methods likely to be invisible to parents," Dr. Nestle writes.

She believes it is time for America to follow the lead of many European countries and put more restrictions on food advertising to children. "Controls on marketing may not be sufficient to prevent childhood obesity," she concedes, "but they would make it easier for parents to help children to eat more healthfully."

Team News



As Autumn unfolds and the kids start back to school, it gives us a chance to re-examine our goals and focus on what we would like to accomplish. As Dr. McBride's team, we've had the opportunity to introduce new products and ideas to help our clients achieve better health. Along this vein we have decided it's time to re-evaluate our amenities, otherwise known as our "Aromatherapy." The afternoon cookies by Otis Spunkmeyer are yummy, but not very healthy, realistically speaking. Our muffin making source, Karen's daughter, has been working on healthy alternatives. We taste tested a low fat, sugarless peanut butter cookie and all gave it a thumbs up. The Otis cookies are being phased out and soon we will be offering cookies that will make you run faster, leap higher and sleep better. We want to walk our talk when it comes to health and fitness, but let it be known that Blanca is very distressed because we are phasing out the cookies.



Presentations We are taking reservations for Dr. McBride's evening PowerPoint presentations, *Doc's Talks*. If you would like to hear about the latest in preventive dentistry, Bioesthetics, implants and the gum health and general health connection, call Karen and make a reservation.

Seasonal Drawings!



Congratulations to winners Heather Clements and Barbara Kruse for winning the Fourth of July and Summer Party Baskets. Be sure to get your name in for the Autumn Basket. Our creative basket-maker and hygienist, Jenean, always seems to come up with new and creative ideas for each of these wonderful gift baskets!



Please let us know what topics you would like to hear about in upcoming issues.

