

SMILE SHOP NEWS

Alex Axelrode, D.D.S. • Mark Axelrode, D.D.S., M.S. • Eric Axelrode, D.D.S., M.S.D.



Our mission is to provide the highest quality service that exceeds our patients' expectations. We offer the best technology, a dedicated and skilled staff, and a friendly office environment. We want to make your experience with us something to smile about.



BUSINESS STAFF: April Axsom, Treatment Coordinator • Jennifer Scardina, Financial Coordinator • Julie O'Shea, R.D.A., Appointment Coordinator • Rosalie Anderson, Front Desk/Public Relations Coordinator • Tina Estoque, R.D.A., Insurance Coordinator • Tricia Cooper, Office Manager
CLINICAL STAFF: Stacie Garcia, Sterilization Coordinator • Dani Hunley, R.D.A. • Elizabeth Snow, R.D.A. • Jannet Mercado, R.D.A. • Jasmine delos Santos, R.D.A. • Katlin Cabusas, R.D.A. • Meisa Whitworth, R.D.A. • Michelle Cava, R.D.A. • Yaco Sanchez, R.D.A.

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What About Missing Teeth or Narrow Teeth?

Many times we have adult patients who come to our office to have spaces from missing teeth closed or "filled in." Each case is unique and certain steps need to be taken to make sure the best plan is in place to fix the problem.

Usually we have a "team" approach where there are multiple doctors that work together to get the optimum results that ensure long term dental health. Some types of problems can be corrected with orthodontic treatment (braces) alone, but there are limitations to what braces can do and many times the spaces need to be filled in with permanent dental replacements.

For replacement of missing teeth there are typically three options: implants, bridges, or partial dentures. Today implants offer the best option, if possible, due to the fact that they are most similar to a real tooth. For misshaped or narrow teeth, porcelain can be used as a "veneer" or covering to help create the proper width and shape as well as color to the existing teeth.

Working as a team with your dentist and other dental specialists we can provide you with the best smile possible. The results speak for themselves and you can be confident that your teeth and smile will be fantastic for a long time to come.



Don't Just Smile . . .

SMILE STRONG!

When you come in for your next appointment, don't forget to pick up your Axelrode Orthodontics Smile Strong Bracelet. Our website address is printed inside and it glows in the dark!

"Share Your Smile"

*A smile costs nothing but creates much.
It happens in a flash, but the memory of it lasts forever.
It cannot be begged, borrowed, nor stolen,
but it is of no earthly good to anyone until it is given away.
So, if in a hurry, you meet someone who is too weary to smile,
leave one of yours,
For no one needs a smile so much as he who has none to give.*

G.K. Chesterson

Orthodontic Conferences

Each year, our doctors and staff attend various orthodontic conferences. These conferences allow us to become more knowledgeable in the field of Orthodontics and Administration by continuing our education through such fine seminars. It enables our dental assistants and doctors to renew or update their dental licenses.

Doctors & the Staff

WELCOME TO . . . April Axsom & Stacie Garcia

Hello. My name is **April Axsom**. My position at Axelrode Orthodontics is the Treatment Coordinator. I'm very excited to work with such a great team of caring people. I've been in the field of orthodontics for over 27 years, but new to the California area and I'm enjoying it very much. My husband Nick and I have 2 adult children and 2 beautiful grandsons. I love reading, walking and traveling- most of my traveling takes me back home to Tennessee to visit our grandsons and family. I look forward to being a part of this team and meeting you at your next visit.



Hi, my name is **Stacie Garcia**. I am currently enrolled in the dental assisting program at Bryman College in San Francisco, class of 2006. I am planning to take my state registered dental assisting license test in August. I am proud to be a team member of Axelrode Orthodontics, as the sterilization coordinator. I love working in this orthodontic setting and will be able to work on patients very soon. My future goal is to attend dental hygiene school. Also in my spare time I like to hang out with my friends, shop, and for quiet time, read an interesting book.

From Our RDAs To You

Hold That Smile!!!

You've worn your appliances as directed. You've brushed and flossed ' each day. You've kept all your appointments. Now it's time for your braces to come off! This doesn't take long. Your orthodontist removes the bands and brackets with special pliers. He or she then cleans the cement from your teeth.

Wearing A Positioner

A positioner may be prescribed to finish moving your teeth. It's made of rubber or plastic. Wear it as much as you are told. Brush your positioner each day with toothpaste. You may be told to soak it once a week in denture cleaner.

Graduating to Retainers

Retainers hold your teeth in their new places. You'll most likely get them after your braces come off or after using a positioner. Wear retainers as much as you are told. If you don't, your teeth may start to go back to

where they were. Then you could need braces again!

Taking Care of Retainers

Use these tips for retainer care:

- Rinse retainers in cold water and store them in their cases each time you remove them. Never use hot water to rinse, wash, or soak retainers. They could warp.
- Brush retainers with toothpaste and rinse them each time you brush your teeth. You may also be told to soak retainers in denture cleaner each week.
- Call your orthodontist right away if you break or lose a retainer.





Braces Off A NEW SMILE!!

FINALLY THOSE BRACES ARE OFF!!! here are the happy patients who recently celebrated that special day. We know you are thrilled with your new smile, but don't forget to wear those retainers.

Joshua Arriola	Alysia Palacios	Michelle Bigelow	Elizabeth Kempf	Michelle Fe
Cody Walker	Kyle Simas	Nobuko Fredette	Sarah Mayorga	Sarah Harri
Amanda Chen	Herra Kamran	Ryan Graelish	Tiffani Quan	John Moren
Zachary Hardin	Chelsea Brooks	Sandra Leon	Oscar Retamoza	Jermaine V.
Daniel Santos	Sierra Gonzales	Paul Webster	Kaitlin Williams	Daniel Gulic
Emerald Weaver	Sumaira Hamndani	Michael Manalastas	Karmelle Tatum	Maria Ceja
Roshawnda Frazier	Dominique Hines	Luis Portillo	James Aulds	Taylor Jung
Zanay Phillips	Arianna Ford	Candy Stone	Ana Montenegro	Lisa Moore
Brian Boyle	Angelica Barbosa	James Quintero	Adrian Rojas	Maria Sparr
Brent Kahn	Daniel Hidalgo	Deiante Hardwick	Erica Pounds	Paulo Dima
Joseph Rodriguez	Tracy Hill Jr.	Demetrius Randle	Jassel Cabugao	Laura King
Jessica Sulcer	Dianne Montances	Jeffrey Lee	Jennifer Cabugao	Kamilah Bir
Romina Gill	Kaylene Moulton	Freddy Rincon	Trevor Claudio	Arnulfo Dulla
Michael Howard	Sara Quintero	Michael Romero	Garret Garza	Evelyn Sacc
Ashley Rivera-Wood	Kaela Newkirk	Shan'a Walker	Vincent Martinez	Devin Kidd
Nicole Angelo	Caitlin Gaustad	Matthew Choa	Robert Sandner	
Mike Arjona	Jenny Rodas	Lai Saelee	Devin Anthony	
Joanne Liu	Christopher Sakauye	Noy Soukphaly	Kandice Chandler	



Contest Winners

Our lucky contest winners from May 2005 to March 2006 are detailed below:

Starting with the months of April through May, 2005, we had our Mother's Day Contest. Patients wrote sentiments on a flower petal. Mothers were so delighted to read what their children appreciated most about them. The Grand Prize place winner was Michael Jimenez. Michael won a stunning Coach purse for his mom. The other winners were as follows: Caleb Peters, Dorothy Saechao and Taylor Hughes.

During May 11 through June 15, we held a Father's Day contest. The Grand Prize winner was Blake Armas. Blake won a \$50 Home Depot gift card for her Dad. Haley Torretta and Sonja Liljegren won gifts for their dad as well.

For the months of July through September, we had an ongoing yo-yo contest. Everyone got creative and decorated their very own wooden yo-yo. The winners for this contest were Miranda Pacheco, Elizabeth Hoggatt, Olivia Hoggatt and Sophia Hoggatt.

In October and November, we displayed our Thanksgiving Tree on our lobby wall. Patients wrote what they were thankful for on a leaf. Our winner picks were Darius Shareef, Patrick Abelman, Taylor Wesley, Marco Gutierrez, Megan Chen and Landon Dotson.

Axelrode Orthodontics Annual Patient Appreciation Day

As you know, every year Axelrode Orthodontics holds its **Annual Patient Appreciation Day** to give thanks to you for being such wonderful patients and to show you how much we appreciate it. Last year, we transformed our parking lot into an Old Fashioned Carnival. We had many carnival games, such as a basketball shot, ring toss, ping pong ball toss . . . and we even had a bouncy slide to top it off.

Prizes ranged from winning live gold fish to winning Ipods. Food was carnival style – from hot dogs and nachos to cotton candy. Our DJ, Ed, amused everyone with our hula hoop contest and pie eating contest. It was a BLAST!

Join us this year for our Annual Patient Appreciation Day, "Hawaiian Style". We will be hosting this event at **Fernandez Park on Saturday, July 29th from 12:30 to 3:30 p.m.** Come join us for a day full of flower leis, BBQ and lots of fun in the sun! We hope to see all of you there!



guessed the number of "chocolate kisses" contained in a vase. Our winner for that contest was Eric Guzman.

In February and March, we held our St. Patrick's Day contest. Patients took home a potato and completely disguised it with clever designs. The creative winners were Caleb Hernandez, Alejandra Lepéz, Linda Phung, Dorian Powell, Devon Humphrey, Mia Brown, Heather Gold and Haley Torretta.



Calendar Contest!

We know that all of our patients love winning prizes. Well, you all have a chance. For every holiday or season we put up new decorations and start new contests. We have Tooth Brushing Champs, Valentine's Day Contests, Christmas Contest and many others. But our Annual Contest is the Calendar Contest. Just draw a picture that has to do with braces on an 8½ x 11" piece of paper . . . and your picture might be in next year's calendar. Make sure you turn it in by August 31st.

Haunted House!

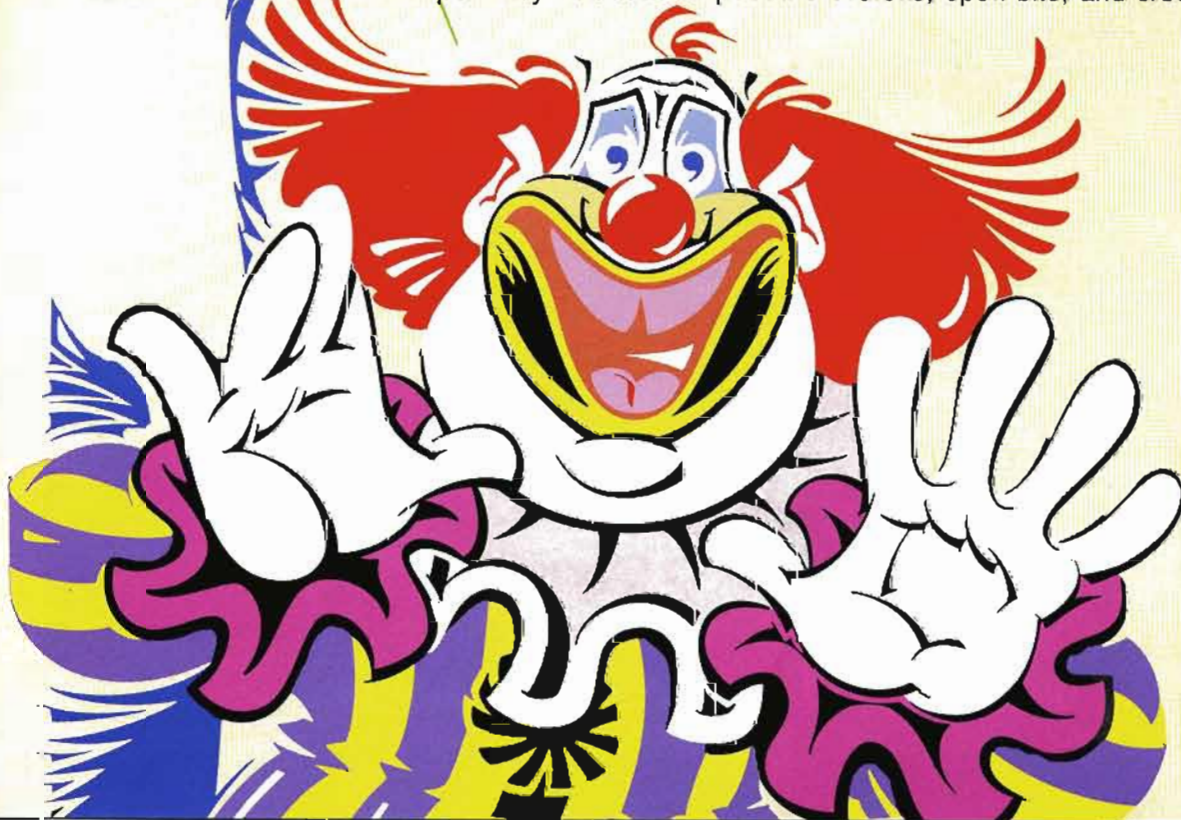
This year we are having a Haunted House for Halloween. Two years ago, we had a great turnout. Everyone was dressed up in their costumes, walked through the Haunted house and got a cool goodie bag. On Tuesday, October 31st, from 1:00 - 4:00 p.m. make sure that you wear your best costume and we'll be sure that you are spooked!



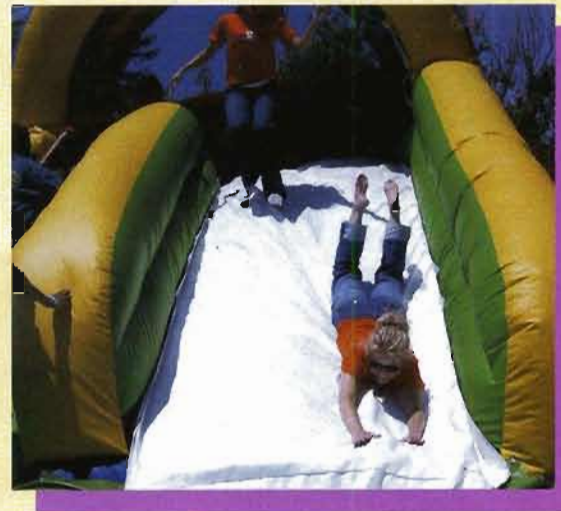
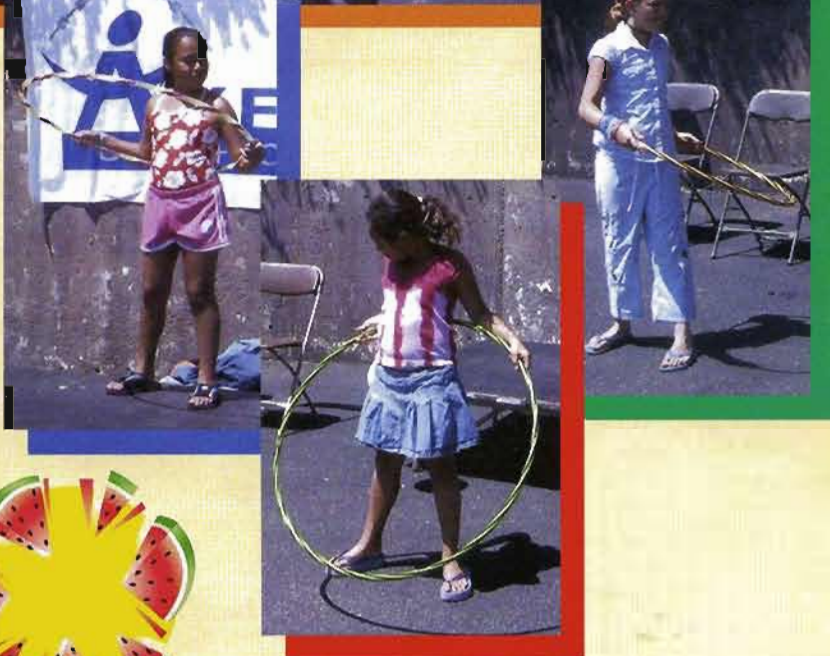
You Are Always Welcome to be a Part of Our Practice!!

Our doors are always open to new patients of all ages. We will be happy to schedule a **COMPLIMENTARY CONSULTATION AND EXAMINATION APPOINTMENT** for you and your family members. April, our Treatment Coordinator will be happy to assist you in making your appointment, and answering any questions you might have. *Referrals are not needed.*

The American Association of Orthodontics recommends an orthodontic check-up by age 7. By the age of 7, the first adult molars erupt, establishing the back bite. During this time, Drs. Axelrode can evaluate front-to-back and side-to-side tooth relationships. They can indicate possible overbite, open bite, and crowding.



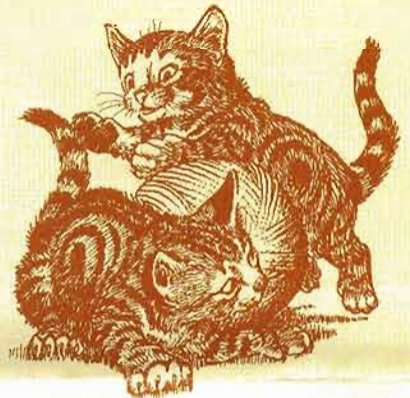
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PET TOOTH CARE

You may not know this, but cats and dogs need to take care of their teeth too. But they can't do it on their own, so they need your help. Without proper dental care, over 70% of dogs and cats show signs of oral disease by the age of 3. These oral problems go way beyond bad breath and can lead to more serious problems with their hearts, livers and kidneys. Here are some ways you can make sure your pet's teeth stay healthy.

- Take your pet to the veterinarian for a dental check-up at least once a year.
- Practice regular dental care at home with your pets. Brush your puppy or kitten's teeth with special pet toothpaste, starting when they are young. This way, your pets will get used to brushing at an early age. But don't use your human toothpaste, as it may upset your pet's tummy! If your pet doesn't seem to like any of the toothpaste flavors, try adding a bit of garlic powder to lukewarm water and use that to moisten the brush - they love garlic.
- If you are going to give your pet a treat - we recommend a biscuit. The abrasive action in chewing the biscuit will help keep their teeth well-scrubbed and clean.



Did you know that animals can have braces too?

Animal teeth are usually arranged "shoulder to shoulder" so that a natural cleaning takes place to push food away from the teeth and gums. If these teeth are not aligned properly, it can lead to pain, infection and eventual serious periodontal disease. Braces, very similar to those used for humans, can be used to correct these misalignments of teeth. Fortunately, for animals, the process only takes a few months.

Axelrode Orthodontics Has Gone Digital!

Axelrode Orthodontics has a new state of the art digital x-ray machine. Our easy to use software helps Axelrode Orthodontics effectively and enhance dentist/patient communication by providing the ability to visualize treatment recommendations. Patients become partners in their dental treatment decisions. Also as a courtesy to our patients, we are now able to e-mail their copy of their x-ray. Some of the benefits to our patients are:

- Less radiation than traditional X-ray equipment
- Patients are able to see their x-ray in less than 1 minute
- Digital x-rays are more environmental friendly because no chemicals are necessary to develop the image.

Our mission is to keep providing the best orthodontic care to our patients with quality dental equipment.



Field Trips

February was "National Dental Month." Our dental assistants conducted a field trip to local schools educating over 170 children. Students in Kindergarten through 4th grade were given wonderful advice on Nutrition, proper methods of brushing and flossing teeth through games and lectures. If you believe your child's school, day care or camp might benefit from a fun and educational field trip, please contact our office at 510-724-8855.



Junior Dental Assistants!!

It's That Time of Year Again!

Our ever popular Jr. Dental Assistant summer program will be held during the months of June-August this year. This is your chance to see

"behind the scenes" here at Axelrode Orthodontics! For either a morning or an afternoon, you'll get a chance to seat patients, get a first hand look at how the Doctors and Assistants work together, and see how an impression is poured with dental plaster.

Axelrode Orthodontics Adopts School Classes

Axelrode Orthodontics continues to provide schools with necessary classroom supplies. Because funding by the State was cut drastically, we like to help by donating items such as pens, pencils, paper, computer and art supplies to help benefit the children and their teachers.

Adopting a classroom is a great way to make sure all students have the necessary tools to ensure a positive educational experience.

If your office would like to help by co-contributing to this noble cause, please contact Rosalie Anderson at 510-724-8855 ext. 11. We look forward to working with you in this important endeavor.



"Thank You" FOR YOUR REFERRALS

We would like to thank all our patients for the compliment of referring your friends and family to our office. We always welcome new patients, and you can assure them that they do not need a referral from a dentist.

We will be happy to answer any questions your friends may have about orthodontic care such as:

- ? What is the best age to start orthodontic treatment?
- ? What about early prevention?
- ? Can you really help adults?
- ? What about clear/invisible braces?

Thanks again and we are looking forward to meeting your friends and family!