



# Louis Siegelman, DDS

## Summer Edition 2016

Produced to improve your dental health and awareness

from the dentist

## Summertime...

### *And the livin' is easy*

Summer is here! And the living, we hope, will be easy. For many of us, summertime is family vacation time: a chance unlike any other to spend real time with our spouse and children. It's also a time to strengthen family ties with brothers and sisters and in-laws. Family reunions at the cottage or over the backyard barbecue, summer weddings, even a summer romance (or the memory of one!) are all a part of this great time of year.

Summer is also a time when we all relax our daily rules and routines. Children can't wait to get on that skateboard or bike, and often forget proper safety precautions. We can help you avoid chipped or broken teeth with a custom-fitted mouthguard, the best protection for active sports enthusiasts! If your children are going to summer camp, make sure you pack extra toothbrushes, toothpaste, sugar-free gum, and mouthrinse, and impress on them the importance of their daily use. Just a few weeks of lazy care can really affect your child's oral health.

We hope you and your family have a happy, safe, and healthy summer. Just don't forget that regular dental care is a life-long occupation. And one last note: if you and your family are traveling this summer, make sure you have our telephone number just in case you have a dental emergency. No matter how far you are, we are always here for you.

*Yours in good dental health,  
Dr. Siegelman*



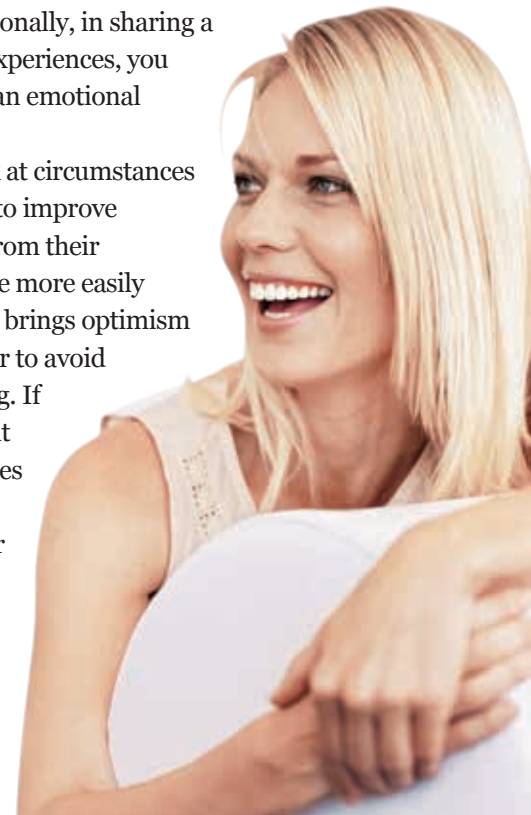
## Live Longer, Be Happy, Think Positive!

Positive people always expect more happiness, better health, and greater success, helping to reduce stress levels. It is a mental attitude that helps us see the "silver lining". Real and effective positive thinking requires focusing on positive thoughts and emotions and taking positive action to bring favorable outcomes.

The power of positive thinking is about committing yourself to get the most out of your day – every day. It is about being enthusiastic, keeping your mind focused on important things, and developing strategies for dealing with problems. It can help you to do your best each day. Additionally, in sharing a positive mood and positive experiences, you and those around you enjoy an emotional boost!

Positive thinkers will look at circumstances realistically, search for ways to improve a situation, and try to learn from their experiences. It helps you cope more easily with daily life challenges and brings optimism into your life, making it easier to avoid worries and negative thinking. If you adopt positive thinking, it will bring constructive changes into your life and make experiences happier, brighter and more successful.

Choose to be positive!  
You'll feel better, make others feel better, and you'll look younger too!



THANK YOU FOR ALL YOUR REFERRALS.  
WE APPRECIATE THEM!

# Is Seltzer Bad For My Teeth?

By now, everyone is well aware that both sugary and sugar-free soda is a hazard to our teeth. But what about sparkling water, tonic water and seltzer water? Sparkling water or seltzer is often cited as one of those healthy drinks you're supposed to switch to when you quit soda. It's sugar-free and calorie-free, and it hydrates.

Soda water has become so popular these days that sales have more than doubled over the last five years to \$1.5 billion dollars. Seltzer has seemed like an oasis of bubbly goodness without the health drawbacks, So why give up the bubbly?

Even when it's unflavored, fizzy-bubbly water contains an acid - carbonic acid or phosphoric acid. Because of that acid, our teeth slowly pay the price for our carbonated love affair especially if it is artificially flavored. Flavored sparkling waters should be consumed with caution because they are shown to be very acidic.

Always read the ingredient list and keep a look out for additives, like sodium and sugar, to avoid negative consequences for your teeth and body. Be aware of the differences between the usual suspects:

- Club soda contains sodium, but seltzer water doesn't.
- Tonic water contains added sweeteners and flavors.
- Flavored sparkling water may have added citric acid or natural sweeteners, along with caffeine and sodium.

The way you consume your bubbly will also make a difference. The longer you hold a carbonated beverage in your mouth, the greater potential for tooth decay. For those who use a straw, which pushes liquids to the back of the mouth, there is less risk. You can always dilute the carbonated water with regular water, or even just swish with regular water after. As with all other things in life, moderation really is the key!



# Interception!

## Say NO to sports drinks!

There's been some controversy about the erosive effect of carbohydrate-electrolyte drinks (sports drinks) on teeth enamel. Research shows there's enough evidence to avoid, or at least limit, your consumption of these drinks.

Sports drinks were designed to increase athletic endurance by maintaining blood glucose levels and increasing carbohydrate oxidation. It's easy to forget that the phosphoric acids in a sports drink – as with all soft drinks – can result in erosion of the enamel on tooth surfaces. This creates tooth sensitivity, grooves, or notches in the sides of the teeth, worn down teeth, and yellowing. Since dental erosion is painless, dentists are often the first to notice that damage has been done.

The link between sports drinks and dental erosion proves to be true. Here are some of the facts to keep in mind...

- Prolonged exercise means decreased saliva flow and with it loss of your natural buffer against acid.
- Increased athletic endurance and exposure to sports drinks without a buffer means a longer contact time between the drink and your teeth.
- Protracted exposure to acid over time will erode your teeth.

Save your tooth enamel. Please avoid or limit your consumption of sports drinks. Water is the refreshment of choice: it's sugar-free, has no calories ...and hydrates!





# Organic Produce

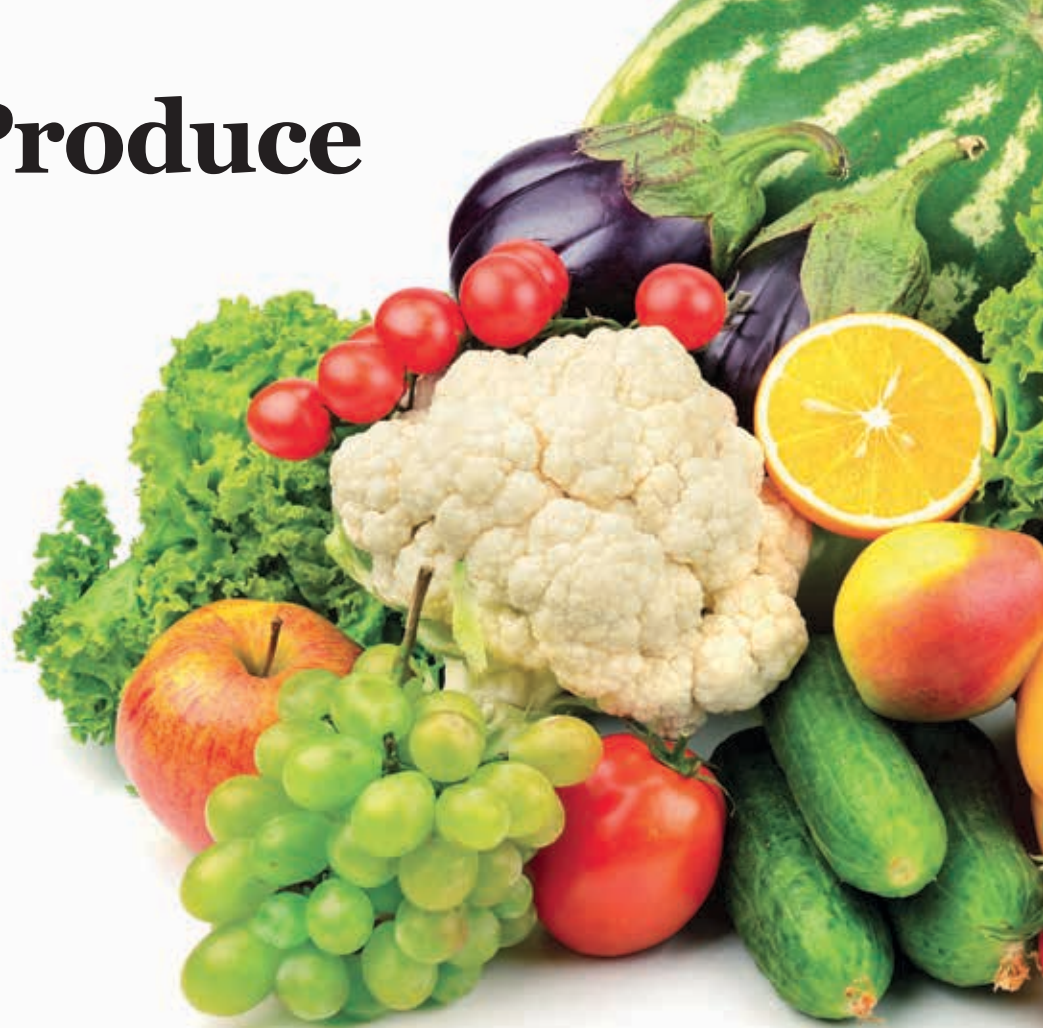
Eating produce is truly a journey, and sometimes it feels like it would be easier to just cover our eyes with a blanket and stop asking so many questions - "Is the produce really organic or not?" "what do they mean by organic?" But knowing why we do the things we do is what keeps us on this journey, helping us to continue making good, smart choices with the produce we buy and the money we spend.

First off, what does organic really mean? Many people don't know the true meaning of the word. Some take it to mean natural, pesticide-free and local. Others take it to mean to the utmost degree.

Here's what it means to the United States Department of Agriculture, and for our purposes, the REAL definition of organic in plain English:

- that irradiation, sewage sludge, synthetic fertilizers, prohibited pesticides, and genetically modified organisms were not used.
- pesticides, if used, must be derived from natural sources.
- these pesticides must be applied using equipment that has not been used to apply any synthetic materials for the past three years.
- the land being planted cannot have been treated with synthetic materials for that period either.
- producers met animal health and welfare standards, did not use antibiotics or growth hormones, used 100% organic feed and provided animals with access to the outdoors.

Some people have strict standards about eating organic fruits and vegetables. Some supermarkets



produce sections are poorly labeled or in enough disarray that knowing what was grown in which way can be challenging. If either of these fates have ever befallen you, take a look at the PLU (Price Look Up) sticker.

PLU codes are the 4-5 digit numbers on the produce stickers that are used by most supermarkets. The system is based on 4-5 digit codes that are within the 3000 and 4000 series. The numbers are assigned randomly, that is, each digit does not imply anything specifically, just an overall identification number.

When you're looking at the PLU sticker on your produce, know this: If the 4-5 digit number is preceded by a 9, it indicates that it was grown organically...

All of this said, if you shop at a farmers market, produce there will not be wearing a sticker. But you can also find out in two seconds whether or not the item is organic. Ask the farmer, they'll tell you much more than a sticker can!



Your newsletters are proudly brought to you by Dr. Siegelman and written by his own Hygienist, Melissa with Patient News. If you have any topics you would like to see in an upcoming newsletter, please give the office a call and let Melissa know and she will work on getting your ideas included!



# Add Some Color To Your Life!

Have you ever wondered why restaurants give kids crayons and something to color? Well, coloring seems to channel and calm their energy. It's the same for grown-ups. Coloring books are no longer just for kids - between work, family and countless other obligations, older folks have embraced the childhood pleasure of coloring as a way to relax. Adult coloring books recently started to grow in popularity, and the trend is showing no signs of stopping.

Using an adult coloring book can help you reduce stress and boost mental clarity. It has also been shown that



coloring before your bed time can help you relax and get the high-quality sleep you need. It doesn't expose you to the dreaded blue light that disrupts your circadian rhythm and contributes to insomnia.

Carrying around coloring books and crayons isn't always so practical when you're on the go. Luckily, your phone

can now serve as a coloring book, too. Thanks to the Recolor app, which offers dozens of free illustrations and a variety of color selections, you can color at your leisure.

If you've wondered "What else is there to do besides doodling on your smartphone or computer?" Start coloring and add some color to your life!

## office information

### Louis Siegelman, DDS

Dr. Louis Siegelman  
119 W 57th Street, Suite 815  
New York, NY 10019-2401

### Office Hours

Mon-Fri 8:40 am – 5:00 pm

### Contact Information

Office (212) 974-8737  
Email [drs@dentalphobia.com](mailto:drs@dentalphobia.com)  
Website [www.dentalphobia.com](http://www.dentalphobia.com)

### Our Team

Danielle Currier ..... DMD  
Melissa McEnerney..... Dental Hygienist  
Kelly Barhouni .....Business Administrator  
Sara Helms.....Business Administrator  
Eileen Mackesy ..... Dental Assistant  
Paddy Beston..... Dental Assistant  
Fernanda Lorange..... Dental Assistant

**COMMUNICATION IS IMPORTANT  
TO US – DON'T BE  
AFRAID TO ASK QUESTIONS!**

