

THE OFFICE OF DRs. PAUL & TERRI SILVERMAN
29 CEDAR ROAD, EAST NORTHPORT, (516) 368-0062
BRINGS YOU:

THE WHOLE
CATALOG
MOUTH

THE MOST COMPLETE
COLLECTION OF UNIQUE
AND USELESS DENTAL
ACCESSORIES EVER
ASSEMBLED.



NEVER BRUSH YOUR TEETH AGAIN!

Amazing New Invention, The
Plaque-Vac Cleans
Your Teeth While You Sleep

Let's just say you spend 10 minutes a day taking care of your teeth. Over a 50 year span that adds up to 126 full days spent on dental home care. A THIRD OF A YEAR BRUSHING AND FLOSSING! Just think what you could accomplish with all that extra time. Well, now that time can be yours. Using the technology that brought us the robotic swimming pool vacuum and through the miracle of miniaturization there is now a way to clean your teeth while you sleep. This astounding mini-vacuum roams your mouth as you dream away, thoroughly removing the day's accumulation from not only your teeth, but your gums and tongue. No more waking up feeling like the inside of your mouth had been used as a toxic waste site during the night. Now you can awaken to a sparkling fresh mouth.

Your PLAQUE-VAC system comes with everything you need to get started; the PLAQUE-VAC unit, a tether to attach it to your front teeth so it doesn't wander down your throat and a mouth prop to keep your teeth apart as you sleep to prevent crushing your new hygiene device. There is no need for batteries as the unit operates on a tiny nuclear powerplant that has been thoroughly tested with few major mishaps.

Now for only \$47,688.99 (plus shipping, handling, and applicable license and permit fees from the Nuclear Regulatory Commission) you can own the ultimate in oral home care devices. Order today and as a bonus receive a pair of lead-lined silk pajamas with the logo "Just In Case" embroidered on the pocket.

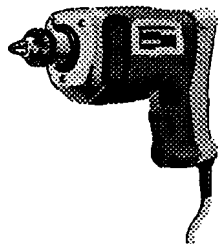
To Order Toll Free, Just Call 1-800-EZ-BRUSH



THE VIDEOTAPE SERIES THAT'S LIKE HAVING A DENTIST IN THE FAMILY!

Can you change a lightbulb without an instruction manual? Ever put together a bicycle Christmas Eve? Even if the answer to both of these questions is no, now you can do many dental procedures at home with the help of this astounding videotape series, This Old Mouth.

Watch as licensed plumber and electrician, Phil M. Baddy, demonstrates how you can repair your mouth as quickly and easily as caulking your bathtub. Phil's simple to follow video instructions come with a manual that pictures the tools you'll need for each procedure. Just look what you can do:



ROOT CANALS



EXTRACTIONS



CLEANINGS

After viewing this instructional series your only limitations will be your imagination and your patient's pain tolerance.

I know, that brings up a question everyone asks. What about anesthesia? Well, we can't sell drugs, but we do include a pair of high quality ear protectors (the kind used by airport personnel) so you won't be distracted by screaming during those delicate procedures.

Sure, you can continue to go every six months to an office that offers high tech equipment, local anesthesia and nitrous oxide analgesia, sterile instruments and a highly trained staff. You can avail yourself of state of the art treatment in a professional environment. BUT WHY???

Order today and feel a sense of independence that can only come from doing things the way they did 200 years ago. THIS OLD MOUTH, like having a dentist in the family.

Concerned About The Environment?

Order our new booklet, "101 Crafts From Recycled Floss"
Make gifts, holiday decorations, even the time-honored
pot holder and reduce waste while you're at it.
Be sure to specify waxed or unwaxed when ordering.

This Is The Serious Page!

please read it anyway

High tech wizardry is finding its way into the dental office. Lasers, computers and video technology are all commonplace topics in journals and advertisements. Each one of these new "gee wiz" toys is promised to "increase the bottom line of your practice". (After all, why else would someone invest \$25,000.00 to \$50,000.00 for a new piece of equipment?) Manufacturers are now presenting their products to the public directly as well as promoting them in professional journals. Attractive promises in the popular media of pain free dental care, cosmetic results and the like feed the fantasies of the public, most of whom view a visit to the dentist with some trepidation. One such case was the presentation on television of a device that replaces the traditional dentist's drill (properly called a handpiece) with an instrument that essentially sandblasts its way into your tooth. This device was touted as being quiet and so gentle to the tooth that no anesthesia is required for dental treatment.

I'm sure that many of you are already panting at the prospect of dental care without numbness or pain. It sure sounded great to me when I first read about this item a year ago. Upon further investigation I discovered that there were quite a few limitations to this technique. It is not suitable for anything but bonded restorations, ideally in front teeth. Old silver fillings cannot be removed by this instrument. And as for the promise of pain free treatment? Well, there's good news and bad news. The good news is that the actual preparation of the teeth could probably be accomplished in many cases without local anesthesia (numbness). The bad news is that once the tooth is prepared it must be dried to place the filling. My experience is that there are very few people willing to have a stream of air directed into an open cavity. Of course, the manufacturer does not address this.

I find myself more and more having to be judge and jury in weighing the advantages and risks in new techniques and materials. It can be difficult to distill the truth from the marketing hype. The last thing I want to do is adopt a procedure with great promise that ends in widespread failure.

This has already happened in the dental profession. The direct placement of tooth colored fillings in back teeth increased rapidly in the early 1980's as a result of some carefully orchestrated hysteria about the dangers of silver fillings. The material then, and even now, is not well suited for that use. Many in the profession, however, felt forced to adopt this material to accommodate the concerns of the public. The results were disastrous. One article I read speculated that the number of root canals being done at the time doubled as a result of the failure of these restorations.

How does one decide what is acceptable and what is not? Information, critically evaluated, must be the deciding factor. The source of the information as well as the content must be considered. Manufacturers and their representatives are not always forthcoming with all the facts. We try hard to stay atop the tidal wave of information that comes our way. If you have questions about anything you have seen or read about, don't hesitate to ask. Dental care is a cooperative endeavor. The more you know, the better we all do.