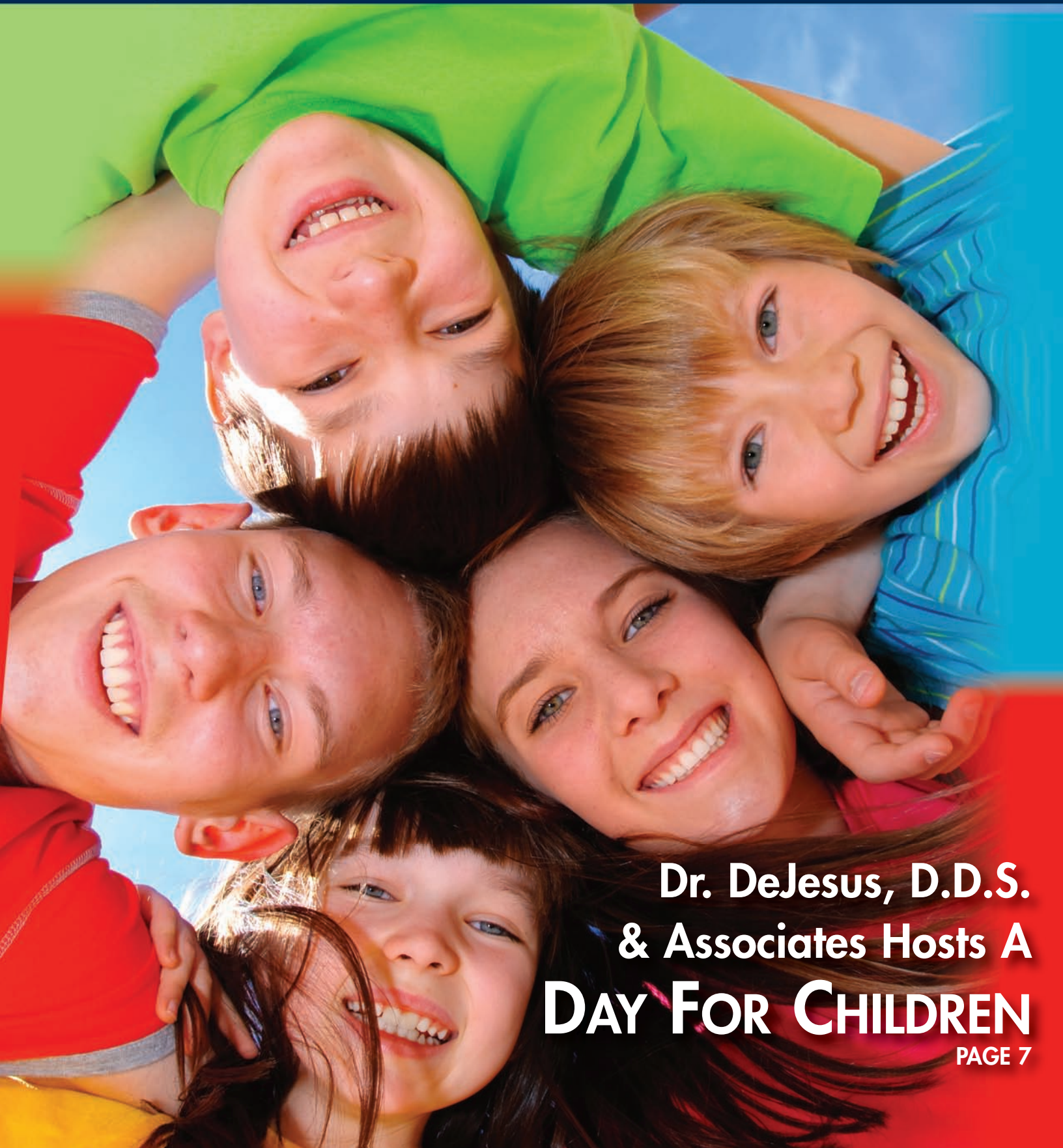


Volume 3 | Issue 1

JUST SAY **“AH!”**

Phillip J. DeJesus, D.D.S. & Associates, LLC | For Healthy Teeth & Gums For A Lifetime



Dr. DeJesus, D.D.S.
& Associates Hosts A
DAY FOR CHILDREN

PAGE 7



**DR. DEJESUS
& ASSOCIATES**

For All Your Dental Needs



DIAGNOdent ACCURATE, RELIABLE CAVITY DETECTION AID

More and more patients place value on healthy and attractive teeth. In order to maintain them, the earliest possible care is essential. DIAGNOdent aids in the detections of caries. Even very small lesions are detected at the earliest stage, enabling you to protect and preserve the tooth substance.

LASER CAVITY DETECTION



Combining comfort with accurate diagnosis is paramount at Dr. DeJesus & Associates. By utilizing digital radiography with the patented Kodak Logicon Cavity Detection System and the Diagnodent Laser Detection Unit, we can more accurately diagnose dental disease and offer state-of-the-art treatment to our patients.

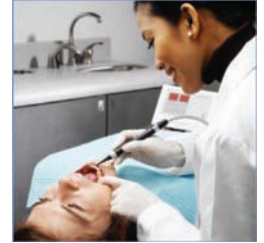
DETECTING THE INVISIBLE

If you cannot detect the disease, how can you treat it? Dentists often experience anxiety when attempting to diagnose the phenomenon known as "hidden caries." A suspicious-looking tooth presents a treatment dilemma for dentists. Should the tooth be opened up? What if no cavities are found? Should the tooth just be watched, or does that give cavities more time to destroy the tooth's surface?

A changing cavity model: Due to fluoridation, cavities have gone "underground." While helping to improve the oral health of many Americans, fluoridation has resulted in harder tooth enamel. Incipient cavity lesions that once began on the tooth's surface have now migrated below the surface.



Proven clinical results: Treatment decisions require a higher degree of certainty. The DIAGNOdent laser helps remove the doubt from treatment decisions regarding hidden cavities or questionable stained grooves. The device's ability to see into occlusal pits and fissures enables dentists to treat sub-surface cavity lesions with confidence.



PATIENT BENEFITS

- Permits the use of minimally invasive treatments without unnecessary preparation.
- For the first time, Diagnodent allows the quantification of cavity activity over time with a precise and reliable measurement.
- Reproducible results permit checking, stabilization and documentation of caries.
- Replaces "exploratory" excavation of suspect teeth.
- Proven to be over 90% accurate.
- Early detection of pathological changes that are undiagnosed by conventional examination methods (e.g. initial lesions, demineralization and changes in the enamel, fissure caries).
- No scratching probe: simple, fast and painless examination.
- Increases operator and patient confidence about treatment decisions, due to accurate visual and acoustic representation of measured values.

SCHEDULE A CONSULTATION TODAY: (877) 866-6604

DR. DEJESUS & ASSOCIATES' DENTAL SPECIALS

NEW PATIENTS

INITIAL EXAM, PREVENTIVE CLEANING, FULL MOUTH SERIES DIGITAL RADIOGRAPHS, ORAL CANCER SCREENING, MEDICAL HISTORY REVIEW WITH BLOOD PRESSURE SCREENING.

\$98*

COMPLIMENTARY CONSULTATIONS & INTRA-ORAL PHOTOS. \$340 VALUE.

WHITENING SPECIAL

IF YOU REFER 3 PATIENTS, YOU WILL RECEIVE

**COMPLIMENTARY*
IN-OFFICE
WHITENING!**

\$695 VALUE.

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MENTION JUST SAY "AH!" MAGAZINE AND BE

**ENTERED
TO WIN**

A FREE* IN-OFFICE WHITENING. DRAWING AT END OF EACH MONTH.

CARE TO SHARE! FOR EACH REFERRAL RECEIVE A

\$25*

GIFT CERTIFICATE TOWARDS FUTURE DENTAL TREATMENT.

*LIMITED TIME OFFER. OFFERS SUBJECT TO CHANGE WITHOUT NOTICE. RESTRICTIONS MAY APPLY. SEE OFFICE FOR DETAILS. NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.



To Our Valued Readers:

At the office of Dr. DeJesus and Associates, the entire staff has made a commitment to help eliminate dental disease and educate both patients, and the community, on the importance of good oral health.

Our staff is extremely qualified to attend to all of your dental needs. We pride ourselves on our education and experience, all of which we hope you'll review on this page. Always striving to educate themselves more, the doctors on our staff, including myself, want to be able to deliver you the highest care possible, especially in regard to oral reconstruction and rehabilitation.

Dr. DeJesus & Associates was established to maintain excellent oral health and improve overall well-being in the community at large. With that being said, we hope that the knowledge we provide in this issue can give you the upper hand in the battle against oral disease and the associated systemic effects.

PHILLIP J. DEJESUS, D.D.S., F.I.C.O.I.

Dr. DeJesus graduated from Fordham University in 1988 with a B.S. in Biology. In 1992, he graduated from SUNY Stony Brook School of Dental Medicine with a Doctor of Dental Surgery Degree. Accepted to one of the most demanding general practice residency programs in the United States, at St. Barnabas Hospital in N.Y. (affiliated with Cornell University), Dr. DeJesus spent 2 years as a resident, the second of which was as Chief Resident for the entire program in 1994. He remained on staff for 10 years as a teaching/attending dentist.

The Doctor received a fellowship award from the International Congress of Oral Implantology in 2005 and is a pre-fellow in the Academy of General Dentistry. He is currently enrolled in the New England MasterTrack program, working to attain Master status, the highest achievement given out by the Academy of General Dentistry, of which only a small percentage of dentists have. Dr. DeJesus is a member of the American Dental Association, American Academy of Cosmetic Dentistry, Connecticut State Dental Association, and the Bridgeport Dental Association.

MEET THE TEAM



JOHN RALLO, D.D.S. (PERIODONTIST)

Graduated from Amherst College in 1980 with a Bachelor of Arts in Neuroscience & French. After several years in the Petrochemical Industry, he attended the New York University College of Dentistry where he graduated class valedictorian in 1987. The next three years were spent at the Manhattan Veteran's Administration Medical Center where he obtained his certification in periodontics.

Dr. Rallo has been practicing periodontics in the Fairfield County area for 16 years. He is a member of the American Dental Association, American Academy of Periodontology, Connecticut State Dental Association, Stamford Dental Society, Northeastern Society of Periodontists, and Connecticut Society of Periodontists.



BORIS ARBITMAN, D.D.S., C.A.G.S. (ORTHODONTIST)

Dr. Arbitman graduated from the University of Michigan with a Bachelor of Arts in Psychology. He attended NYU college of Dentistry. His General Practice Residency was completed at L.I. College Hospital. Dr. Arbitman was eventually Chief Resident of St. Barnabas Hospital. He received his Certificate of Advanced Graduate Studies in Orthodontics at Jacksonville University. Dr. Arbitman joined our practice in January 2009.

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ViziLite[®] Plus

ORAL LESION IDENTIFICATION AND MARKING SYSTEM



A NEW WAY TO DETECT Oral Cancer

VIZILITE PLUS IS SAVING PATIENTS FROM CANCER EVERY DAY



Cancer affects all of us. It's hard to not have been affected by cancer, or to not have known someone whose life has been directly affected by cancer. Out of all the various types of this deadly disease, oral cancer is the largest group of those cancers which fall into the head and neck cancer category. Common names for it include such things as mouth cancer, tongue cancer, and throat cancer.

In a 2007 study, it was estimated that approximately 35,000 people in the US will be newly diagnosed with oral cancer in the following year, making yet another year in which there was a dramatic increase in cases.

With this threat on the rise, it is important to be proactive. Being aware of the causes of this dangerous epidemic is the first step towards being prepared.

WHAT CAUSES ORAL CANCER?

There are two distinct pathways by which most people come to oral cancer. One is through the use of tobacco and alcohol, a long term historic problem and cause, and the other is through exposure to the HPV-16 virus (human papilloma virus version 16), a newly identified etiology, and the same one

which is responsible for the vast majority of cervical cancers in women.

Reducing your use of alcohol and eliminating use of tobacco will greatly reduce your risk. In addition, regular check-ups with your dentist will allow you to be aware of any warning signs of

HPV-16. Furthermore, many dentists, including those at Dr. DeJesus and Associates, are utilizing a new tool to detect oral cancer or oral cancer hot spots before they occur. ViziLite lesion marking system can provide the early detection necessary in fighting cancer.

Vizilite[®] Plus identifies oral abnormalities, including those of a serious nature, such as oral cancer.



HOW DOES VIZILITE PLUS WORK?

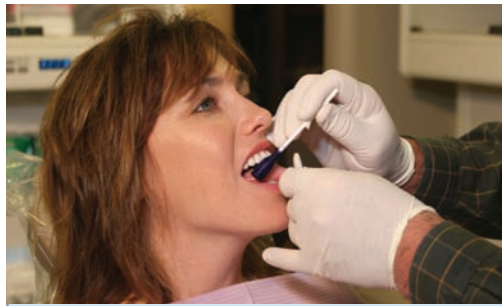
As with most serious diseases, early detection is the key to successful outcomes. Unfortunately, the problem with oral cancer is that approximately 70% of the time it is not visible to the dental professional until it has reached an advanced stage. ViziLite Plus technology assists your dental professional in seeing abnormal tissue in the mouth, before it is plainly obvious.

As ViziLite Plus passes over oral tissue that has been treated with the rinse solution, normal healthy tissue will absorb the light and appear dark, abnormal tissue will appear white. The purpose of using ViziLite Plus is to identify tissue changes at their earliest stage; once abnormal tissue has been identified it is up to your dental professional to determine what the appropriate next steps are.

ViziLite Plus identifies oral abnormalities, including those of a serious nature, such as oral cancer. However, ViziLite Plus will also identify benign abnormalities. Your dental provider will first rule out trauma (cheek bites, food irritations, etc.) as a cause of the abnormality. You may be recalled for further evaluation. If, at the time of your re-evaluation, your dental provider is not 100% certain that the abnormality is benign, you will likely be referred to a specialist for further assessment.

The American Cancer Society recommends that patients have a complete soft tissue examination (standard visual exam) at least once a year.

ViziLite Plus is used as part of an annual oral screening for patients at increased risk for oral cancer. Your den-



Offering an enhanced standard of care, ViziLite Plus with TBlue630 make screening more comprehensive. Only ViziLite's advanced light technology makes it easy to see barely discernable lesions.

Sample Case Study

Patient: 35-year-old white female

Situation: After prophylaxis patient consented to ViziLite exam. Lesion was not visible under ViziLite light. Lesion was then stained with TBlue630, the lesion absorbed the stain.

Treatment/Diagnosis: Patient was found to have Epidermal Hyperplasia without dysplasia and was referred to oral surgeon for removal and treatment. Patient was treated successfully and fully recovered with no ill effects.

a person dies from oral cancer every hour of every day.

tal professional may recommend a ViziLite Plus examination more frequently depending on your individual risk factors.

Regardless of the outcome, it is important to take preventative measures, whether its for simple peace-of-mind or early treatment, which is the best way to combat cancer. Be sure to contact Dr. DeJesus & Associates for more information on your future ViziLite screening today!

...it is important to take preventative measures, whether its for simple peace-of-mind or early treatment...

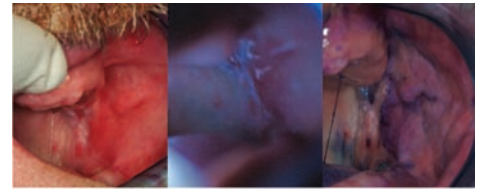
ViziLite Plus
ORAL LESION IDENTIFICATION AND MARKING SYSTEM



CASE REPORTS

The following case studies document how ViziLite Plus has been used to help dental professionals identify suspicious oral tissue and to identify these tissues earlier than using a conventional visual exam alone.

Patient: 62-year-old male, a moderate tobacco user, was found to have a possible pre-malignant lesion using ViziLite Plus. In this case, the lesion was subsequently found to be squamous cell carcinoma.

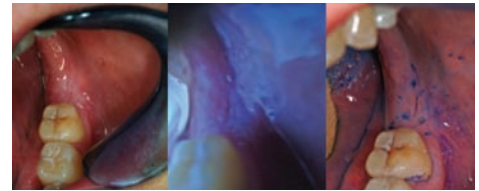


APPEARANCE OF LESION IN INCANDESCENT LIGHT

UNDER VIZILITE ILLUMINATION

MARKED WITH TBLUE630

Patient: 35-year-old white female was found to have Epidermal Hyperplasia with dysplasia using ViziLite Plus.



APPEARANCE OF LESION IN INCANDESCENT LIGHT

UNDER VIZILITE ILLUMINATION

MARKED WITH TBLUE630

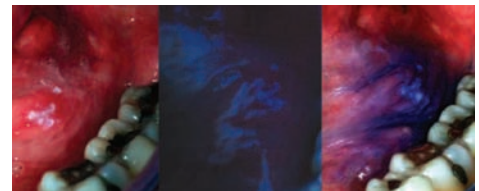
Patient: 51-year-old white male, a tobacco user, was found to have Hyperparakeratosis with Focal Dyskeratosis after initial visualization using ViziLite Plus.



APPEARANCE OF LESION IN INCANDESCENT LIGHT

MARKED WITH TBLUE™

Patient: 47-year-old male, a non-smoker, was found to have Carcinoma using ViziLite Plus.



APPEARANCE OF LESION IN INCANDESCENT LIGHT

UNDER VIZILITE ILLUMINATION

MARKED WITH TBLUE™



Ask the Dr.

YOUR DENTAL QUESTIONS ANSWERED



Orthodontics & Oral Care

QUESTION

Is there another way I can have a tooth replaced other than a bridge?

ANSWER

Yes. Dental implants can provide artificial teeth that look natural and feel secure. Dental implants can also be used to attach full or partial dentures. Implants, however, are not an option for everyone. Because implants require surgery, patients must be in good health, have healthy gums, have adequate bone to support the implant and be committed to meticulous oral hygiene and regular dental visits. If you are considering implants,

a thorough evaluation by Dr. DeJesus & Associates will help determine if you would be a good candidate.

QUESTION

When should I consider braces for my child?

ANSWER

Malocclusions (misalignment of teeth) often become noticeable between the ages of 6 and 12, as the child's permanent (adult) teeth erupt. Orthodontic treatment often begins between ages 8 and 14. Treatment that begins while a child is growing helps produce optimal results. As a result, children should have an

orthodontic evaluation no later than age 7. By then, they have a mix of primary (baby) teeth and their permanent (adult) teeth. Dentists can spot problems with emerging teeth and jaw growth early on, while the primary teeth are present. That's why regular dental examinations are important.

QUESTION

What are braces made from?

ANSWER

Brackets may be made of metal, ceramic, plastic or a combination of these materials. Some brackets are clear or tooth-colored. There are elastics (orthodontic rubber

bands) available in fun school colors or holiday hues such as red, white and blue. Ask the doctor what is available for you or your child.

QUESTION

Is dental care any better than it was in my dad's time?

ANSWER

Definitely. Americans have very good oral health. Generations ago, most people lost their teeth by middle age. Today, thanks to the benefits of fluoride, healthier lifestyles and professional dental care, more people than ever before are keeping their natural teeth throughout their lifetime.

SCHEDULE A CONSULTATION TODAY: (877) 866-6604

Can you tell I'm wearing Invisalign?

START SMILING MORE.™



invisalign®



DR. DEJESUS
& ASSOCIATES

OUR 2010 EVENT:

Free Kids Day Winners



February is National Children’s Dental Health Month and the office of Dr. DeJesus & Associates celebrated in a BIG way! The office put on it’s “Free Kids Day” event on February 27th, 2010, and had a phenomenal turnout. The doctors provided free check-ups and x-rays for children ages 3-14 all day, helping many families get dental care for their children regardless of health insurance coverage.

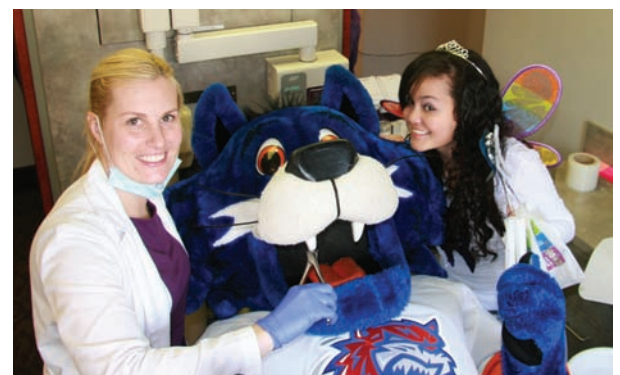
RAFFLE CONTEST WINNER

As part of the festivities, refreshments were available to all attendees, and Storm, the fuzzy blue mascot of the Bridgeport Sound Tigers hockey team, was on hand to congratulate the winner of the raffle held for \$500 in dental care. Thirteen-year-old Matthew Scelfo of Beacon Falls was awarded with a gift certificate for \$500 to Dr. DeJesus & Associates. Congratulations Matthew! We’re looking forward to seeing you again for treatment this fall!



DRAWING CONTEST WINNER

In addition to free dental care for children, the office of Dr. DeJesus & Associates also hosted a drawing contest in the month of February. The winner of the contest would be the child who came up with the best representation of “teamwork”. Local resident, Ana Luisa was announced the winner of the drawing contest at the “Free Kids Day” event for her drawing of people working together in Haiti after the tragic earthquake this year. Her prize, a brand new Nintendo Wii! Have fun, Ana! Congrats!





Dr. DeJesus & Associates

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*“Heart disease,
osteoporosis,
Alzheimer’s,
diabetes,
cancer,
stroke...”*

Think gum disease doesn't affect you?

New diagnostic techniques can save your life!

Dr. Phillip DeJesus, Dr. John Rallo (periodontist), Dr. Boris Arbitman (orthodontist), and their **gentle, caring staff** share a genuine concern for your health. They specialize in **state-of-the-art treatments** and techniques to help you resolve dental issues and have a **happy, healthy smile** for life.

Our knowledgeable, well-staffed office is ready to assist you in any needs you may have. We are focused on preventing dental and oral issues, such as gum disease and the negative effects that gum disease can have on the rest of your body. At Dr. DeJesus & Associates, we're more than just cleanings. We aid you in all mouth related problems, and arm you with the knowledge to keep a healthy, happy smile for life.



**DR. DEJESUS
& ASSOCIATES**

For All Your Dental Needs

Schedule a complimentary consultation today!
TOLL FREE: (877) 866-6604

New to the office? Have questions? Email us: phillip.j.dejesus@snet.net