

The GORMAN CENTER

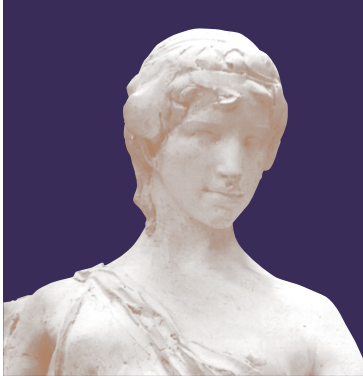
for FINE DENTISTRY

700 Village Center Drive #100
North Oaks, MN 55127

Phone: 651-483-5134
Fax: 651-483-2923
Email: jennifer@drstevegorman.com

TECHNOLOGY AT OUR DOORSTEP

Creating Perfectly Natural Smiles



The GORMAN CENTER for FINE DENTISTRY

October 2007

TECHNOLOGY AT OUR DOORSTEP

Special points of interest:

- Meet our onsite dental ceramist Edgar Jimenez
- Changes in antibiotic pre-medication recommendations prior to dental treatment
- New electric toothbrush technology and recommendations
- Visit our redesigned website at: www.drstevegorman.com
- New financial options are now available
- Spa Features

- Would you like to receive email confirmations for your appointments?
- Would you like to be able to view your treatment plan, payments, or appointments online?
- Would you like to receive this newsletter via email in the future?

If you answered yes to any of these, please email your email address to:

jennifer@drstevegorman.com

Spotlighting Jimenez Dental

Unlike most offices we are able to offer on site fabrication of porcelain crowns, porcelain veneers, onlays, implant restorations and custom abutments for your implants. This allows Dr. Gorman to provide complete control over the design, fabrication and delivery of your dental restorations. The exciting addition of 'cad cam' computer technology for milling your restorations on-site is also available, using a machine called the CEREC 3D. This allows us to maintain a much higher level of quality control and provide the perfect color matches to your existing teeth. The CEREC allows us to be more conservative and only replace the part of the tooth that is damaged, decayed, or covered by old failing metal fillings.

In April of this year the American Heart Association issued an update on its recommendations regarding when it is necessary to take an antibiotic prior to your dental appointment. After review of the research over the years they determined for most individuals previously told to premedicate; they are better able to prevent an endocarditis infection

Jimenez Dental Laboratory is our on-site partner and works very closely with Dr. Gorman to develop custom treatment plans to give you the most aesthetic and longest lasting smile possible. Like Dr. Gorman, the ceramists at Jimenez Dental are involved in ongoing advanced post graduate dental education with the American Academy of Cosmetic Dentistry, The Dawson Center for Advanced Dental Education, The Pankey Institute and The Institute of Oral Art and Design. Along with Dr. Gorman, Mr. Edgar Jimenez is also a member of the faculty of The Institute for Advanced Dental Education, Inc. teaching other laboratory technicians and dentists clinical techniques and necessary communications between dentists, ceramists

through maintenance of optimal oral health. Individuals with prosthetic cardiac valves, previous infective endocarditis, various forms of congenital heart disease, or cardiac transplant will continue to require antibiotics prior to your dental visit. Individuals with mitral valve prolapse, rheumatic heart disease, bicuspid valve



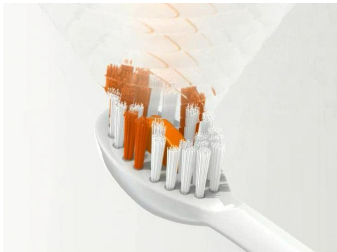
Mr. Edgar Jimenez

and patients to get the best possible result for patients. Our clients, ceramists and Dr. Gorman form a team to assure the most natural smile enhancement desired.

disease, calcified aortic stenosis, congenital heart conditions such as ventricular or atrial septal defects and hypertrophic cardiomyopathy; you will no longer require premedication. However, if your physician has a specific concern for you we will want to follow their recommendations. Please phone us with any questions.

Have you taken Antibiotics prior to dental visits? Important News for You!

Visit our Redesigned Website at
www.drstevegorman.com



New Electric Brush - Ultrero (compliments of Ultrero)

Ultrero takes power brushing where it's never gone before. Invented at the University of Washington in association with former scientists, engineers and executives of Optiva Corporation (original developers of the Sonicare® toothbrush), Ultrero is the first power toothbrush to combine ultrasound waveguide technology with precisely tuned sonic



bristle action. Ultrero's bristles create microbubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy per brushing channeled by a proprietary ultrasound waveguide. The result is an incredible, long-lasting feeling of clean. Independently tested for both safety and effectiveness, Ultrero has been proven to remove hard-to-reach plaque, improve gum health and reduce stains for naturally whiter teeth. In a recent study, 8 out of 10 people who used Ultrero for 30 days said they would switch to Ultrero from their current power toothbrush. And of those who expressed a preference, 8 out of 10 thought the overall cleaning provided by Ultrero was better compared to the power toothbrush they normally use. Learn more at www.ultrero.com. If you are currently a Sonicare user please continue to use your Sonicare but when it is time to replace it, or update your brush we will recommend the Ultrero.

Referral Bonuses Offered

We have found our best and most enjoyable clients to be referrals from our existing clients. We value you and promise to provide your family and friends the same level of expertise, care and consideration that you have experienced. When you refer a friend you will receive \$50 toward your next visit, Your friend will receive \$50 toward their first visit.

Our biggest thank you is a referral.

Ever Wondered What You'd Look Like with an Enhanced Smile?

Have you ever thought about sprucing up your smile, but just not sure you were ready to take the big step? We can help with a simple photograph. Stop in the office, let us take your picture and we will image your smile to show you what it could look like. It's just that simple. Like what you see? Let us take care of the rest.

Comfort Features

Looking for a day at the spa? Consider The Gorman Center. Did you know we offer an array of features to pamper and relax you while you are in our office? CD headphones, paraffin hand dips, heated massage pads and neck wraps, DVD movie glasses and post treatment chair massages are all available. Whether your visit is short or long we want you to be comfortable. Feel free to sit in a comfy chair and relax with a book and a cup of coffee before you start your day or stay a little longer to decompress at the end of a long day.

More Than Just a Cosmetic Dentist

As you know we are constantly changing and adapting our practice to fit the needs of our clients. In doing so, we are making a renewed focus by letting everyone know that despite our expertise in cosmetic, aesthetic and functional dentistry, we are still a general and family dental practice. We continue to maintain routine health through hygiene visits and restore back teeth with the latest materials and technology to prevent fracture and breakage of teeth from old metal fillings. We are asking that you spread the word when you hear of someone looking for a general dentist, or of course a cosmetic dentist.

Do you Know your Financial Options?

We recognize that dental care is a long term investment. To assist you in attaining your goals of keeping your teeth a lifetime we offer several financial options.

- 12 Month Interest Free Financing
- 1.9% for 18 Months
- 3.9% for 24 Months
- The ability to extent financing for longer periods with varying interest rates based on qualification.

With a simple call to Capital One Financing with the amount of money you require you can be approved instantly. We take care of the rest and you will make minimum monthly payments to Capital One.

*12 month Interest Free Financing
Available to Qualified Applicants*

