

The  
Amazing  
Secrets  
to Having

# A Million Dollar Smile!

Dr. Fox  
Smile  
Creator

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SMILE NOW,  
DAY LATER!



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# Orthodontic Basics

## Ortho 101: Did You Know...

It is estimated that 40 to 75 percent of the population could benefit from orthodontic treatment. Teeth need straightened so that you can your dentist can clean them easier so that you do not lose them. Some patients may receive treatment as children, while others seek treatment as adults. Each patient presents with a unique problem. For some, early diagnosis and early treatment may be appropriate. It is recommended that children get an orthodontic check-up no later than age 7. Adults may have special considerations that may require inter-disciplinary care, which, of course, would be coordinated by your family dentist. The goal of every orthodontist is to provide each patient with the most appropriate treatment at the most appropriate time. By working together, we (dentists and orthodontists) can give our patients beautiful, healthy smiles that are good for life!

### What is Orthodontics?

Orthodontics is a special discipline of dentistry concerned with aligning the teeth and jaws to improve one's smile and oral health. "Ortho" means correct or straight and "Odont" means tooth, so orthodontics combines these meanings: straight + teeth= straight teeth. Through orthodontic treatment, problems like crooked or crowded teeth, overbites or underbites, incorrect jaw positions and disorders of the jaw joints are corrected.

### What is an Orthodontist?

All orthodontists are dentists, but only about six percent of dentists are orthodontists. An orthodontist is a specialist in the diagnosis, prevention and treatment of dental and facial irregularities. Orthodontists must first attend college, and then complete a four-year dental graduate program at a university dental school or other institution accredited by the Commission on Dental Accreditation of the American Dental Association (ADA). They must then successfully complete an additional two to three-year residency program of advanced education in orthodontics. This residency program must also be accredited by the ADA. Through this training, the orthodontist learns the skills required to manage tooth movement (orthodontics) and guide facial development (dentofacial orthopedics). Only dentists who have successfully completed this advanced specialty education may call themselves orthodontists.

### Why Do People Need Braces?

**Crowding:** Teeth may be aligned poorly because the teeth are too large for the mouth. The bone and gums over the roots of extremely crowded teeth may become thin and recede as a result of severe crowding. Poor biting relationships and an undesirable appearance may all result from crowding.



**Overjet or protruding upper teeth:** Upper front teeth that protrude beyond normal contact with the lower front teeth often indicate a poor bite of the back teeth, and may indicate an unevenness in jaw growth. Thumb and finger sucking habits can also cause a protrusion of the upper incisor teeth.



**Deep overbite:** A deep overbite or deep bite occurs when the lower front teeth bite too close or into the gum behind the upper teeth. When the lower front teeth bite into the palate or gum tissue behind the upper front teeth, significant bone damage and discomfort can occur.



**Open bite:** An open bite results when the upper and lower front teeth do not touch when biting down. This space causes all the chewing pressure to be placed on the back teeth. The excessive biting pressure and rubbing together of the back teeth makes chewing less efficient and may cause the teeth to wear.



**Spacing:** If teeth are missing or small for the mouth, space between the teeth can occur. The most common complaint from those with excessive space is poor appearance.



**Crossbite:** The most common type of a crossbite is when the upper teeth bite inside the lower teeth (toward the tongue). Crossbites of both back teeth and front teeth are commonly corrected early at age 7 due to biting and chewing difficulties.



**Underbite or lower jaw protrusion:** About three to five percent of the population has a lower jaw that is to some degree longer than the upper jaw. This can cause the lower front teeth to protrude ahead of the upper front teeth creating a crossbite.



## How Does It Work?

Custom-made appliances, or braces, are prescribed and designed by the orthodontist according to the problem being treated. They may be removable or fixed (cemented and/or bonded to the teeth). They may be made of metal, ceramic or plastic. By placing a constant, gentle force in a carefully controlled direction, braces can slowly move teeth through their supporting bone to a new desirable position.

## What About Maintenance?

Retainers are used following orthodontic treatment in an effort to maintain your orthodontic result. Since our jaws and teeth are constantly changing throughout our lifetime the proper use of retainers is critical if you want to maintain your beautiful smile. Most times, retainers need to be worn when you sleep so any inconveniences are kept to a minimum.

## Will It be Successful?

Successful orthodontic treatment requires lots of planning. We need to share a clear vision of our anticipated results. Proper position of braces is very important. A logical progression of arch wires and rubber band wear is equally important. Outstanding patient cooperation is a must. And most times, with proper planning, attention to detail, and excellent patient cooperation we can achieve a beautiful healthy smile.

## Braces for All Ages?

Orthodontic treatment can be successful at any age, and adults especially appreciate the benefits of a beautiful smile.

Children should visit an orthodontist for a checkup no later than the age of 7. This may surprise you because orthodontic treatment is usually associated with adolescence. Although treatment will not necessarily begin at this early age, an examination is important to ensure maximum dental health for your child.

An early examination allows the orthodontic specialist to determine how and when a child's particular problem should be treated for maximum improvement, requiring the least amount of time and providing the greatest benefit. Early treatment results are unattainable once the face and jaws have finished growing. So the first visit must be at age 7.

Early intervention, which takes advantage of facial growth and tooth eruption, can lessen the severity of a problem, and it frequently makes the completion of treatment at a later age less time-consuming and less expensive.

## You or Your Child Must See Dr. Donald Fox, Orthodontist When Any of the Following Problems are Noted:

- Early or late loss of teeth
- Difficulty in chewing or biting
- Mouth breathing and snoring
- Finger sucking or other oral habits
- Crowding, crooked or blocked-out teeth
- Jaws that shift or make sounds
- Speech problems
- Biting the cheek or into the roof of the mouth
- Protruding teeth, bulldog bites or open bites
- Teeth that meet in an abnormal manner or don't meet at all
- Facial imbalance
- Lower jaw that is protruded or retruded
- Grinding or clenching of the teeth
- Gummy smiles
- Difficulty in lip closure
- Excessively worn or short teeth
- Missing, impacted or unerupted teeth



# The Right Time for Braces

## The Most Commonly Asked Questions Adults Have About Getting Braces

It's never too late to work on improving yourself or your appearance. Braces can do more than straighten teeth, improve bites and align jaws. They can make you happy. Just look around. The people who smile the most have beautiful teeth and confident self-images. Thanks to Dr. Fox, you can, too. He will work with you to achieve optimum results. And you have all the same exciting options children have, including clear, silver braces and practically invisible Invisalign and Orthoclear trays. A large percentage of our patients are adults, and they agree that it's never too late to improve their greatest asset - their smile.



### Do Adults Really Get Braces?

Many people didn't get braces when they were young. Either their parents couldn't afford them, or their teeth couldn't be straightened with the techniques of 40 years ago. Now they have problems with their teeth and gums, they get indigestion all the

time or they are just unhappy with their smile. They can afford braces now, and want to do something for themselves, and their teeth and many times braces are the best choice.

Other people did have orthodontic treatment when they were young, but they didn't wear their retainers (you should wear your retainer every night forever). The result is that their teeth are now a little bit crooked, and now they are unhappy with their smile, so they get braces again.

Presently, as much as one-fourth of the orthodontic treatment is being done on adult patients. It is quite a change from 20 years ago when orthodontists were only treating children.

### Are There Any Age Limits?

No, there are no age limits! Orthodontic treatment goes slower when you are older, and it feels different. Still, people as old as 90 are getting braces. People who live to 90 know how important it is to take care of themselves, and orthodontic treatment is part of it.

### Why Do Adults Get Braces?

Most adults get orthodontic treatment because they realize that taking care of your smile is part of taking care of yourself.

Look at your smile. Your smile is the most important feature on your face. Look in the mirror. Are you

happy with your smile now? Does your smile look as good as it did when you were younger? What do you think about someone who has a pleasing smile? Do you find them attractive? What do you think about someone who has an awful smile? Do they look old? Do you want to look old? Orthodontic treatment can keep your smile looking young. At the end of orthodontic treatment, people's smiles end up looking fabulous. Wouldn't it be great if you looked fabulous?

### Are There Health Advantages To Adult Orthodontic Treatment?

Braces are more than the means to a stunning smile - they can improve dental health and function. Braces can be used to move teeth that are overcrowding. Crowded or crooked teeth are harder for you and your dentist to clean which will lead to tooth decay, gum disease and other dental problems.

Braces can correct severe bite problems that hampers eating and gives a greater risk of gum disease, bone loss and early loss of teeth. These bite problems occur when the upper and lower jaw don't come together properly. Uncorrected bite problems also cause teeth to wear, make for difficult chewing and put stress on the jaw joints near the ears, producing pain (called TMJ).

### How Will Braces Straighten My Teeth?

Braces exert a gentle pressure on teeth over time to straighten them. The two main components include the brackets placed on the teeth and the archwire that connects them. The bracket is a specially-shaped metal or ceramic affixed to each tooth and the archwire is bent to reflect the bite that the patient should have after treatment. The wire deflects as it threads through the brackets. As the wire tries to return to its original shape, it pulls or pushes on each tooth, so the wire moves the teeth and not the braces.

### Do Braces Hurt?

There have been some fantastic advances in modern orthodontics to make treatment more comfortable for patients. There are now smaller, smoother brackets and gentler wires which provide a continuous small force over a long period of time rather than a strong force for only a short period. Typically there is some discomfort two to three days after each adjustment. Over-the-counter pain relievers may be used in case of any significant pain.



## How Long Will My Orthodontic Treatment Last?

Treatment may last from 18 to 30 months, though this will vary depending on your individual case. Your cooperation in keeping scheduled orthodontic appointments, maintaining proper hygiene and taking care of your braces may allow you to finish your orthodontic treatment early.

## Can Orthodontic Treatment Be Done On All Adults?

Unfortunately, no. Some adults have gums which have receded or their bone levels are too low so orthodontic treatment cannot be done. Other adults have short roots from years of wear and tear. Dr. Fox has been trained to work with your general dentist and other dental specialists to form a team that can restore your mouth if there are missing teeth, gum and bone problems that make it hard for you to chew food.

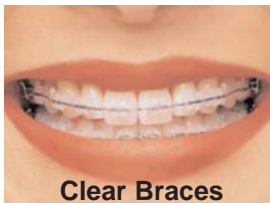
## Do Some Orthodontists Specialize On Adults?

Yes, but is not necessary to go to a specialist for an adult to get treatment. Not all orthodontists are trained how to treat adult patients. One key thing to watch out for: some orthodontists try to rush adult treatment, so that they finish as quickly as teenage treatments. While teenagers can get their braces tightened every 2-4 weeks, a patient in their 50's must not have their braces tightened any more often than every 3-6 weeks.

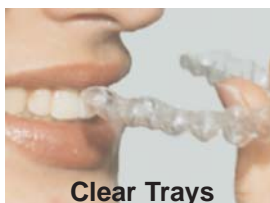
## Now, Here's The Good News:



**Metal Braces**



**Clear Braces**



**Clear Trays**

### You Won't Be Stuck With A "Metal Mouth" Look...

Today's braces come with more options to make them less obvious or, if a person chooses more obvious, with an element of fun and fashion. Most adult patients opt for clear or tooth-colored brackets. They are not apparent from a distance and hardly noticeable up close.

For complete invisibility, braces can be fitted onto the inside of the teeth.

An alternative to braces, Invisalign or Orthoclear clear trays can be used as long as the patient has all their permanent teeth or they are at least 13 years

old. These companies use a series of clear removable aligners instead of wires and brackets. An orthodontist takes impressions of the teeth and sends these models to either Invisalign or Orthoclear. The company uses a computer generated simulation of the desired movement of

the teeth to custom-make the aligners for each patient. Each aligner is worn for about two weeks.

The aligners are removable for eating, brushing, and flossing, so unlike people who wear braces, Clear tray wearers aren't restricted from eating hard or chewy foods. But, they still must visit their orthodontist every five to six weeks during treatment to ensure proper progress.



The total treatment time with clear trays averages between nine and fifteen months and the average number of aligners worn during treatment is between eighteen and thirty. For some people, a combination of braces and clear trays are successful, requiring less time than traditional braces.

Clear trays are intended to serve the same function as braces in terms of gradual tooth movement, but the devices aren't for everyone. It depends on the extent of the orthodontic problem, and they are not intended for children under 13. Clear trays are most effective in mild to moderate cases, but can't give the sophisticated tooth movement and control of braces. Over half of the patients examined by Dr. Fox are accepted for these new clear trays.

## You Can Still Kiss With Braces?

With old fashioned clunky braces, it was sometimes uncomfortable to kiss. Today, most orthodontic manufacturers now make smaller braces which make kissing more comfortable.

## Worried About What Your Significant Other Will Think About Your Braces?

Hmm, this is difficult because only you know your spouse. Most adults realize how important orthodontics is, and they will support your decision to take care of yourself. The key to acceptance is to have your significant other at the first visits to get educated along with you about why they're needed in the first place.

## How Much Does Adult Orthodontic Treatment Cost?

Orthodontic fees depend on the complexity of the case, the age of the patient, the type of appliances used and the estimated length of treatment. Since each case is different, a visit to the office for a complimentary examination will allow you to get a better idea of the fee. We offer flexible payment plans that make orthodontic care affordable with low monthly payments.

We accept and file most insurances. Please provide us with your insurance information at your complimentary Million Dollar Smile Makeover Examination.



**Really Straight Teeth ~ Donald M. Fox, DDS, MS, PA**

# ***Creating Smiles & Building Relationships***

If you live in the vicinity of Clearwater and you require the services of an orthodontist, then you don't have to look any further than the esteemed Dr. Fox. For all your dental and orthodontic needs, Dr. Fox will be able to supply you with outstanding orthodontic services whether you have a wee child just breaking in their first teeth or whether you're in the golden years of your retirement.

You will be hard pressed to find another orthodontist with the credentials and stellar reputation that Dr. Fox possesses. Dr. Fox is an internationally recognized dental professional who is widely respected by his patients to those in the academic community. Dr. Fox keeps his plate full, still active in research to advance his beloved dental art of orthodontics. When he is not doing that, he lovingly attends to his many patients who rely on him for a full slate of orthodontic services in the Clearwater area.

Dr. Fox thoroughly enjoys working with both children and adults to create beautiful smiles. It is his goal to create a fun, friendly, yet professional atmosphere while providing the highest quality orthodontic care available. To ensure that he is up to date on the latest technology, he spends many days each year in continuing education seminars and study clubs.

## **YOUR FIRST VISIT**

When you enter Dr. Fox's office, his staff will greet you. You will be asked to fill out medical & dental history forms and a registration form. The waiting room is comfortable with video arcade games if you wish to play. A diner has coffee and juice in the morning along with pastries. In the afternoon, pizza can be found in the hot steam oven.

During your initial visit, Dr. Fox will thoroughly examine your



**"Really Straight Teeth"**

mouth, teeth, and jaws and determine if orthodontic treatment is indicated. He will also answer any questions you may have. If it appears that treatment is needed at this time, X-rays that are nothing like your dentist office takes, will be needed along with impressions of the teeth and photos. Only one parent needs to accompany the child patient at the first visit.

After your records appointment, Dr. Fox will study the records and formulate a customized treatment plan to address all problems found. At the next appointment, his staff will present to you this diagnosis, an outline of the treatment plan, and an estimated length of treatment

time. A fee will be quoted and payment options explained. For our patients who are children, Dr. Fox requests that both parents be at this next appointment along with the child. Education of all family members is the key to a successful result and for everyone to value the care Dr. Fox gives.

## **OUR PHILOSOPHY FOR YOUR CARE**

High quality care combines clinical expertise with a safe and comfortable environment. After a thorough diagnosis of the case, Dr. Fox will thoughtfully develop a specific treatment plan. Dr. Fox's staff is careful to explain each procedure during treatment, as the best results come when the patient is actively involved in the therapy. Understanding these procedures, and the critical part the patient plays, is essential to a patient and the rest of their feeling comfortable here.

While many of our patients have been referred to our office by general dentists, increasing numbers of our patients are referred by friends and family members who have benefited from orthodontics in our office. Of course, we appreciate and welcome recommendations from our friends and patients. In all cases, Dr. Fox is careful to communicate and coordinate care with the family dentist to insure that the very best comprehensive treatment is rendered.

We believe in having fun and our practice reflects this in the office design and training of all our staff.

## Success Stories at Age 30, 40 and 50



# It's Never Too Late to Get The Beautiful Smile Of Your Dreams!



### Braces In Your 30s

Clearwater, lawyer, Sally got her braces when she was 30. Two years later, when the braces were about to come off, she was just as excited about it as any teenager would be.

Sally's teeth have always been straight. However, she was missing some permanent teeth and before she could get dental implants to replace them, she needed braces to correct a slight overbite that could damage the thin porcelain coating on the implants. Sally has clear ceramic brackets (the part that's glued to each tooth), which have been around for several years and, in some cases, have become a popular alternative to metal brackets. Still, "In the beginning I felt self-conscious," she admits. "But, the clear braces made a huge difference. People say they can hardly see them."

She sees both pros and cons to having braces as an adult. "In a way I guess it's easier if you're a teenager and all your friends have them," she says, "but people are much more mature and supportive about it when you're an adult. It makes you wonder about dating, though, because I'm concerned what guys will think, but at the same time they do make me look younger. I owe my smile to Dr. Fox!"



### Braces In Your 40s

Palm Harbor, school teacher, Harriett in her 40s, says her teeth weren't straight as a child, but "the dentist told my parents I didn't need braces." She didn't get them ... until she turned 40 when her daughter started visiting Dr. Fox. "My daughter was going through it, so I went through it too!" she says.

Because she also had several friends who either had braces or were about to get them, Harriett didn't feel self-conscious. She also had clear braces, but would sometimes use colored rubber bands to "jazz them up."

Like many adults with braces, Harriett was diligent about caring for her teeth and gums. "When I first got my braces, Dr. Fox and his staff showed me videos he made on what is plaque and how to brush and floss with braces. He was so wonderful!"

After 18 months the braces came off, and Harriett is still happy with the results. "It gives me self-confidence in my smile," she says. "I didn't realize how much the appearance of my teeth bothered me until I got them fixed."



### Braces In Your 50s

St. Petersburg, Executive, Barbara, 56, needed braces when she was younger, but "People didn't get them that much back then, and it cost a lot. My parents couldn't afford it." For two years in her early 50s, Barbara had clear braces on top, and regular braces on the bottom. The clear braces, she says, "Were wonderful! I couldn't bite into apples or corn on the cob. But, as an executive of a major corporation, I did a lot of presentations and speaking to groups, and I think I would have felt a little uncomfortable with metal braces on the outside on my top teeth."

And the regular braces on the bottom were hardly noticeable. "Most people didn't even know I had braces," she says.

Oral hygiene was also a priority for Barbara. "There's no question I took better care of my teeth than the teenagers I came in contact with. After all, I knew what this cost and I was paying for it," she says. Now that the braces are off, she's noticed that her teeth stay cleaner, "When the teeth were crooked, it was hard to keep them clean. But, I've had zero problems since they were straightened."

Before she got the braces, Barbara needed some teeth extracted and some crowns placed. If possible, Dr. Fox will want to delay major restorative treatment until after orthodontic treatment. "Because adults who are receiving orthodontic treatment may already have crowns, I take precautions to protect the crowns from any damage that may occur when attaching the braces to the teeth," Dr. Fox says.

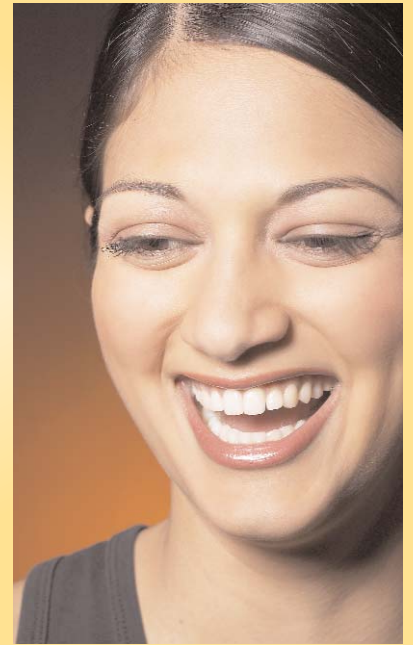
Barbara also shopped around for some time before starting treatment. "I went to quite a few dentists and got pricing from them and estimates on how long it would take. I wound up with a dentist and Dr. Fox that knew each other well and would communicate a lot," she says.

Despite the time, effort and cost, she's happy with the results. "I can hardly remember what I looked like before," she says. "And for the first time in my life, people will say they like my smile. Most people probably take that for granted, but I don't. It's so nice to finally have straight and white teeth. Thank you, Dr. Fox!"





# How Happy Are You With Your SMILE?



## Take our Smile Evaluation Quiz to find out!

- Do you not smile with confidence?
- Are you unhappy with the overall appearance of your teeth?
- Do you have teeth that are too large or too small?
- Do you have any missing teeth, chipped teeth or large gaps between your teeth?
- When you see someone with a gorgeous smile does it make you envious?
- Are you ever embarrassed to smile in public places?

**If you answered yes to more than one of these questions you are a great candidate for a "Million Dollar Smile" examination!**



**Call Today For Your Free Smile  
Makeover Examination  
and SURPRISE FREE Gift**

(\$125 Value)

**Donald M. Fox, DDS, MS, PA**

**(727) 447-6453**

**915 Court Street**

**Clearwater, FL 33756**

\*Minimum Fee Only. The patient and any other person responsible for payment has a right to refuse to pay, cancel payment or be reimbursed for payment for any other service, examination or treatment which is performed as a result of and within 72 hours of responding to the advertisement for the free, discounted fee or reduced fee service, examination or treatment. No retainers or certain insurances. Only valid on first visit (code 0150).