



Bankhead and Firth Orthodontics Winter Newsletter

Meet one of our Staff:



Gale

- ◇ Married for 30 years
- ◇ Has 3 children, 2 are getting married in fall 2010 and one is 17 years old.
- ◇ Has worked for Dr. Firth for 6 Years
- ◇ Gale is a cat lover and a cookbook fanatic! (Her favorite is Paula Deen!)
- ◇ Has been a Girl Scout Leader for 17 years

Remember during the holidays refer to the food list and guidelines. Avoid hard, sticky, and chewy foods!

3 Office Locations

Oakville

(314) 487-1141

Sunset Hills

(314) 843-5553

Eureka

(636) 938-7766



Left to right: Jason, Justin, Michelle, Dr. Firth, Tyler, Ryan.

Happy holidays from
our family to yours!

SureSmile!

Dr. Firth provides state-of-the-art orthodontic treatment. Instead of bending an archwire by hand, Dr. Firth uses advanced 3-D imaging, virtual simulations and robotically bent archwires customized for your treatment. When the SureSmile wire is inserted into your brackets, each tooth moves directly to the prescribed position. Your teeth don't move faster with SureSmile - they move with precision that was never before

possible. SureSmile utilizes advanced technologies to greatly improve traditional treatment methods. The software provides virtual simulations for Dr. Firth to review planning options and determine your optimum treatment. The target position of each tooth is planned in advance so you'll know what outcome to expect. Ask one of our staff members for more information and to see if you are a candidate for SureSmile!

Getting started with Adult Orthodontics

Most adults feel that they are too old to get braces or they feel uncomfortable going into an orthodontic office where all children are seen. Once an adult is seen in our office which is a kid friendly environment, also finds themselves in an adult friendly office environment as well. We take great pride in our practice with an average of 35% adult patients. We have also re-treated prior adult orthodontia patients who previously as a teen wore braces and did not follow with proper retainer wear. These patients always compliment on the new appliances and techniques that have reduced discomfort and shortened the length of

treatment time. We can make adjustments to old retainers, make new retainers, or give you options to choose from to correct those crooked teeth. Dr. Firth can give you a complete complimentary orthodontic examination to determine your individual case options, and to find out what specific results you want to accomplish. Orthodontic treatment will not only improve your personal appearance and self-esteem but also your correct bites, wearing tooth enamel, headaches and jaw joint (TMJ/TMD) pain, and most important you will want to show your beautiful new smile!

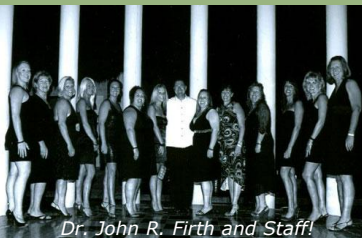
"We were under the care of another orthodontist and – for several reasons – it just didn't feel "right".

Our first visit to Dr Firth's office made me wish we had gone there first. Completely professional, courteous, caring and efficient. Every single person, every single visit, every single phone call. I have never felt like I was bothering anyone, and people practically fall over themselves to accommodate us.

Besides that, Jack's teeth have moved so quickly already...it's hard to imagine. He already looks like a different young man.

There is not one thing I would change about our experiences with Dr Firth's office."

*-parent Sunset Hills
Julie Smith*



Dr. John R. Firth and Staff!

Working with General Dentists' Continuing Education

During the winter months, Dr. Firth is providing a complimentary seminar featuring speaker and lecturer Gary Johnson. Gary is a dynamic speaker who holds two graduate degrees including a M.A. in management and an MBA. He specializes in areas of customer service, leadership, sales, and marketing for several national and international organizations. He has been an adjunct instructor at

three Midwest universities, including leadership of 300 person sales staff and has been a featured writer in Orthodontic Products Magazine. As always, Dr. Firth promotes education is the best tool. He welcomes his patients and parents to visit Bankhead and Firth website for their education in their appliances and education in their treatment.

When should my child's first visit to the Orthodontist be?

For children who need orthodontic treatment, there is a best time to begin treatment in order to achieve the best results. For this reason, the American Association of Orthodontists recommends that all children be examined by an orthodontist by age seven, or earlier if there are indications of a problem.

Why age seven? By age seven, most children have a mix of primary (baby) teeth and permanent teeth, and your orthodontist will be able to spot even subtle problems with jaw growth and emerging teeth. Whether your child has an inherited predisposition to a "bad bite," such as crowded teeth or unequal jaw growth, or an acquired orthodontic problem, such as from thumb sucking or an accident, the advantage of early diagnosis and

treatment is that some orthodontic problems are easier to correct if they are found and treated early, during the years that the treatment may work in conjunction with your child's natural growth spurts. Waiting until your child's permanent teeth have come in or until her/his facial growth is nearly complete may make correction of some problems more difficult.

A check-up may reveal that your child's bite is fine and that he or she doesn't require treatment. In many cases, your orthodontist may simply want to watch your child and his/her orthodontic condition, doing periodic examinations to "keep an eye" on development. Any of these diagnoses ultimately will give you the peace of mind of knowing that you're doing the best for your child.

Winter Jokes

Q. What do snowmen eat for lunch?

A. Icebergers!

Q. How is the Christmas alphabet different from the regular alphabet?

A. It has no "L". (Noel)

Q. When does Christmas come before Thanksgiving?

A. In the dictionary?

Q. Which Christmas carol do parents like most?

A. Silent Night!

Thank you to all our patients for the referrals and for the opportunity to participate in the care of your family and friends. Your continued support and confidence are greatly appreciated.