



SUMMER 2005

Welcome to the first edition of our new office newsletter "SmileStyle". This is a quarterly publication designed to share news about our office, staff, and myself with our valued patients. Our goal is to also keep you informed of new and exciting dental procedures and news. -Dr. Jon B. Marashi

SmileStyle Spotlight!

SMILE TRANSFORMATIONS BY DR. MARASHI

Every issue of our newsletter will feature a patient's smile, showing the "before" and "after" photos to spotlight the patient's Smile Transformation.

The most positive emotion and facial expression we can display is our smile! Here in our own beautiful San Clemente, I have been privileged to help many wonderful people attain a new smile. Your smile is truly your "greeting card" and can greatly affect not only the way that other people perceive you, but also how you may feel about yourself.

I would like to share the experience that our patient Donna had with us. Donna had been unhappy with her smile for several years, but did not know what possibilities were available to improve it. Through the use of minimally invasive dental techniques, we were able to place porcelain laminate veneers to create the smile of her dreams! The entire procedure only took 2 visits!

Donna is thrilled with her new smile, and has remarked how it has help improve her self-confidence and allowed her to smile the way she has always wanted to. Should you have any questions about the possibilities of improving your smile, please feel free to call for a Complimentary Smile Consultation!

BEFORE & AFTER



Office Remodel

Yes, you have come to the right place! We now welcome you with Lindsey or Christi's smiling face as soon as you enter our office. With the removal of a little furniture and relocating the reception desk, we have a much more comfortable and spacious room to relax in upon arrival for your appointment. Please stop in anytime for a quick visit to say hello!

Office Calendar

May 12-15 - California Dental Assoc. Meeting in Anaheim
May 20-May 31st - Office Closed for Vacation



From the Doctor's Desk

Spring is finally here in beautiful San Clemente! We have all endured this past rainy winter and are ready for the usual California sunshine!

It has already been a half year since Dr. Potter has retired and I have assumed the practice. I have enjoyed meeting all of you, and greatly look forward to seeing you again during your check-up visits. What I have come to treasure most is that this dental practice has a very strong sense of family and community. I hope to further nurture this warm and comfortable atmosphere for many years to come. My goal is to provide the finest quality dentistry in a caring environment!

Warmest Regards,
Jon Marashi



Gone Fishing...

Greetings from the other side of the rainbow! I hope this writing finds all of my beloved patients and friends happy and healthy. I miss you and wanted to send this greeting and update on what has been happening since I left the office. My teaching at U.C.L.A. is really fun and challenging. The resident dentists that I am guiding are very bright and energetic and require that I stay on my toes all the time. I also get to see my daughter Karen weekly and support her during her dental school training. She is the social chairperson of her class (surprise!) Her old man was concerned that she may be distracted by her social duties, but she is making the dean's list and she just tells me to "chill".

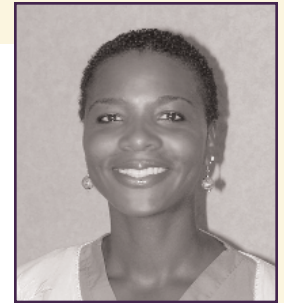
Lorraine is fine and likes that I am seeing Karen weekly and making sure that she has at least one good meal a week. (Dental and medical students are notorious for not eating properly). Our son, Philip, is graduating with his Masters in Electrical Engineering this month from U.S.C. He is moving to Austin, Texas, to work for IBM. I suspect that Lo and I will be heading to the Loan Star State occasionally now to visit. That's ok, since I love good bar-b-que.

I am really pleased that the office is running so well. It is very comforting to see what a great dentist Dr. Jon is. I couldn't be happier with the results I have seen over the past months. The staff is enjoying working with such a talented and energetic artisan. It is always stressful to undergo change and everyone went through the transition as smoothly as I could imagine. I am very proud of our team and our new doctor. My conversations with many of you confirm what I have seen myself. You continue to be in caring, competent hands.

Dr. McGwire is in good spirits and is well. I spoke with him recently and he sends his regards to all of you.

I am doing ok physically. I have to be careful with my neck and hand, but there seems to be improvement which is very encouraging. I hope to see you around town. Look out for me in my U.S.C. cap. I don't get to wear it part of the week, if you know what I mean.

May God bless all of you,
Doctor Phil



Welcome Stephanie!

Our newest Registered Dental Assistant, Stephanie Bray, comes to us from Virginia. She moved to San Clemente with her husband and son at the end of 2004. In January 2005, Stephanie joined our team and feels very fortunate to have found such a challenging enjoyable practice. Not only has she transitioned wonderfully into our workplace, but the patients have made her feel equally as welcomed. The warmth she feels around her helps her to foresee a long and productive future in our office. Please look for Stephanie next time you are here for a visit!

Warm Goodbye and Welcome Dr. Marashi!

For those of you who attended our Evening Party in January, we thank you for the warmth and caring that you conveyed to Dr. Potter, Dr. McGwire and our Team by attending this event. It was truly an amazing evening, as we witnessed Dr. Potter hand over the reins of this practice to me. I feel very blessed to have been given the opportunity to have this wonderful practice and look forward to giving you folks years the same level of sincerity and skill.

Hygiene Corner

Many of you have already experienced the fun of a sneak preview inside the nooks and crannies of your smile. The Intraoral Camera enables us all to see areas that often remain hidden and some upper molar surfaces which could never be seen in one's own mouth. (Kind of like trying to look at your own elbow.) The camera is actually mounted on a wand and is about the size of a ballpoint pen. Once images are captured and saved to your personal computer data, we can look at them together to discover what is healthy and what needs care. We are attempting to incorporate this valuable technique into dental hygiene appointments both for your knowledge and curiosity. Please ask questions and participate in new discoveries. The printed photos also provide a valuable tool for insurance companies. They accompany x-rays and written descriptions to help you receive the coverage you deserve. We look forward to many healthy, happy visits with you.

The Hygiene Team:

Michelle, Katherine, Kim and Cindy

Who's that girl!?

You may have noticed there are two blondes at the Reception Desk. We were able to find a Lindsey Look-a-like to share the delight of greeting you as you come into our re-arranged Reception area. Christy Roberts is sharing the position with Lindsey, as Lindsey is devoting more time to her store on Del Mar, called "Venus."

Christy, like Lindsey has many years of dental, caring experience to make your visit as pleasant and efficient as possible. See you soon!

A Cherished Gift!

Your wedding or a graduation is coming up and you want your smile to be its brightest, or maybe you have an important speaking engagement or reunion. Whatever the reason, teeth whitening isn't just for movies stars, and it isn't just for one day. Many people (and all of us at the office) have had their teeth lightened and probably millions more are thinking about it. Teeth whitening safely lightens the color of the teeth, lasting for up to 5 years. The most effective and safest method of this process is when dentist supervised.

Consider teeth lightening if your teeth are darkened from age, coffee, tea or smoking. Teeth dark in shades of yellow, brown, or orange respond better to lightening. Other types of gray stains caused by fluorosis, smoking, or tetracycline are lightened, but results are not as dramatic.

Proper whitening depends upon the use of a custom-made bleaching tray, which only your dental office can properly fit. It is lightweight and can be worn comfortably while you are awake or sleeping. You'll be given instructions on how to wear the mouth-guard, which can be worn from 2 hours per day to overnight. Generally, this system requires anywhere from 10 days to 4 weeks to reach the desired result. Our office will monitor your progress to ensure a comfortable experience.

Lightness should last from one to five years depending on your personal habits, such as smoking and consumption of coffee or tea. Touch-ups can be done as recommended by your dental technician, and the re-treatment time is usually much shorter than the original first treatment. Call our office anytime for more details, and of course we are happy to prepare a Gift Certificate if you would like to present one to a loved one.

Team Update:

Michelle: My youngest son graduates from high school in June. My older son will finish saddleback and move on toward a career as a firefighter. I'm proud of them both. Doug and I look forward to summer!

Katherine: Life is good. I am healthy, happy and busy. Both children are currently putting in swimming pools, so I anticipate lots of water time this summer with grandchildren (12,8,5,3,1) Love baseball season. Go Tesoro Titans!

Kim: Life is so great! 3 kids in 3 different schools. My oldest son is now in high school - wow! I am approaching my 10 year anniversary here in our office in June 2005. Still snapping photos, too!

Cindy: Still rounding up cows in my spare time - ha! Looking forward to our family trip back to Boston, New York and Conn. with our boys. See you this summer!

Patty: Lots of wonderful things are happening in my life! My son and his wife have a second baby boy, Miles, who was born on 2/25/05. My daughter is graduating with her Masters from Endicott College in Salem, MA.

Christi: I am enjoying working with such a great Team!

Lindsey: This year has been a year of treats. Forrest is home safely from Iraq, and is getting married in May. My daughters and I are very busy with "Venus", and Patty and I are off to Salem, MA for a little jaunt!

Rita: Nothing new for us this summer. My daughter just turned 7. We are looking to go on a cruise this winter. Have a good summer!

Stephanie: My year has started off great. My husband is home from Iraq, Yeah!. I am working in a terrific office. Summer is around the corner and we don't have any plans yet, but whatever it is we know that it will be fun.

Lisa: Looking forward to a great summer - planning on a 2 week Hawaii trip to celebrate my parents' 50th Wedding anniversary - My whole family is real excited.

Dr. Marashi: It has been quite a busy year moving from New York City and now running a beautiful new dental office. I will be celebrating my 1st wedding anniversary with my wife, Elizabeth, on May 22nd!

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