

# WHITESIDE

# 2008

Dr. George L.  
**WHITESIDE**  
Comprehensive Dentistry

(239) 936-3636  
www.WhitesideDr.com  
7630 Cambridge Manor Place  
Fort Myers, FL 33907

## Hygiene Team Holds Prestigious Offices

Three Registered Dental Hygienists who are long-time staff members of Dr. George Whiteside currently hold some high-ranking offices in the **Gulf Coast Dental Hygiene Association**, a chapter of the Florida Dental Hygiene Association. Officers are:

**Gwen Herron, RDH – President**  
Bachelor of Science, Dental Hygiene

**Lynn Van Cavage, RDH – Vice-President**

**Brenda Cummins, RDH – Secretary**  
Bachelor of Science, Dental Hygiene



For 8 years, Gwen has been a Hygienist with Dr. Whiteside, Lynn for over 15 years, and Brenda for nearly 22 years!

Additionally, Gwen received prestigious recognition from the Florida Dental Hygiene Association as a recipient of the Distinguished Service Award in 2003 and the Swann D. Knowles Award in 1996. She also served as a Trustee for the association for a two-year term.

Dr. Whiteside states, "We've always known that our hygiene department was staffed with some of the finest professionals in the state. The fact that three serve in such a beneficial capacity for fellow hygienists and their patients is testament to their commitment to excellence."

## BRIGHTEN YOUR SMILE AT A SPECIAL RATE!

From **July through October 2008**, Dr. Whiteside and staff can offer **WHITE & BRITE** take home whitening system at a special rate of **only \$350!** Unlike over-the-counter types, this gives dramatic whitening in just 2 weeks, is safe for teeth and gums, and has exceptional longevity!

Omni, the manufacturer of White & Brite, has given Dr. Whiteside this special rate, which he is passing on to you!

After custom trays are made in the office to comfortably fit your mouth, you'll begin the whitening process at home when ready. You'll see a whiter, brighter smile in days!

Call 936-3636 to treat yourself (or someone special) to a brighter, more youthful smile! **Only \$350!**

Offer good July - October 2008



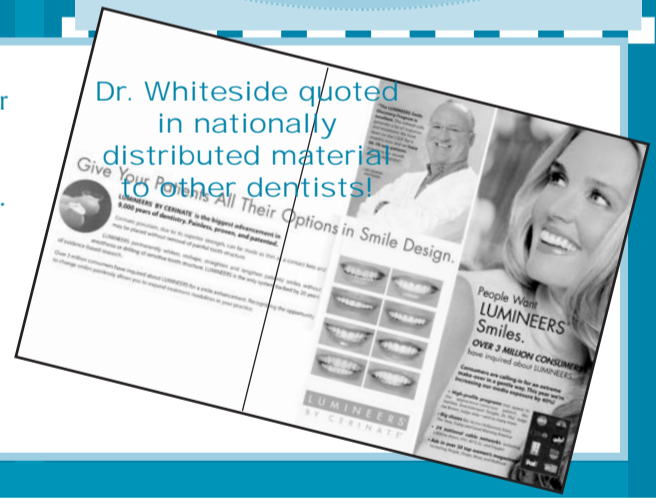
## Dr. Whiteside Featured As Dental Spokesperson For

# LUMINEERS®

In nationally distributed material, Cerinate, the maker of Lumineers, selected Dr. George Whiteside as a spokesperson to other dentists on the benefits of Lumineers. His photo and quote are displayed as part of a two-page promotion that offers Lumineers Smile Design workshops.

Dr. Whiteside has been placing Lumineers, a special type of porcelain veneer that requires no shots for placement, since January 2006. He has completed advanced training in the latest techniques of all esthetic enhancements with the inventor of Lumineers in Santa Maria, CA.

In 2007, Dr. Whiteside placed more Lumineers in the Southwest Florida area than other dentists who also provide Lumineers in their practice.



## Comprehensive Care For Every Smile

Through advanced technology, ongoing continuing education, and constant review, Dr. Whiteside is committed to comprehensive care for patients who desire confident, healthy smiles that last a lifetime. Advanced features include:

◆ **CEREC 3D Single-Visit Restorations**  
Provides you with in-office crowns, inlays and onlays with computerized precision, eliminating the need for an additional appointment and reducing numbing requirements by 50%.

◆ **Oral Sedation**  
In pill form, oral sedation gives complete relaxation throughout treatment with a quick recovery and minimal or no memory of treatment.

◆ **Digital Radiography**  
Provides enlarged images on monitors

for early detection of at-risk areas while reducing radiation exposure up to 90%. Images are available immediately without chemical development for an environmentally-friendly process.

◆ **Smile Imaging**  
This technology recreates your smile, providing an "after" view so you can discuss preferences and options before treatment.

◆ **Intra-oral Cameras**  
A small, pen-shaped instrument contains a camera that sends images of specific areas inside your mouth to a large screen for easy viewing.

◆ **Large Screen Monitors**  
Mounted so patients have a comfortable view from treatment chairs, these large viewing monitors show clear images of specific areas inside the mouth.

◆ **Advanced Sterilization**  
Heat sterilization system exceeds standards required by OSHA and the Center For Disease Control.

◆ **Advanced Treatment Options**  
**DENTAL IMPLANTS** – Replace teeth with chewing stability and biting strength to eat all the foods you love without worry or discomfort.

**METAL-FREE CROWNS & BRIDGES** – All porcelain crowns and bridges recreate your smile with a natural look and feel.

**SMILE MAKEOVERS** – For a flattering change in your overall appearance, today's porcelain veneers and crowns create a beautiful transformation with exceptional longevity. Whitening and bonding can also enhance your smile.

**LUMINEERS** – No injections are needed for this advanced process in veneers! Lumineers have exceptional longevity and require minimal disruption to natural tooth surfaces for placement.

2008  
2007

## Dr. Whiteside's Latest Course Completions

Always on the cutting edge of the latest techniques, technology and options in dentistry, Dr. Whiteside spends many hours in continuing education courses. Some recent ones include:

Jan 08	CEREC 3D: Chairside CAD-CAM (Dr. Whiteside's office) 3 hrs
Nov 07	2007 Dental Seminar (Las Vegas) 20 hours
Oct 07	AHA: CPR, (Dr. Whiteside's office) 3 hours
Sept 07	Dental Lasers: Hands-On (San Francisco) 2.5 hours
Sept 07	Lasers: Being In-The-Know (San Francisco) 2.5 hours
Sept 07	Wonderful World of Lasers (San Francisco) 2.5 hours
July 07	Associates & Practice Transitions (Naples) 3 hours
July 07	Practice Succession Strategies (Naples) 3 hours
July 07	Cone Beam CT & CT Guided Surgery (Naples) 3 hours
Jun 07	High Tech, High Touch: Practice Computers (Orlando) 4 hours
Jun 07	Etiology, Diagnosis & Treating Worn Dentition (Orlando) 3 hours
Apr 07	Medical Emergencies (Dr. Whiteside's office) 2 hours
Apr 07	Dental Implant Restorations (Ft Myers) 6 hours
Mar 07	Invisalign: Certification Course (Tampa) 5 hours
Mar 07	Invisalign: Certification Course (Tampa) 8 hours
Mar 07	Advanced CEREC Skills (Clearwater) 6 hours
Feb 07	Infection Control (Ft Lauderdale) 1 hour
Feb 07	CRA: Dentistry Update (Ft Lauderdale) 6 hours

## New Patients Always Welcome!

Dr. Whiteside is flattered that most new patients come as the result of recommendations of current patients.

Thank you for sending new smiles! For others you know, please invite them to call 936-3636 or visit our web site, [www.WhitesideDr.com](http://www.WhitesideDr.com).

## Staff Spotlight On...

Mary Buckley, Appointment Administrator

Staff member with Dr. Whiteside for 6 years



- ❖ **Native of:** *Northern Illinois*
- ❖ **Pets:** *Three dogs! Ralph is the family mutt, recently joined by Shelby and Shadow, Italian Greyhounds.*
- ❖ **Favorite book:** *Simple Abundance*
- ❖ **Favorite movie:** *"It's A Wonderful Life"*
- ❖ **Little known fact:** *"People think I'm Irish, but I'm actually Italian/German and Norwegian."*
- ❖ **When not in the office, Mary enjoys:** *Spending time with and cooking for family and friends, and antique hunting!*
- ❖ **Loves most about her position:** *"The environment has such organized systems, and I love Dr. Whiteside, my co-workers, and the patients. They're like an extended family."*
- ❖ **Biggest change in dentistry since starting:** *"Crowns are now created in the office in one appointment!"*

## PAYMENT OPTIONS FOR TREATMENT

Dr. Whiteside wants everyone to be able to enjoy a healthy, appealing smile. However, for dental treatments that are rather involved, the fees can be a challenge for some. If your budget says "ouch" to the amount necessary to achieve your dental goals, there is good news!

Care Credit is an option that requires no down payment or prepayment penalty and has low monthly payments

and low fixed interest rates. You can select a monthly payment that fits your budget that may even have a tax advantage.

If you would like to discuss Care Credit for your dental needs, call our office at (239) 936-3636. The application process is fast, confidential, and easy. Start enjoying your smile NOW with easy payments that fit your budget!



## COLORS SEND A MESSAGE

Did you know the color yellow could cause a baby to cry? Or, if your kitchen is yellow, you and your spouse may be more irritable to one another? Want to make a room look larger? Paint it white or a cool, light shade.

There is a subtle psychology behind color and your choice of colors can impact moods more than you realize.

For instance, cool colors such as green, blue, and gray are more soothing while red and yellow invoke fatigue. While most green and blue shades have a calming effect on people, red stirs excitement, enhances energy levels, and increases blood pressure. Surprisingly, when blue is dominant in the dining room, it can suppress one's appetite.

Now that you know more about the use of colors, use them to your advantage!