



To our many exceptional patients, we want to say thanks for making going to the office a pleasure every day. My team and I truly believe we have the world's best patients in our practice.

To those of you who are not yet our patients, please join us and learn why. Accept our personal invitation for a complimentary consultation to learn more about our unique brand of dental healthcare.

Dear Patient Family and Friends of Port Warwick Dental Arts,



As I write, we are anxiously awaiting the arrival of our Kelcey's little baby girl and enjoying the cute pictures she is sending our way. She and her "boys" are thoroughly READY for that baby to "travel" from her belly into her loving arms!

And speaking of traveling, it has been pure delight hearing about the many explorations taken by many of you this summer, ranging from trips to Maine, Texas and California to the more exotic sites of Guatemala, Japan, Lebanon, Hawaii and even Rwanda! My

fascination with people of the world, as well as their language, dances, costuming, and art leaves me dreaming about my next opportunity to paint abroad. (Looks like a fantastic art workshop in Guatemala with nationally renowned watercolorist and dear patient and friend, Jan Ledbetter, will be my destination for 2009!) Check out www.ExploreGuatemala.com if you want to join us for an "over the top, once-in-a-lifetime experience"! Jan says, "No painting experience required, only the desire and passion to paint!" She, as always, will take her students to places within themselves that they never knew existed. Tap into your own creative spirit with Jan as your guide! And take a moment to visit her art site at www.janledbetter.com.

Although we travel far and wide to experience new looks at life and culture, isn't it great to reflect and enjoy treasures offered in our own special part of the world such as Jamestown, Williamsburg, Yorktown, Virginia Beach, the Outer Banks and such intriguing and beautiful places such as Tangier Island in the Chesapeake. And did you know that Williamsburg was recently rated one of the top ten family vacation destinations in the country?

With summer coming to a close, many of you are beginning to orient your little ones for their first day of school. Others are sending your sons and daughters off to college, while some are preparing for fall weddings or births of children or grandchildren, nieces or nephews. Some of you are those preparing to go off to school or have your own little ones, (like our own team member, Kelcey Marie) and some are continuing to enjoy your retirement years exploring the new opportunities life has to offer in this season. As always, I love to hear about your journeys. Although our time to really visit is often limited while you are in the office for your appointments, I do appreciate the simplicity of email and how it keeps us all in better touch. So let me hear from you via my own personal email address SamahaDDS@PWDentalArts.com.

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- DNA testing and groundbreaking information
- Maria's personal story of her frightening journey through Oral Cancer during 2007
- Healthy Eating Recipe
- And, as always, more Healthy Lifestyle Tips



Kelcey w Aiden and Ethan creating their own kind of art on Mommy's belly

Dr. Samaha Receives Lifetime Achievement Award

Boston Dental Conference, July 2008

for her 26 year commitment to developing Perio Arts Institute™, Perio Arts Research and Perio Passion!™ Seminars and the establishment of her leading-edge protocol for treating periodontal disease

Dr Samaha is one of twelve experts on periodontal disease chosen from around the country to be featured on a continuing series entitled, "The Mouth/Body Connection". She has been asked to speak about her leading-edge protocol for treating periodontal disease and will be appearing

nationwide on CNN, FOX, msNBC, and PBS stations. She will also be heard globally on Voice of America. The filming will be held at PWDA on September 5. Stay tuned for the actual airing of the television segment later this year.

Who is wise?
He who learns from everyone.
Who is rich?
He who is happy with what he has.
Who is strong?
He who is able to control his emotions.
Who is honored?
He who honors others.
...May we all be wise, rich, strong and honored in our lives.



Our future Dr. Zack Duman, committed to excellence.

"Excellence is not an act, but a habit."

-Aristotle

When striving for growth and success in life, I always remember these poignant words I once came across, "Nothing difficult is ever easy!"

"I love to smile! I used to feel embarrassed by the way my teeth looked. Since I was a teenager it has been a dream of mine to brighten and fix my teeth. I had a lot of patchwork dentistry done over the years. Dr. Samaha completely revitalized my entire mouth. *Since she helped make my dream come true, I feel healthier and more confident in my smile. It has brightened up my whole personality.*

I am so pleased with Dr. Samaha's gentle and compassionate care and that of her entire team. *I am always treated with their total respect and attention. I had done a lot of searching for a cosmetic dentist,*

and I am thrilled with my choice of Dr. Samaha. She is a talented doctor who has invested heavily in state-of-the-art education and technology. Being an accomplished fine artist was a big plus in my decision. She not only gave me the natural white teeth I have always wanted, but she corrected all the dental health problems. ***I highly recommend her to everyone!*** I even encouraged my son to start his treatment with Dr. Samaha and the results are fantastic!!"

-Layla Shaheen, Hampton, VA

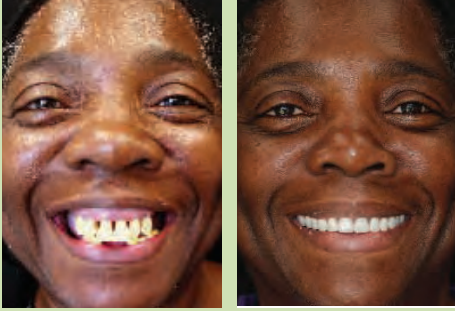


"Owning a business and interacting with people on a personal basis every day, **I finally realized my persistent bad breath and years of neglect had to end.** I was fortunate to be lead to Dr. Samaha. *Her care spoke for itself after seeing my Mom's amazing results.*

During the most comprehensive dental examination I have ever had, many areas of severe disease were discovered. From then on, the rest was a snap. It was clear that immediate treatment was needed. **As a result of Dr. Samaha's expertise and careful planning, years of damage and disease were taken care of in just a few visits.**

My new smile has given me a boost of confidence in dealing face to face with my clients and in my personal life. **Being confident in yourself is a big factor in the 'what it takes to succeed' formula.** This confidence is what gives my clients the trust necessary to allow me to handle one of the biggest investments of their lives; their homes. ***After a full reconstruction of both my upper and lower arches, my gums became amazingly healthy, the bad breath disappeared and most importantly, my smile was set free!***"

-Waseem Shaheen, Hampton, VA



Betty Puryear

telling me about you. Now I tell everybody about you!"

"Dr. Samaha helped me chew well for the first time in many years! Not only was it hard to eat, I used to feel embarrassed about how my teeth looked. My wife has a beautiful smile that Dr. Samaha made for her. Now for the first time in my life, I can stand by my wife and feel proud of my smile. I can't thank Dr. Samaha enough for what she has done for both of us. I wish everyone could know what a wonderful dentist she is in every way!"

- Major Puryear, Newport News, VA

"I feel beautiful for the first time in my life! Everybody thinks my smile is beautiful, too! Most of all, I am more beautiful than ever for my husband. You worked miracles for him, too. And our new smiles look so natural.

No one would ever know that you reconstructed all of my teeth...I feel younger and more energetic and I smile all the time which is wonderful because I love to smile! You did an excellent job, and thank you from the bottom of my heart, Dr. Samaha.

Everybody at your office is lovely and I just love coming to your special dental office. Now that I have my new smile all finished, I miss coming so often. It just makes my day to be with you. It is so peaceful and I feel a lot of love and warmth from each one of you. And it isn't phony love. It's REAL.

Ever since you cured my periodontal disease, I am healthier and stronger, not lazy and sluggish like I always used to feel. And you never hurt me! I am so grateful to my friend for

-Betty Puryear, Newport News, VA



Major Puryear

Periodontal Disease and the Heart of the Matter

Alarming, more than 80% of all Americans have some form of periodontal disease. It is the most prevalent, chronic disease known to man. And periodontitis has life-threatening implications.

Because of our ongoing discussions with patients, those who have chosen PWDA as their personal dental practice are very aware of the link between periodontal disease and total body disease, to include heart attack, stroke and high blood pressure. Here are a few of the leading statistics on this connection.

Cardiovascular disease is the single largest killer of American adults and the number one cause of death worldwide. Dental research has confirmed the link between periodontal disease and cardiovascular disease with hundreds of studies reported over the past decade. According to a 2007 study unveiled in the New England Journal of Medicine, periodontal disease contributes to blood vessel dysfunction, particularly atherosclerosis or hardening of the arteries, which was improved by an intensive regimen of periodontal treatment. The research team was led by Maurizio Tonetti, D.M.D., Ph.D., Executive Director of the European Research Group on Periodontology. Dr. Tonetti. "This study validates the effectiveness of intensive periodontal treatment in affecting vascular health."

Why hs-CRP and cholesterol testing for periodontal disease patients?

If you have been diagnosed with periodontal disease in our practice, you have most likely been asked to undergo simple blood testing (can be done in our office with a simple finger nick test) to help clue your physician and me into whether or not your periodontal disease has impacted your general health, particularly your cardiac health. Research has shown us that periodontal disease can increase blood

pressure, cholesterol levels and your high sensitivity-C Reactive Protein levels. Hs-CRP levels are measures of inflammation in the body and according to a 2003 article published in the New England Journal of Medicine, are more predictive of future heart attack and stroke than high cholesterol. According to an article in Associated Press, Aug 2002, Dr. Paul Ridker and his team of researchers say studies suggest inflammation is more important than cholesterol in triggering heart attacks. "In the last decade, people talked about their cholesterol levels," he says. "In the next decade, the cocktail chatter will be, 'What's your C-reactive protein?' Everyone will need to know that."

Chances are, you may have never had an hs-CRP test performed unless we have recommended it as part of your periodontal disease diagnosis and treatment regimen.

Why is blood testing in patients with periodontal disease recommended?

Current medical research has now identified inflammation to be the root cause of almost all degenerative diseases. Because CRP levels increase as a result of inflammation anywhere in the body, and because periodontal disease is an inflammatory disease, we want to know what those levels are. Periodontal disease is able to cause a significant chronic inflammatory burden on the body.

Will the treatment of my periodontal disease cause my heart disease blood levels to decrease?

We have been recommending the testing of patients at PWDA for nearly 5 years and have found a significant reduction in not only hs-CRP and cholesterol levels as a result of our highly successful protocol for treating periodontal disease. We have also found a reduction of the diabetic marker, HgA1c, as well. In other

words, not only are we able to help patients decrease the incidence of risk factors for cardiac tragedies, we are able to help our diabetic patients better control their blood sugar levels by treating their periodontal disease.*

Is most periodontal disease being treated?

Unfortunately, the vast majority of periodontal infections go untreated.

At least 80% of the American population has periodontal disease of some form.

Only 50% of Americans are being seen for regular dental care.

Only 10% of periodontal disease is being diagnosed.

Sadly, only 1% of periodontal disease is being treated.

What can I do?

If you or someone you know has not had regular dental care in some time, seek a comprehensive periodontal evaluation.

If there is a systemic health condition such as heart disease, diabetes, lung disease, kidney disease, or you are pregnant or are considering pregnancy, it is critical to seek out dental care immediately. Your life, the life of others and the life of babies whose mothers have periodontal disease can depend on close attention to dental health. As always, we would be pleased to perform a complimentary periodontal screening with your referral of a friend, family member, or coworker.

*More on how periodontal disease increases the mortality rate for diabetics by 7.5 times in our next PWDA Newsletter.

The Latest Scoop on Oral Cancer, You and Me

If it happened to PWDA's Senior Clinical Assistant, Maria, and to my own Step-Mom, it can happen to you and me

Oral cancer on the rise

75% of people with oral cancer are tobacco users. HPV infection, periodontal disease, alcohol abuse and aging are also risk factors.*

Alarmingly, though, 25% have NO risk factor for oral cancer. Our own senior Clinical Assistant, Maria, has no known risk factors for oral cancer and was diagnosed with oral cancer in our office only one year ago. My own Step-Mom, (lovingly referred to as "Mama Gina"), was another. Fortunately, both have been declared free of oral cancer although there is only a 50% 5-year survival rate for squamous cell carcinoma, the one Maria had.

Why has Oral Cancer been on the rise?

One can best assume it is a result of the onslaught of cancer-causing toxins found in our drinking water and in the growing and processing of our foods.

What can we do about it?

If you haven't been a patient of Port Warwick Dental Arts for the past few years, you might not have heard about the leading-edge cancer screening examination for oral cancer called Vizilite. A Vizilite screening is totally painless and non-invasive and only takes a few minutes to perform.

Like any cancer, the key to a positive outcome is early detection. Since oral cancer is such an aggressive and disfiguring disease, the Vizilite screening test was developed to help us find signs of cancer sooner in stages 1 & 2, versus with our naked eye in stages 3 & 4. Oral cancer is so deadly, one person every hour dies from it. As devastating as any cancer is, when it comes to oral cancer, the disfigurement cannot be hidden. Oral cancer most always interferes with dietary intake as well as social interactions and intimate relationships.

Sadly, in the history of dentistry, we have not been able to decrease the prevalence of death and disfigurement from this disease because we have not been able to detect it soon enough. Recently, though, our profession has made a commitment to changing this devastating dynamic and has developed guidelines for how and when the

Vizilite examination should be used. If you have a history of tobacco use, the test is recommended once a year, no matter what age you are. At least by 40 years of age, the test is recommended once a year, although many of our patients chose to have the testing done at preventive dental visits twice a year. The Vizilite examination can be likened to a PAP Smear or a PSA test.** Again, the test is not invasive or uncomfortable and takes only minutes to perform. The cost for the screening is only \$69 and many of the dental insurance companies are now covering this screening on an annual basis.

And don't forget, at least once a month, examine your head and neck areas, as well as your tongue and lips for any sores that do not seem to heal within 10 days. Red or white ulcers, lumps and/or bumps, whether tender or not, are always cause for concern. Contact the office for evaluation at once. **This is a cancer that is on the rise.** Treatment of oral cancer need not be invasive if it is found in time.

*For more information, please don't hesitate to contact us and if you have a friend or family member who fits the "high risk" profile for oral cancer (which includes anyone over age 40), please offer them the opportunity to rest assured they are free of this aggressive disease. We would welcome the opportunity to evaluate them.

Did you know that oral cancer is now twice as prevalent as cervical cancer, yet the research indicates that the majority of individuals have never had an oral cancer screening in their dental offices? At PWDA, we have regularly screened for oral cancer for 26 years, beginning with the examination of infant patients and extending to each of our patients throughout life. In 2006, we became one of the first dental practices in the country to offer the Vizilite examination to our patients. **Rest assured we will remain vigilant in our search for early signs of this frightening disease.

INTRODUCING SMILE REMINDERS

We want to introduce you to our newest high tech capability at PWDA. Some of you have already experienced contact from our new software "Smile Reminders," which allows us to send out appointment reminders, news of practice promotionals and open houses, practice newsletters, and more! It also allows us to receive valuable feedback from each of you regarding your appointments in our office, via short, 5-question email surveys.

We also want to thank those of you who have responded to our survey already. Consistently, we have been getting flying colors, but please don't hesitate to let us hear from you if you can think of ways we can improve your care. As you know, exceeding your expectations is always our goal at PWDA.

Be sure to email us at samahadds@PWDentalArts.com or give us a call at 223-9270 so we are sure to have your email address in our system. This way we can keep in touch and send you those great promotional offers as they come. And thanks always for your help!

A Healthy Smile Always Increases Your Face Value!

Lisa Marie Samaha, DDS, PC
Fellow, Academy of General Dentistry
Member, American Academy of Cosmetic Dentistry

Have you ever wished your smile was brighter, straighter, or generally appeared healthier?

Whatever your concerns, **contemporary cosmetic dentistry has a solution for you.** Healthy smiles are receiving a lot of attention in today's world. Why has an attractive smile become increasingly important in interpersonal relationships?

As human beings, we are focused on the visual perspective of beauty simply because beauty arouses within us feelings of happiness, warmth, security, and trust.

A beautiful smile is a powerful thing.

According to research by the American Academy of Cosmetic Dentistry, 92% of Americans believe that a beautiful smile is an important social asset while 74% believe that an unattractive smile can hurt an individual's career success.

A healthy, good-looking smile is relevant to your life. Your smile serves as a means of introducing yourself. **In business, as well as in social interactions, your smile IS your introduction.** Clearly, a bright, beautiful smile says so much about you. A good-looking, healthy smile is perhaps one of the most poignant outward expressions of a health-conscious, vibrant individual who is attentive to detail and concerned about creating a lasting, positive impression.

A healthy smile reveals confidence, a healthy attitude about oneself.

Individuals are waking up to the realization that being dentally healthy and attractive not only **affects** how we feel about ourselves, a healthy smile **reflects** much of how we feel about ourselves.

Does your smile reflect the confident, warm, approachable, and self-assured "you"?

Go to the mirror right now. Does your smile make you smile?

If not, a youthful, healthy smile can be yours.

The dentist experienced in providing a wide variety of aesthetic dental treatments has the opportunity to witness subtle and dramatic transformations in patients of all ages, both visually and emotionally. In the world of cosmetic dentistry, we have found that enhancements to smiles can change lives.

If you have ever imagined a brighter, more beautiful smile for yourself,

**call Port Warwick Dental Arts
and schedule a cosmetic dental consultation.**

A youthful, attractive, and memorable smile can be yours.

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When emailing the office, please **ALWAYS** place the words "Your Patient", along with your full name, in the subject line of your email. We don't want to miss your correspondence.

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Coco Pauley Newport News, VA



Before



After



Port Warwick
DENTAL ARTS

RETURN POSTAGE
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251 Nat Turner Boulevard, Newport News, VA 23606

www.PWDentalArts.com

Summertime Blues?

We sure hope not!

But just in case, we want to give you something really spectacular to smile about!

This Wednesday, September 10th, join us "On the Square" in Port Warwick and enjoy the classic sounds of the "Rhondels"!

In honor of the summer concert series at Port Warwick, and as one of its sponsors, we at Port Warwick Dental Arts want to add a little something extra to your evening in honor of our 26th year Anniversary!

Come to the concert to learn how to win a \$1250 gift certificate to PWDA, a free \$750 professional whitening or a \$50 gift certificate to any of the fabulous restaurants in Port Warwick.



Come see us
"On the Square" at Port Warwick
Wednesday, Sept. 10

**Time Sensitive
Offer Inside!**

YOU DESERVE A BREAK

And We Want to Help!!

With Labor Day fast approaching, we want to reward you for your hard work as well as your loyalty to PWDA **by saving you extra dollars while helping you become healthier**

As our special thanks to you, and our

LABOR OF LOVE

we are extending a **10% courtesy** on any restorative dental care (fillings, crowns, veneers, implants, and bridgework) that is performed through September 30!

And as a special thank you to the large number of you who have been a loyal part of our patient family for over 10 years, we will instead offer 1% per year for the number of years that you have consecutively been our patient!*

Since we have been in practice in Newport News for 26 years, that could be a HUGE SAVINGS of 26% for many of you!

Must call to schedule by September 15.

*Offer is exclusive and may not be combined with any other promotional courtesy available.

www.PWDentalArts.com

757-223-9270

