

INTRODUCING THE PERIOSCOPY™ ALTERNATIVE

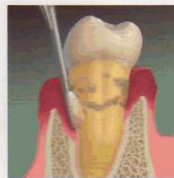
A New Non-Surgical Option

Traditionally, the more aggressive treatment option for people suffering from the advanced stages of periodontal disease was surgery.

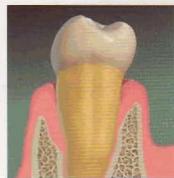
Now there is a new procedure called Perioscopy, featuring miniaturized digital video technology that enables your clinician to diagnose and treat areas below the gumline without the discomfort and inconvenience of surgery.



*Advanced
Periodontal Disease
(Periodontitis)*



*Perioscopy
Using the
Dental Endoscope*



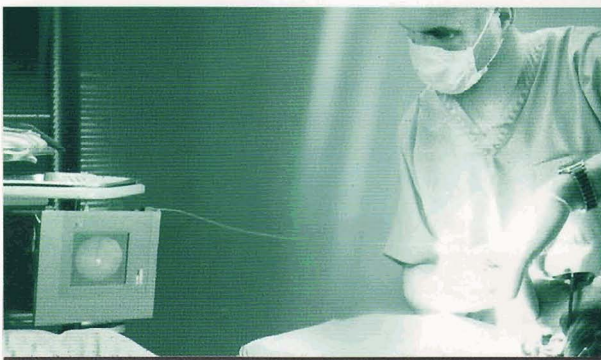
*A Thoroughly Clean
Root Surface Leads to a
Healthy Tissue Response*

For the first time, clinicians using the dental endoscope can see magnified details of tooth anatomy and deposits below the gumline to diagnose and treat periodontal disease in a minimally-invasive way.



At a Glance - The Power of Perioscopy

- ▶ Features advanced microscopic video technology enhanced by up to 48 times magnification.
- ▶ Enables clinicians to diagnose and treat subgingivally (below the gumline) without surgery.
- ▶ Permits direct vision of the tooth root to enhance traditional cleaning, scaling and root planing techniques for more thorough hygiene.



The Benefits of Perioscopy

- ▶ Provides a comfortable, non-surgical, periodontal treatment option.
- ▶ Pinpoints unseen deposits that cause bleeding and inflammation.
- ▶ Enables detection of periodontal conditions and other dental problems in earlier, more manageable stages.
- ▶ Enhances effectiveness of regular periodontal maintenance programs.
- ▶ Raises the standard of oral health care by using a new level of visualization to help fight periodontal disease and associated tooth loss.

A NEW
ON-SURGICAL OPTION FOR TREATING PERIODONTAL DISEASE

WHAT PEOPLE HAVE TO SAY ABOUT PERIOSCOPY

Laura, Perioscopy Patient

"It's amazing technology. Perioscopy has helped me keep my natural teeth. Everybody wants to avoid surgery and this is so easy! I would definitely recommend it to anyone who has a problem with their gums."

David Scharf, DMD

"Perioscopy allows my patients to become healthy without surgery. They love that it is not invasive and I love being able to offer them a non-surgical option that works!"

Mikhail, Perioscopy Patient

"My dentist told me it would be impossible to save my tooth without surgery. . . I found a dentist who offered Perioscopy. My pocket was much smaller. I went back to

show my dentist and he was very surprised at the results."

Roger Stambaugh, DMD, MS, MSed

"The dental endoscope and Perioscopy represent a significant technological breakthrough in progressive dentistry. It's opened up a whole new world in diagnosis and therapy."

Margaret, Perioscopy Patient

"I can't tell you how relieved I was to find a way to keep my teeth without having gum surgery."

Gina Gonzalez-Glubok, DDS, RDH

"Perioscopy provides my patients with a non-surgical option that can control their periodontal disease."

Edward Charbonneau, D.D.S.
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For more detailed information on the technology of Perioscopy, visit www.dentalview.com

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INNOVATORS OF DENTAL ENDOSCOPY

FREQUENTLY ASKED QUESTIONS

1. What is Perioscopy?

Perioscopy is a new procedure using a miniature dental endoscope with advanced video, lighting and magnification technology that enables your doctor or hygienist to diagnose and treat areas below the gumline non-surgically.

2. How does the dental endoscope work?

A miniature camera is attached to a tiny probe and then gently placed below the gumline. The images are immediately displayed on a chairside video screen for your clinician and you to see. The dental endoscope provides up to 48 times magnification, disclosing minute details under the gums that, before the advent of this technology, might easily be missed.

3. What are the advantages of Perioscopy?

Perioscopy allows your clinician to see, accurately diagnose and effectively treat periodontal and other dental conditions, which might otherwise go undetected and ultimately undermine your oral health and perhaps even affect your overall well-being. Perioscopy is a great new tool in the preservation of natural teeth and the fight against periodontal disease.

4. Is Perioscopy right for me?

If you have one or more pockets over 4 mm deep, as well as other suspected dental conditions, then you may be a candidate for Perioscopy. If you are being treated for periodontal disease, the goal of a Perioscopy treatment is to get a tooth root exceptionally clean so that the gums and other surrounding tissues can become healthier. Perioscopy is especially effective in the "esthetic zone," or the teeth you see when you smile.

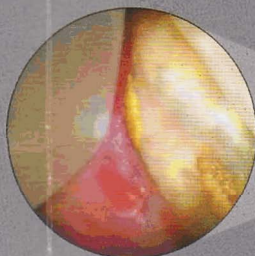
5. Can surgery be avoided with Perioscopy?

In many cases, the need for surgery may be avoided. Gum surgery is a frequently used therapy for patients with advanced periodontitis. Now Perioscopy offers another option which can be used to treat you comfortably and effectively without the apprehensiveness and discomfort of surgery. Your doctor or hygienist will outline your treatment options, and together you can decide which option works best for you.

6. How long does Perioscopy take?

Because of the intricate clinical nature of Perioscopy, procedures tend to take a bit longer than a standard appointment with a doctor or hygienist. Depending on the condition and location of the teeth being cared for, treatment usually takes from one to two hours. (Your doctor may also view one or more of your tooth roots in a shorter appointment to evaluate non-periodontal problems.)

PERIOSCOPY



Under magnification, your dentist or hygienist can now see and treat gum disease, bacterial deposits and other problems below the gumline.

7. Is Perioscopy expensive?

Perioscopy treatment is often roughly the same or a little less than the cost of surgery. Patients frequently report that Perioscopy was definitely a worthwhile investment and helped them to save their natural teeth.

8. Does it hurt?

Generally, there is very little, if any, discomfort during a Perioscopy appointment. Some patients can be treated without anesthesia, while other patients prefer to be numb. Your clinician is committed to taking the appropriate steps to ensure your comfort.

9. What can I expect?

Many times a deep pocket will improve, sometimes significantly, although each patient may respond differently.



A CHRONIC CONDITION ▶

Unfortunately, periodontal disease is very common in adults. The symptoms of periodontal disease are bleeding, red or swollen gums and can also include bad odor, discomfort on chewing, and loose or shifting teeth. There are many factors that contribute to this chronic infection, such as poor oral hygiene, stress, smoking, medical conditions like diabetes, or inherited genetic tendencies. Since the silent symptoms of periodontal disease often only become noticeable in the more moderate-to-advanced stages, it is essential to have regular check-ups and professional cleanings to preserve your oral health and help keep your natural teeth for a lifetime.

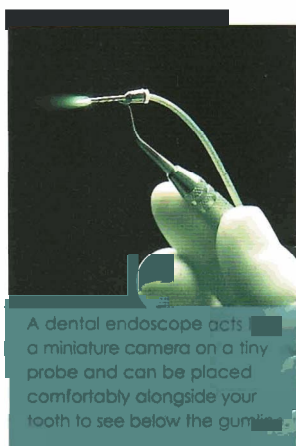
THE LINK BETWEEN ORAL HEALTH AND YOUR OVERALL HEALTH ▶

A recent Surgeon General's Report and a growing number of research studies suggest that there are links between chronic oral infections (periodontitis) and diabetes, heart and lung disease, stroke and even low-birth-weight babies.

Taking good care of your oral health today may protect your overall health in days to come.

TREATMENT OF PERIODONTAL DISEASE ▶

Regular brushing and flossing as well as professional cleaning by your dentist or hygienist can slow or even reverse gingivitis, the milder form of periodontal disease. Treatment of moderate or advanced periodontitis is more complex. At this stage, the damage cannot be reversed, so the focus of treatment is to control the infection and prevent additional deterioration. A common procedure called scaling and root planing involves scraping the hard deposits from the root surfaces of the teeth below the gumline. Treatment may also involve other oral,



A dental endoscope acts as a miniature camera on a tiny probe and can be placed comfortably alongside your tooth to see below the gumline.

topical, or localized medications that help fight the infection and stop bacteria and enzymes from attacking gums and bone. For many people, surgery has been the last option.

NEW HOPE FOR PATIENTS ▶

The good news is that people with periodontal disease have a new minimally-invasive treatment option that may keep them from resorting to surgery. Perioscopy also offers an option to patients with special conditions who cannot tolerate surgery, as well as patients on standard periodontal maintenance plans.

PERIOSCOPY: STATE-OF-THE-ART TECHNOLOGY ▶

During Perioscopy, a miniature camera is attached to a small probe or cleaning instrument and then gently placed below the gumline. Using this unique visualization device, clinicians are able to achieve very thorough cleaning to the bottom of the pocket, which promotes healing and potentially prevents further damage and tooth loss.

A HIGHER LEVEL OF CARE ▶

In keeping with their commitment to stay on the forefront of medical and technological innovations and provide the highest quality of care, your dentist and hygienist have received special training in the use of Perioscopy.

Your dental practice is pleased to be able to provide you with this state-of-the-art treatment alternative and would be happy to discuss any questions you might have.

Consult with your doctor to see if Perioscopy is right for you.

