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TOP DENTISTS

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Tooth *or* Fiction

Local dentists weigh in on dental hygiene products that help and those that are hype.

BY KERRY SPECKMAN

IN 2008, AMERICANS SPENT \$9.1 BILLION on toothpaste, dental floss, mouthwash, toothbrushes and other oral care items. And the seventh edition of *The U.S. Market for Oral Care Products* predicts that sales will jump to \$10.9 billion by 2014. With these kinds of numbers, it's no wonder manufacturers are constantly redesigning toothbrushes and reformulating toothpastes and trying to convince us that their "new and improved" products will make our teeth whiter and our breath more minty fresh than their competitors'.

So how do we, as humble, uninformed consumers, know if toothbrushes with polishing cups and toothpaste with mouthwash beads actually work or are just marketing ploys?

We asked some local dentists for their opinions on what we *really* need to know when selecting toothbrushes, toothpaste, dental floss and mouthwash. What they say might surprise you. Rinse, please...



TOOTHBRUSHES

Remember when the only choices you had to make when picking a toothbrush were the bristle texture (soft, medium or hard) and color? These days, toothbrushes have more options than some cars now that consumers have the ability to choose everything from the size and shape of the head to the pattern and density of the bristles.

"Toothbrush bristles used to be flat across, and handles were straight. We know the surfaces of teeth are not flat," says Harris Rittenberg, D.M.D. "The manufacturers, in turn, have designed the bristles to adapt better to the natural curves and valleys of tooth surfaces. The angled handle evolved to make it easier to reach the back teeth."

While a toothbrush with multi-level interdental bristles and a quad-grip handle may sound impressive, many dental professionals acknowledge that technological advances in toothbrush design are more about making money for manufacturers than improving consumers' oral health. That's why Rafal Marmur, D.M.D., of the Jacksonville Smile Center has but two simple requirements for choosing a toothbrush.

"Always use a toothbrush with soft bristles," Marmur says. "Some people think hard bristles clean better, but they can cause gum recession and erosion of tooth enamel. The size of the head is also very important because you need to be able to get behind your back teeth, upper and lower. If a regular adult brush is too big, use a compact head or even a kid's toothbrush."

TOOTHPASTE

When you're picking out toothpaste these days, you have to play 20 questions with yourself. Should I get toothpaste or gel? Would I rather have enamel strengthening or tartar control? Do I want to whiten with baking soda or peroxide? Which is better, advanced care or total care? What's the difference between spearmint, cool mint and fresh mint? Honestly, it's a miracle more people don't have a nervous breakdown right there in the dental care aisle.

The good news, most dental professionals will tell you, is it doesn't really matter which toothpaste you choose as long as it has fluoride, which helps remove plaque that can cause gum disease and tooth decay and aids in the prevention of cavities by strengthening tooth enamel. (The most common non-fluoride toothpastes are natural toothpastes like Tom's of Maine.)

Michael Gagaoudakis, D.M.D., further advises his patients to stay away from two popular toothpaste formulas. Whitening toothpaste, he says, is too abrasive, and tartar control toothpaste contains pyrophosphates, which can cause allergic reactions in some individuals. "When you break down the word, 'pyrophosphate' means 'fire rock,'" he says. "Is that really something you want in your mouth?" For Gagaoudakis, "regular, plain, old Colgate or Crest" gets the job done just fine.

(continued on page 121)

Northeast Florida's Top Dentists

117 local dental health providers recommended by their peers.



"IF YOU HAD A PATIENT IN NEED OF A DENTIST, to which dentist would you refer them?" It's a good question, and one that when answered correctly could save someone a great deal of unwanted pain and/or discomfort.

Thousands of dentists were asked this simple question to help determine the nation's "Top Dentists."

The question is fairly

straightforward, but the process of finding and selecting the top picks is extensive and takes many months. For the past three years, the Augusta, Georgia-based topDentists™ firm has endeavored to find answers across the country, including Northeast Florida.

The nomination pool of dentists consists of practitioners listed online with the American Dental Association (ada.org), as well as all dentists listed online with their local dental societies, thus allowing virtually every dentist the opportunity to participate. Dentists are also given the opportunity to nominate other dentists who they feel should be included but may have been missed.

Voters are asked to individually evaluate the practitioners on their ballot with whose work they are familiar. Once the balloting is completed, the scores are compiled and then averaged. The numerical average required for inclusion varies depending on the average for all the nominees within the specialty and the geographic area. Voting characteristics and comments are taken into consideration while making decisions. Past awards a dentist has received, status in various dental academies (Academy of General Dentistry, American Academy of Periodontology, etc.) can also play a factor.

Once the decisions have been finalized, the included dentists are checked against state dental boards for disciplinary actions to make sure they have an active license and are in good standing with the board. Then letters of congratulations are sent to all the listed dentists.

Of course, there are many fine dentists who are not included in this representative list. It is intended as a sampling of the body of talent in the field of dentistry in the United States. A dentist's inclusion on the list is based on the subjective judgments of his or her fellow dentists.

This list excerpted here is from the 2010 topDentists™ database, which includes listings for more than 100 dentists and specialists in the Jacksonville metropolitan area. The Jacksonville area list, posted in alphabetical order, was based on thousands of detailed evaluations of dentists and professionals by their peers. Dentist names and type of dentistry for which they were recognized are provided. More information and contact details may be obtained at the topDentists website.

Gary D. Perlman, Periodontics

Dr. Perlman has been in practice for nearly 25 years, and is certified to treat periodontal disease utilizing the world's first FDA-approved laser treatment protocol, thereby eliminating invasive surgical procedures.

Lori Aiosa, Orthodontics
Ivis Alvarez, Safari of Smiles, Pediatric Dentistry
Susan L. Amatrudi, General Dentistry
Gregory A. Archambault, General Dentistry
James G. Barsamian, Oral and Maxillofacial Surgery
Joseph M. Barton, General Dentistry
Jessie Bech, General Dentistry
Jeffrey S. Bilotti, General Dentistry
Dayn C. Boitet, General Dentistry
Henry G. Breitmoser, Jr., Gate Parkway Dentistry, General Dentistry
Leandro R. Britto, Endodontics
Solomon G. Brotman, General Dentistry
Andrew Brown, Orthodontics
David Randall Carden, Orthodontics
Stephen T. Carpenter, General Dentistry
Michele L. Cavendish, Edwards and Cavendish, PA, General Dentistry
Frank J. Cervone, Endodontics
Michael A. Chanatry, Periodontics
Stephen Dwaine Cochran, Pediatric Dentistry
Anthony R. Corral, Beaches Center for Implant and Cosmetic Dentistry, General Dentistry
Robert R. Cowie, General Dentistry
John E. Craig, General Dentistry
Ronald L. Dixon, St. Augustine Family Dentistry, General Dentistry
Michael Dukes, The Island Dentist, General Dentistry
Robin F. Edwards, General Dentistry
Marion C. Eldridge, Endodontics
Ronald Elinoff, General Dentistry
Rebecca A. Faunce, Orthodontics
Steven C. Ferber, Riverside Dental, General Dentistry
Alan E. Fetner, Periodontics
Dina L. Fetner, General Dentistry
Howard Fetner, General Dentistry
Darryl A. Field, Periodontics
Glenn W. Forhan, General Dentistry
Charles Frank, Orthodontic Options, Orthodontics
David Tod Garner, Rodeffer, Garner and Minor Orthodontics, Orthodontics
Robert S. Gatling, General Dentistry
Julie Geiger, General Dentistry
Elizabeth Gesenhues, Orthodontics
William Gielincki, Jr., Prosthodontics

William J. Glenos, Orthodontics
Gregory J. Groshan, North Florida Oral & Maxillofacial Surgery, Oral and Maxillofacial Surgery
Brian Haeussner, General Dentistry
Theodore A. Haeussner, General Dentistry
Samir Norman Hanania, General Dentistry
John J. Harrington, General Dentistry
Mary S. Hartigan, Periodontics
Gregory Hartley, North Florida Oral & Maxillofacial Surgery, Oral and Maxillofacial Surgery
Randolph J. Hayes, Jr., Orthodontics
Richard W. Joseph, Oral and Maxillofacial Surgery
Beth Arruda Kailes, Pediatric Dentistry
Eugene W. Katibah, General Dentistry
Michael William Kessler, Oral and Maxillofacial Surgery
Zane Khan, JaxOMS, Oral and Maxillofacial Surgery
Thomas L. Klechak, Smile Safari, Orthodontics
Betty Klement, Dentistry BY Design, General Dentistry
John G. Lazzara, Orthodontics
Margaret A. Lessig, Fleming Island Family Dentistry, General Dentistry
Harvey R. Levin, General Dentistry
Mitchell R. Levine, North Florida Orthodontics, Orthodontics
Ernest G. Lott, General Dentistry
John P. Lundgren, Endodontics
Gary R. Manasse, Endodontics
Jose M. Martinez, Southpoint Cosmetic and Implant Dentistry, General Dentistry
Elaine Martinez-Koziol, Pediatric Dentistry
Joseph C. Mavec, Endodontics
Buddy J. McAlpin, General Dentistry
James J. McCall, General Dentistry
Thomas E. McRae, General Dentistry
Nicholas A. Narducci, General Dentistry
Marinela M. Nemetz, Pediatric Dentistry
William B. Nipper, Jr., Endodontics
Thomas P. O'Connell, Endodontics
David R. Olinzock, Kernan Dental Care, General Dentistry
Colleen M. Olitsky, Smile Stylist, General Dentistry
Jason S. Olitsky, Smile Stylist, General Dentistry
Jennifer Ortega, General Dentistry
Kevin W. O'Shaughnessy, Schellhase, Koehler & O'Shaughnessy, Orthodontics
Alan R. Ossi, Orthodontics
Edward J. Ossi, General Dentistry
William L. Patterson, General Dentistry
John P. Peden, Orthodontics
Shawn Perce, Orthodontics

Clive Rayner, Oral-Facial Surgery of Orange Park, Oral and Maxillofacial Surgery
Harris Rittenberg, General Dentistry
Ronald K. Roessler, General Dentistry
Sanford Rosenberg, General Dentistry
Jerome Philip Rothstein, Oral and Maxillofacial Surgery
Richard Salko, General Dentistry
Douglas K. Scales, Island Dentistry, General Dentistry
Daniel J. Schellhase, Schellhase, Koehler & O'Shaughnessy, Orthodontics
James Schumacher, General Dentistry
Barry P. Setzer, Pediatric Dentistry
Edward B. Sevetz, Jr., Oral and Maxillofacial Surgery
Bharat R. Shah, General Dentistry
Michael Smith, Endodontics
Richard Paul Sollee, General Dentistry
Michael D. Spencer, Riverside Dental, General Dentistry
T. Douglas Splane, General Dentistry
Thomas E. Stakem, Oral and Maxillofacial Surgery
Barry H. Stevens, Endodontics
Richard A. Stevenson, General Dentistry
Michael W. Stratton, Weaver and Stratton, Pediatric Dentistry
Stephen Strout, Advanced Periodontics and Implant Surgery, Periodontics
Robert Thousand, Jr., Advanced Periodontics and Implant Surgery, Periodontics
Robert Thousand III, Endodontics
Michael D. Vanover, General Dentistry
Margaret Walsh, General Dentistry
Gerald K. Weaver, Weaver and Stratton, Pediatric Dentistry
Walter Wood, Periodontics
David D. Woods, North Florida Oral & Maxillofacial Surgery, Oral and Maxillofacial Surgery
Kirk H. Young, Periodontics
Larry C. Young, General Dentistry
John D. Zongker, Endodontics

This list is excerpted from the 2010 topDentists™ list, which includes listings for more than 100 dentists and specialists in the Jacksonville metropolitan area. For more information call (706) 364-0853; or write PO Box 970, Augusta, GA 30903; by email (info@usatopdentists.com) or visit usatopdentists.com. topDentists has used its best efforts in assembling material for this list but does not warrant that the information contained herein is complete or accurate, and does not assume, and hereby disclaims, any liability to any person for any loss or damage caused by errors or omissions herein whether such errors or omissions result from negligence, accident, or any other cause. Copyright 2010 by topDentists, LLC, Augusta, GA. All rights reserved. This list, or parts thereof, must not be reproduced in any form without permission. No commercial use of the information in this

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Cosmetic Specialists

In December 1984, 60 dentists assembled in Las Vegas to create an organization devoted to the art and science of cosmetic dentistry. From this small gathering of individual practitioners, the American Academy of Cosmetic Dentistry (AACD) has matured into the world's largest organization for cosmetic dental professionals. The AACD now includes nearly 8,000 practitioners, educators, researchers and laboratory technicians from 70 countries worldwide. The organization is dedicated to advancing excellence in the art and science of cosmetic dentistry and encouraging the highest standards of ethical conduct and responsible patient care.

There are approximately 30 AACD members practicing in the Jacksonville area. Their names are listed here.

Joseph M. Barton, DMD
Joshua O. Bietenholz, DMD
Rebecca E. Benedict, DMD
Bryan K. Blankenship, DDS
Eric S. Burgess, DMD
Ronald Elinoff, DDS
Steven R. Freeman, DDS
Atosa Khan, DDS
Laurie A. Kitson, DMD
Betty D. Klement, DMD
Young H. Lee, DMD
Vincent M. Leth, DMD
Rafal T. Marmur, DMD
Jose M. Martinez, DMD
James J. McCall, DDS
Colleen M. Olitsky, DMD
Jason S. Olitsky, DMD
Claude K. Owens, DDS
Richard A. Perallon, DMD
Harris L. Rittenberg, DMD
Jeffrey R. Slotten, DDS
Pamela J. Skaff, DDS
Cynthia L. Skigen, DMD
Millie K. Tannen, DDS
Jacqueline L. West, DMD
Jon C. Williams, DMD
Michael C. Winter, DDS

To learn more about the American Academy of Cosmetic Dentistry, visit aacd.org.