



DENTAL ASSOCIATES OF LAKEWOOD

Creating Priceless SMILES

*Affordable, Quality Cosmetic Dentistry
Right in the Neighborhood*

BY SARAH PASCAL MASSRY

A PRICELESS SMILE

"A perfect smile is priceless," says Dr. Alfonso Limone. "Our practice has created thousands of smiles. At Dental Associates of Lakewood each patient is treated like family. The overall oral health and comfort of our patients is our main concern. We develop the most practical approach and create the most beautiful smiles each and every time."

Dental Associates of Lakewood has relocated to a modern facility and has recently added state-of-the-art equipment to better accommodate its growing patient base. The highest standards of cleanliness and safety are maintained, and the practice is based on a strong doctor-patient relationship. Dr. Limone begins his sessions by talking to the patients and getting to know them. He then develops a thorough diagnosis and produces a treatment plan with the goal of creating long-lasting smiles.



Dr. Limone prides himself on achieving beautiful, aligned teeth and correct bites with removable clear aligners. "Dentistry demands accuracy and precision," he explains. "Straight teeth are easy to maintain, and only proper care can make a dramatic difference in the mouth of our patients. Our patients have a 100% cure rate. We make sure every patient leaves with healthier gums and a healthy smile."

DR. ALFONSO LIMONE

Dr. Alfonso Limone, DMD, is a general dentist who is highly trained in Cosmetic, Prosthetic, Periodontal and Implant Den-

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tistry. After graduating from UMDNJ, Dr. Limone completed advance training, investing thousands of hours in continuing education. He has been in continuous practice for more than two decades and is certified by the New York and New Jersey Board of Dentistry. His passion for staying current with literature and research are the foundation of his great professionalism and integrity. He has been a member and participant in many organizations, including local Study Clubs, Dental Society of Dentistry for Children, District Dental Society of the State of New York, Academy of General Dentistry, International Association of Orthodontics, American Society for Clinical Research, National Society for Clinical Practitioners, American Academy of Cosmetic Dentistry, Appliance Therapy Practitioners Association and New Jersey Dental Association.

Dr. Limone is gratified to treat multiple generations of families from the practice started by Dr. Robert Greenman; he feels humbled and grateful to be the chosen entrusted successor. "Patient-centered, old-world services still delivered," says Dr. Limone, "but with an eye to the future."

As the Practice Director, Dr. Limone is proud to carry a forty-year legacy as one of the leading respected dental practices in Lakewood.

What differentiates Dr. Al Limone and his associate, Dr. Michael Merke, from others in the field is their passion to go above and beyond for all their patients. "We bring happiness to our patients by enhancing their appear-

ance and boosting their self-esteem," says Dr. Limone. "This is one of our targets."

"Our reputation is not only based on our great results," adds Dr. Merke, "but also on connecting with our patients." I explain comprehensive treatment procedures in a very conscientious, detail-oriented way. We offer a great variety of payment options to our uninsured and underinsured patients, such as 0% down payment and 0% interest finance plans. This is all to ensure that we put our patients' oral health first."

HEALTHY DENTAL HABITS START AT A YOUNG AGE



Dr. Limone stresses the importance of parents teaching their children healthy dental habits.

"The mouth is the gateway to the rest of the body," explains Dr. Limone. "If it is not healthy, neither is your child."

Children should be taught how to brush and floss at an early age. Educating children on the importance of their dental care and teaching proper brushing and flossing creates a routine of healthy behavior that kids can continue into adulthood. When parents teach this to their children at a young age, it sends a message that oral health care is important, and this message will have a tremendous impact on their overall health for the rest of their lives.

"Tooth decay can lead to severe pain, infection and teeth loss," adds Myriam, the dental assistant. "If the mouth is not healthy, neither is the child. Early preventive care is the true solution."



PATIENTS' FEEDBACK SAYS IT ALL:

"Your exceptional clinical care and caring staff are second-to-none."

"Dr. Merke's unwavering honesty, humility and respect are appreciated."

"They simply offer the level of experience and credentials my family deserves."

"You certainly are in good hands when your dentist is available in an emergency."

"Everyone there does an amazing job."

"My kids love coming here."

"Dr. Limone is gentle and concerned about dental wellbeing."

"Doctors are very considerate of personal schedule."



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At what age should children begin seeing a dentist? "At a very young age," answers Dr. Limone. "Parents should get into their children's mouth from day one. Wipe the gums with a damp washcloth after feedings, and if you are going to put your child to bed with a bottle, give him only water. My best advice is for parents to educate their children on the benefits of oral health and limiting their consumption of sugary soft drinks and snacks from a young age. Knowing you have a clean, healthy smile leads to self-confidence."

At times children develop a fear of going to the dentist. This fear generally stems from a traumatic early dentist visit, which then keeps them away from proper oral education. It is therefore important for dentists to gain children's trust from an early age.

"We have implemented a system to prevent this from happening," says Dr. Limone. "At Dental Associates of Lakewood we spend time listening to and understanding our patients' concerns until we can gain their trust. The most rewarding part of being a dentist is being able to help a child who is scared or had a bad experience in the past. We patiently take the fear out of dentistry; there is nothing more rewarding than enhancing the quality of our patients' lives by keeping them feeling good about themselves with the confidence that can only come from a perfect smile. Our patients enjoy standards that exceed their expectations. When their child leaves with a big smile, they can't wait to come back again."

Compassion and patient education, paired with the latest tools, enables Dr. Limone's staff to provide positive dental experience to all patients. Many patients who receive conscious sedation medication for their dental ➤



TIPS FOR ORAL HYGIENE FOR TOTS:

To prevent cavities and gum disease, which affect millions of Americans – including children – good oral hygiene routines should be established as early as infancy and continued throughout life. Some tips for parents include:

- Even before teeth begin to erupt, thoroughly clean your infant's gums after each feeding with a water-soaked infant washcloth or gauze pad to stimulate the gum tissue and remove food. When the baby's teeth begin to erupt, brush them gently with a small, soft-bristled toothbrush using a pea-sized amount of fluoridated toothpaste.
- A small amount of fluoridated toothpaste will help to inhibit decay. Fluoride is also found in mouth rinses, community water supplies and in some foods.
- At the age of two or three, you can begin to teach your child proper brushing techniques. But remember, you will need to follow up with brushing and gentle flossing until age seven or eight, when the child has the dexterity to do it alone.
- Change your child's toothbrush three to four times a year and after every illness to avoid bacteria and germs.
- Limit the amount of sugar children eat by encour-

aging them to eat fruits and vegetables for snacks instead of candies and cookies. Also, limit snacking between meals, and make sure they brush after snacking.

- Determine if the water supply that serves your home is fluoridated. If there isn't fluoride in your water, discuss supplement options with your dental hygienist.
- Set a good example for your child by brushing, flossing, eating healthy foods and scheduling regular oral-health visits for yourself.
- Continually remind your child about the benefits of good oral health, and stress the role that nutrition plays in maintaining it.
- Schedule regular oral-health appointments starting around your child's first birthday.

Instilling proper oral habits is vital, but even the best oral-hygiene routine needs to be supplemented by regular oral-health checkups. As preventive oral-health experts, dental hygienists are the best educators when it comes to your children's mouths. During a routine visit, your oral-health professional will check for cavities in the primary teeth and watch for developmental problems, as well as help to create a positive experience that may alleviate fear at future visits.

Source: The American Dental Hygienists' Association



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treatment, feel so relaxed that they opt to go without it after the first visit.

patients, including those who were misdiagnosed or mistreated elsewhere," he says. "We do it right the first time, or we don't do it at all."

The staff at Dental Associates of Lakewood strives to improve quality care with technological advances. Dr. Limone now uses digital radiography for accurate diagnosis. "We provide the highest quality care to all

Dr. Limone and his team work hard to make every visit a pleasant experience. "My staff, associates and I are happy to explain treatment options and procedures in a clear, concise fashion to relieve patients' apprehension and put them at ease."



UNINSURED? UNDERINSURED? NO PROBLEM!

Kelly, the office's friendly insurance coordinator, explains the difficulties of dealing with the dental-insurance companies. "They [the insurance companies] are not in the business of fixing teeth. They work as hard as we do – to reduce the claims payments, theoretically to zero, in order to increase their profit margin. They impose unfair limitations. The actuary (which is their

computer) determines which procedure can be paid for. Even if a procedure is medically necessary, it may be excluded from the patient contract.”

Joan further explains: “Dental insurance isn’t really insurance. It is actually a money benefit typically provided by an employer to pay for routine dental treatment. It is purchased based on the amount of cost per month. Benefit plans are only designed to cover a very small portion of the total cost. That percentage represents what they allow, not what your dentist may actually charge. We advise everyone without dental insurance, or anyone who is underinsured, of these facts because the benefit plan booklets are often difficult to understand. Maximum limit is what the insurance has to cover each year, and these benefits do not carry over. If you don’t use them, you lose them.”

“Amazingly, despite the fact that costs have steadily increased, annual maximum levels allowed from dental-care insurers have not changed since the 1960s,” says their Patient Care Coordinator.



“It is a mistake to let dental-insurance benefits be your sole consideration when you determine your dental health and smiles,” concludes Kelly. “Patients may also lodge complaints with the State Insurance Commission and get their voices heard.”


A RESPECTED PRACTICE

Dr. Limone, Dr. Merke and their compassionate and friendly staff have made Dental Associates of Lakewood a highly respected practice for implants, cosmetic and family dentistry.

Their patients appreciate the full range of services, in-



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cluding comprehensive, preventive and periodontal treatments, wireless aligners, implants, veneers (permanent whitening), natural-looking fillings, root canals and wisdom-tooth extractions. They offer a variety of restorative procedures backed by a network of local laboratories and headed by a team with extensive clinical knowledge, such as Dr. Youda from Beautiful Smiles, as well as many other highly skilled technicians to assist in attaining the perfect fit and function of crowns, bridges and dentures. The assistance of their lab-team allows patients to look and feel their best. 

For more information or to make an appointment, contact Dental Associates of Lakewood at 732-364-5100 or premium-dentistry.com.

Dental Associates of Lakewood is located at 6 W. Spruce Street (corner of Route 9).



A SMILE

...costs nothing, but gives much...

It enriches those who receive, without making poorer those who give.

It takes but a moment, but the memory of it sometimes lasts forever.

None is so rich or mighty that he can get along without it.

A smile creates happiness in the home, fosters goodwill in business and is the countersign of friendship.

It brings rest to the weary, cheer to the discouraged, sunshine to the sad and is nature's best antidote for trouble.

Yet it cannot be bought, begged, borrowed or stolen, for it is something that is of no value to anyone until it is given away.

Some people are too tired to give you a smile.

Give them one of yours, as none needs a smile so much as he who has no more to give.

(Based on the writings of Rabbi Samson Raphael Hirsch.)

Get Acquainted

BLEEDING GUMS DISEASE?

FREE Special Oral
Exam, Second
Opinion & Oral
Cancer Screening



TEENAGERS TEETH STRAIGHTENER

FREE Consultation
Clear, Removable,
Painless, Wireless
Aligners



Bill Aguiar, the Office Manager