



**CHARLES J. RUFF** DMD - PA

specialist in orthodontics  
certified, american board of orthodontics

# "The Ruff Reader"



**FALL  
2012**

[www.smiles4ME.com](http://www.smiles4ME.com)

## Ortho Tips

Your Orthodontic wax will stay on better if you try to dry the area you are placing it on.

Wearing your elastics the **REQUIRED** amount of time will help get your **BRACES OFF!!**



Ask us for details about Invisalign teen: the clear way to straighten your teeth!

Current Events/  
Contests can be found on our website

## October is National Orthodontic Health Month

October is National Orthodontic Health Month. We are celebrating by holding our **3rd Annual Halloween Candy Buy Back!**



We are buying candy from kids **AGAIN** this year! The candy will be shipped overseas (with the help of Operation Gratitude) to our courageous troops serving our country.

Bring your kids and candy into the office on **Saturday November 3rd from 10AM-1PM**. We will give your kids \$1.00 per pound of candy plus a goodie bag! (20lb limit) There will be a letter writing station set up for the kids to write a letter to the troops if they so desire. We will also have some fun and games going on for the kids. Prizes to give away for the adults and popcorn and cider for everyone!

We can't wait to see you and your friends! The Candy Buyback is open to the community so we will buy back candy from all children, whether they are patients of ours, or not.

## Dr. Ruff helps support Breast Cancer Awareness

October is also Breast Cancer Awareness month so we are asking our patients to wear **Pink** into their appointment. For every patient that does so, Dr. Ruff will donate \$1 to the Maine Breast Cancer Coalition. The organization provides Maine residents with financial assistance for breast health, breast cancer items or services. This fund was established in 2000 and has been able to help over 2,000 Maine residents with over \$1,000,000 of financial care.



Dr. Ruff and team will be supporting by wearing Pink for the whole month of October! You may even notice some pink dental supplies being used. We are excited to be doing our part.

### Why arrive 5 minutes early?

This will allow you time to do the following

- **Check in at the computer**  
(so we know you are here)
- **Brush your teeth**  
(so the assistant doesn't have to ask you)
- **Have a seat near the glass wall in clinic**  
(so you will hear your name being called)



## Our patients speak out.....

### A Great Experience

We had a wonderful experience with Dr. Ruff and his staff over the past several years. Everyone is dedicated to providing a comfortable, friendly, and professional experience for patients and parents. I can't imagine recommending any other orthodontist than Dr. Ruff.

My son's teeth look great! Thank you all!

*-Lorri Cahill*

### Talk about good hands!

I'm very impressed and consoled to know that Dr. Ruff and crew are so very knowledgeable. My son is in good hands :)

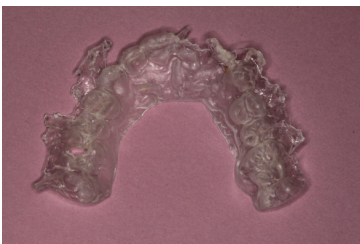
*By Scott*

### Looking for a very warm and friendly orthodontist office, look no further!

The first time we walked into the office we felt very welcomed and that the staff was excited to meet me and my son. He was very relaxed with the staff. The office is very bright and cheerful. All the staff is real good at explaining their role and what to expect. Dr. Ruff and his assistants are very good at explaining what they are about to do and provide adequate information to let you make the right decision. The Ruff Bucks are a great motivator for my son. I can not say enough about how great the office is from top to bottom.

*-By Austin H.*

## MY DOG wouldn't eat that.....



Guess what....Yes, even your dog would eat your retainer. Your dog loves you and the retainer has your scent so they find it

AND chew it!! See what a 10 year OLD DOG, that never chews, did. Make sure your retainer is in it's case and out of reach of ALL

## Long Term Retention

We use a combination of fixed and removable retainers in order to achieve the best long-term result. Our usual office fee will be charged for retainer replacement, worn-out retainers or to repair loose fixed retainers. If a fixed retainer wire comes off the teeth completely, please save it and we can most likely re-cement it. If we have to make a new one, there will be an additional fee. Retainers are like eyeglasses, contact lenses, or any other type of personal item that is worn daily—they will wear out.



## Atwood Williams PTA Craft Fair

**Come see us on November 17<sup>th</sup>** at the Williams Elementary school in Oakland Maine. It is being held from 10AM-4PM. We will have fun games and giveaways going on. **We will also be giving away Ruff Bucks to any of our patients who come to the fair wearing a Dr. Ruff t-shirt!** Dr. Ruff will be at the fair to do complimentary screenings for anyone who wants them, kids and adults alike.

## New Hours

Dr. Ruff has arranged the schedule to meet the needs of some of our adult patients that work in the Waterville area. On some Wednesdays we will be **open during 12:00-1:00pm** to see our adult patients that may be on their lunch hour. If this time is good for you please let us know at your next appointment.



## Impacted Canines

In about 4% of the population, the upper canine (3rd tooth from the center line of the upper two front teeth) does not come in naturally in the proper position. It heads towards the roof of the mouth where it usually stops erupting until it is uncovered by an oral surgeon. This kind of tooth is called a palatally impacted canine and it can add a year to the time you are in braces.

We now know that palatally impacted canines are a genetic problem and that it runs in families. If you had an impacted canine or your dad or mom had it or a brother or sister, you are much more likely to have the same problem.

We now also know of ways to prevent impacted canines in 90% of our patients with some relatively simple preventive procedures. Ideally, this is done or started around age 10.

If your family has a history of palatally impacted canines, let us try to prevent future problems by intercepting the impaction early. We'd be happy to do this for any of your family members: children, nieces or nephews. Just call the office and we'll see them for a screening appointment. No referral is necessary from your family dentist.



## Week of October 15th—18th

Dr. Ruff will be attending a course in San Francisco, CA Oct. 17-20th. The speaker will be Dr. Vince Kokich, who is a Professor in the Department of Orthodontics at The University of Washington in Seattle. He also has a private practice in Tacoma, WA.

Dr. Kokich will be specializing his course on the most effective management in adult orthodontics.

Our office will be open Oct. 15th—18th from 8am-4pm. Someone will be available to answer your phone calls and make you comfortable if any issues should arise.



## You could win a \$250 Visa Gift Card

The greatest compliment Dr. Ruff & his team can receive is the referral of a friend or family member. To show our appreciation, on December 1st of each year we will draw 2 winners for a *Visa debit card* with a value of **\$250** on each.

To ensure your name is entered into the drawing, please ask your friends or family members to mention your name at the time of the initial phone call or at their **first visit** to our office. There is no limit to how many times your name is placed in the drawing.



Shawna Duprey  
one of our 2011 winners



## Dr. Ruff and team at Samoset

Dr. Ruff, Kim, Janis, Darlene and Sarah recently attended the Maine Orthodontist Association meeting at the Samoset Resort in Rockland. They had the pleasure of learning from Dr. Patrick Turley from California. Dr. Turley has conducted pioneering research in several areas including the use of implants in orthodontics, and the correction of underbites in children. His techniques are now routinely used by orthodontists throughout the world.

## Team Anniversaries

Congratulations to Freda Cloutier who has celebrated her 2nd year with the Dr. Ruff family!



## Sports & Teeth

Because we know a lot of our patients are active and play sports, we wanted to take a moment to remind you how critical it is to protect your teeth, whether you are playing full-contact football or a game of pick-up basketball. Today, we thought we would answer some of the most frequent questions we get from patients:

### ***Q: Why do sports teams require mouth guard?***

If you play or are planning on playing sports, it's important that you take special precautions, such as wearing a mouth guard. The guard will protect your teeth from impact and in most instances prevent teeth from becoming chipped or broken. Mouth guards are advisable for playing sports such as baseball, football, soccer, basketball, and many, many more.

### ***Q: If I'm hit in the mouth, and a tooth gets knocked out, what should I do?***

1. Find the tooth
2. Hold the tooth by the crown (the surface farthest from the gumline), not the root
3. If it is an adult tooth, try to put the tooth back in the socket right away
4. If the tooth can not be put back in the socket, store it in cold milk (do not store in tap water)
5. Bite down on a gauze pad to relieve bleeding and pain
6. Call your dentist immediately



### ***Q: Can I still wear a mouth guard with braces?***

Yes, a mouth guard is a must while playing contact sports with braces! You may use the kind you can pick up at Olympia Sports (Shock Doctor is one brand we know of) that can be reboiled over and over to allow for the movement of the teeth.

### ***Q: What type of mouth guard is good now that I am out of braces?***

Now that your braces are off you can have a custom made mouth guard made at our office. The kids that have them LOVE them since they can still talk easily to their teammates and they stay in your mouth .

We hope that helps! Please enjoy your sports activities and give us a call if you have other questions about protecting your mouth!



***Our focus is extraordinary service, where everyone is treated like family.***