

# WELCOME TO HERALD SQUARE DENTAL

**AT HERALD SQUARE DENTAL & THE DENTURE CENTER** our caring professionals are dedicated to providing you with the highest quality dental care. When you experience tooth loss, whether through gum disease, tooth decay or an accident, the most popular choice today is to replace the missing teeth with dental implants.

Dental implants have been one of the biggest game changers in dentistry and patient care in the last thirty years. Herald Square Dental & The Denture Center is proud to have been at the forefront of this change. Many of our patients have transformed their lives — feel natural, comfortable — talk freely, eat what they like and Smile With Confidence!

Dental Implants have revolutionized the way people live. They are designed to provide a foundation for replacement teeth which look, feel and function like natural teeth. With implant supported teeth or overdentures you will be able to eat virtually anything, knowing your teeth appear natural and your facial contours are enhanced.

## WHAT ARE DENTAL IMPLANTS?

Dental implants are small titanium posts. They serve as anchors to support a single tooth crown a multiple tooth permanent fixed bridge or removable implant overdentures.



**IF YOU ARE MISSING A TOOTH, OR MULTIPLE TEETH**, you should have a complete dental exam with Dr. Arthur Yam, Dr. Alfred Shirzadnia or Dr. Hyun Kyu Song, who are among the best cosmetic dentists in New York City and discuss your optimal treatment plan. Left untreated, missing teeth and diseased gums can cause:

- Significant health issues
- Cosmetic issues and social embarrassment
- Difficulty in speech
- Difficulty chewing food
- Change in occlusion/bite
- Shifting, spreading, rotation of teeth
- Deforming lip balance and smile

Dental implants may be the solution to your dental needs - if not, perhaps permanent or removable bridgework may be your solution. Not every patient is a good candidate for dental implants. Sometimes an alternative treatment option will be the best solution to give you the function and confidence you deserve.

**Schedule your FREE CONSULTATION\*** today by talking to one of our friendly Patient Care Coordinators at Herald Square Dental and start your journey to a comfortable and confident smile.

\*3D Digital Imaging on premises – \$250 fee



## Subways

**8th Ave** – A, C, E to 34th St. (Penn Station) stop  
**7th Ave** – 1, 2, 3 to 34th St. (Penn Station) stop  
**6th Ave** – B, D, F, Q, R, N, W to 34th St.

## Commuter Trains

**Long Island Rail Road & NJ Transit**

Penn Station – 34th St. & 7th Ave.

**Metro North Rail Road**

**Grand Central Station** – 42nd St. & Park Ave.

**Path** – to 34th St. (6th Ave.) stop

## Bus Lines

**8th Ave (Uptown) Buses** – M20, M10

**7th Ave (Downtown) Buses** – M20, M10

**34th Street (Crosstown) Bus** – M34

**Express Bus** – vary according to boro location

## Office Hours

Monday – Saturday 9am-6pm

We accept cash, bank checks, certified checks and all major credit cards. Financing is also available if qualified. If interested, please inquire at the front desk and we will assist you promptly with all application materials to determine if you qualify.

224 West 35th St, 16th Floor  
New York, New York 10001

# DENTAL IMPLANTS



**HERALD SQUARE DENTAL™**  
**& THE DENTURE CENTER™**

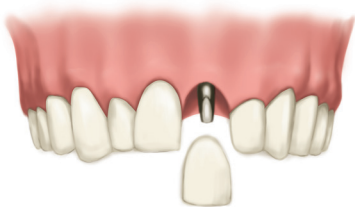
EST. 1977

212.689.0024 | [www.HeraldSquareDental.com](http://www.HeraldSquareDental.com)

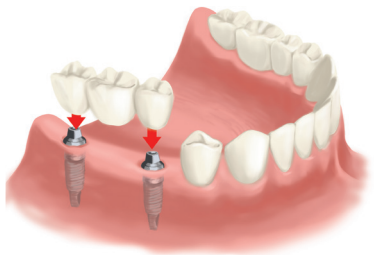
# SMILE WITH CONFIDENCE USING DENTAL IMPLANTS

## FREQUENTLY ASKED QUESTIONS

**IF YOU ARE MISSING A SINGLE TOOTH** due to trauma or decay and it's either uncomfortable or unappealing, a single tooth implant may be the solution for you. This is a stand-alone unit and does not involve damaging the teeth next to it. It involves replacing the missing tooth's roots with a titanium implant and post, followed by a custom-made tooth (crown) placed over the post. This will look and function like a normal tooth.



**IF YOU ARE MISSING MULTIPLE TEETH**, then you can opt for a bridge implant. Depending on the number of lost teeth, two, three or more implants will be inserted into the jawbone and three or four bridge units will be placed on top to look and function as normal teeth. An implant-supported bridge does not require support from surrounding teeth.



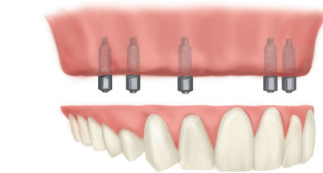
“ Dear Dr. Yam,  
Thank you for giving me my new smile and being very professional, gentle, and great at your craft. I could not be more pleased with my new implants or the service at Herald Square Dental. I will recommend you to all my friends and family! –A.V., NYC ”

**IF YOU WEAR DENTURES OR NEED NEW DENTURES**, you should consider implant supported overdentures. Over 33% of the U.S. population over the age of 65 are edentulous (have no teeth); Half of Americans age 55 and older, wear a partial or complete denture, 60% reported problems with their appliances. Many of these people are wearing old, ill fitting dentures or no dentures at all. The use of dental implants to stabilize dentures has proven to be successful for many people. The number of people utilizing dental implants continues to grow as word spreads about the effectiveness and long-term durability of implant treatment. In fact, it has been reported that dental implants have the highest success rate of any implanted surgical device currently used.

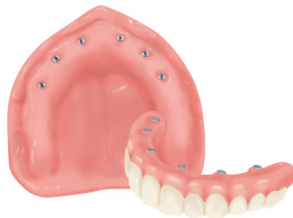
**Common complaints among denture wearers include:**

- Irritations
- Difficulty in speech
- Pain when eating
- Denture displacement (falling out, shifting)
- Use of messy denture adhesives
- Difficulty tasting food
- Gagging due to covered palate

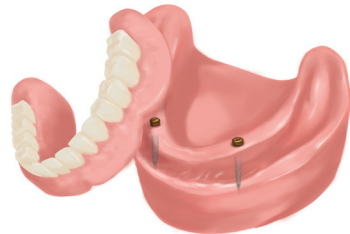
Most patients' complaints about their dentures could be resolved with an implant supported overdenture. Overdentures are dentures that are anchored by implants placed in the upper and/or lower jaw as seen below. Most overdentures are removable, but when inserted and engaged with the implants, an overdenture will resolve most common complaints.



Locator Retained Denture



Screw Retained Denture



Ball Attachment Denture



Bar Attachment Denture

If you are tired of your ill-fitting dentures and associated complications, you may be a candidate for overdentures with implants at Herald Square Dental.  
CALL 212.689.0024

**How long will my dental implant treatment take?**

Treatment time will vary depending on the method and type of implant. After a full dental exam and 3D Imaging ct-scan, your implant dentist, Dr. Yam, Dr. Shirzadnia or Dr. Song, will present your specific treatment options.

**How long will I be without any teeth?**

At Herald Square Dental & The Denture Center, no patient will ever leave the office without teeth during treatment. You will always have a provisional/ temporary appliance to wear prior to the completion of your final dental restoration.

**Will implant-retained overdentures help me chew my food better and help alleviate the frequent sore spots I get with conventional dentures?**

Yes, these are secured in your mouth and are more stable allowing your chewing to be more natural. In addition, the secure fit eliminates the rubbing and slippage that frequently occurs, virtually eliminating sore spots.

**Will I be able to eat with my overdentures?**

Any implant retained overdenture will allow you to enjoy many foods you may have been avoiding with old, loose dentures.

**Will I still need to use messy denture adhesives?**

No, dentures that properly engage with implants offer excellent retention, and as a rule, do not require any denture adhesive.

**Is it difficult to insert and remove the overdenture?**

No, with a little practice, this is rarely an issue.

**Once my implant case is completed, does it require any follow up or maintenance?**

Yes — oral hygiene is a requirement for the success of your implant case. You must spend time caring for the implants and the surrounding gum tissue. Regular dental visits and dental cleanings around the implants, several times a year, are necessary for the long term stability and success of the implants.