

For Immediate Release

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Local Laser Dentist Opens Hi-Tech Office and Training Center in Severna Park

(Severna Park, MD, January, 2005) Local area dentist Dr. Jeffrey Cranska has relocated his Family and Laser Dentistry Practice to Ritchie Court in Severna Park.

Dr. Cranska has actively practiced dentistry in Cape St. Claire and Arnold, since January, 1980. Celebrating twenty-five years of practicing Family Dentistry on the Broadneck Peninsula, he is relocating and expanding his office. Opening is scheduled for Monday, January 17th.

This new facility has more treatment rooms, two new dental lasers and a teaching facility to promote laser technology within the dental community. The address is Ritchie Court Office Building, 877 Baltimore-Annapolis Boulevard, Suite #305, Severna Park, Maryland 21146. The new phone number is 410-975-9331. The facility includes ample parking, an elevator to the entrance and windows in every treatment room with a view of the wooded surroundings.

Dental lasers have evolved in their fifteen years of existence. Recent advances in technology have made the laser's use highly successful in performing numerous dental procedures.

In a recent survey by the American Dental Association, 81% of the people surveyed thought that it is somewhat to very important that their dentists use laser technology.

New methods for treating medical conditions and diseases are always being developed. Arthroscopy has allowed surgeons to be minimally invasive gaining access in orthopedic surgery. LASIKS has developed laser use for correcting vision.

Dentistry now has lasers and techniques to treat periodontal disease in a minimally invasive way and other lasers to remove decay and prepare cavities for tooth colored, bonded restorations. Numerous dental procedures from surgical to cosmetic are performed using lasers.

Dental lasers work utilizing a beam of light. The beam is amplified light energy. The energy is produced in the laser's resonator, directed into a fiber optic system, moves to the tip of the laser handpiece, then precisely onto the biologic tissue. All this is done at the speed of light. This contact creates a thermal interaction. Different lasers operate at specific wavelengths of light and have different affects on gum tissue, tooth enamel and decay.

Hard tissue lasers came to dentistry in 1997. This invention gave dentists an alternate tool to high speed handpieces, with the ability to reduce or eliminate vibrations, the sound of the whining drill, micro fractures and some of the discomfort. Procedures are done with reduced amounts or no local anesthetic for many procedures.

Periodontal disease is one of the most common medical conditions facing our adult population. As many as 80% of thirty-five year olds are affected by periodontal disease. Two phases exist in periodontal disease. The early stage, Gingivitis, is a bacterium caused gum inflammation. Untreated gingivitis progresses into a chronic condition, affecting the bone supporting the teeth called Periodontitis. Many people don't even know they have periodontal disease until they risk losing teeth. Symptoms of periodontal disease include: bleeding gums during brushing, swollen and tender gums, gums that recede away from the teeth, loose teeth, and chronic bad breath.

Studies link the bacteria from periodontal disease to heart disease, diabetes and low birth weight babies. These bacteria need to be destroyed while still in the mouth.

Benefits from laser periodontal therapy include less bleeding, swelling, cross contamination, less use of antibiotics, increased comfort during recover, no sutures or scalpels, no post-surgical packing materials with minimal treatment duration.

The laser's use in periodontal treatment allows for comparable end results to more traditional and conventional therapies. Successful results in dentistry are possible using different methods. Laser periodontal surgery and laser cavity preparation are two of those.

Recent FDA Approval (510K 03029) has further validated laser Periodontal therapy results and safety.

The laser's use in dentistry will continue to increase with advances in technology and as dentists strive to provide better patient care. Patients will be able to take advantage of these more friendly treatment procedures from this exciting developing laser technology.

For more information on Lasers in Dentistry check the website: www.Cranska.com.

In addition to his Family and Laser Dental practice in Severna Park, Dr. Cranska is a consultant and trainer for Millennium Dental Technologies, Cerritos, CA. He has achieved Advanced Proficiency Certification from the Academy of Laser Dentistry, Training Certification Status from the Institute of Advanced Laser Dentistry. His lecture activities are increasing across the United States.



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Dr. Cranska is the only dentist in Maryland to be fully trained and licensed to perform Laser Assisted New Attachment Procedure, Laser Periodontal Therapy™--an FDA cleared and patented laser gum therapy that greatly reduces the pain and recovery time associated with traditional gum surgery. Dr. Cranska has been performing Laser Periodontal Therapy in his Arnold practice since 1999. Dr. Cranska is also a Certified Laser Instructor of this laser protocol, to teach and certify other doctors.

Dr. Cranska commented, "The Periolase MVP-7 is the first and only laser to receive FDA clearance in the company's Professional Instructions for Use for a patented periodontal procedure called Laser Assisted New Attachment Procedure™ (LANAP) and cleared to market LANAP™ to improve: **Gingival Index** (GI) - improving the quality, quantity, and severity of disease; **Gingival Bleeding Index** (GBI) - reduce bleeding from the gums; **Probe Depth** (PD) - reduce the depth of the periodontal pocket; **Attachment Level** (AL) - increase the level of tissue attachment; and **Tooth Mobility** (TM) - lessen loose teeth." "Now, recent FDA Approval (510K 03029) has confirmed the Laser Assisted New Attachment Procedure as (cementum-mediated new periodontal ligament attachment to the root surface in the absence of long junctional epithelium)".

"These new clinical claims validate the safe and successful use of the PerioLase® and its patented proprietary procedure, Laser Assisted New Attachment Procedure™, for the treatment of periodontal disease without using scalpels or sutures," Remarkd Dr. Cranska.

With 21st Century digital technology, the PerioLase® is gaining recognition for its ability to help treat patients afraid of undergoing conventional periodontal treatments where the gums are cut away. According to Dawn Bloore, D.D.S., (Sherman Oaks, California): "My question with this laser is, 'Why isn't every dentist using it?' Treating patients with Laser Periodontal Therapy is the most rewarding thing I've ever done in dentistry."

Lloyd V. Tilt, DDS, MS, a practicing periodontist for over 24 years in Ogden Utah points out: "This technique has virtually replaced osseous [traditional blade and bone] surgery for the treatment of periodontitis in my office. Superior clinical results, with a minimally invasive, nontraumatic procedure. Predictable results time after time. Patients returning for post-ops with smiles on their faces. Patients referring friends for care. This is the best investment I've made in 24 years of periodontal practice for improving the level of patient care."

PerioLase® is distributed by Millennium Dental Technologies, Inc., of Cerritos, California. For technical information, call 1-888-49-LASER (1-888-495-2737) or visit the website at www.millenniumdental.com.

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