

Denplan **essentials**

Many of our patients appreciate the convenience of paying for their dental care on a monthly basis through our Denplan scheme.

For just £10 per month you will receive two check-ups and two hygiene appointments each year along with any necessary X-rays, and will receive a 10% discount off any additional treatments. Other benefits include accident trauma cover and 24 hour worldwide emergency cover.

Joining the scheme is easy, please ask at reception, no dental assessment is required. If you prefer to pay as you go, then of course that is no problem and you can continue to do so.

Homeopathy



At Shaw Village Dental Practice we aim to make your visits as pleasant as possible. We always treat our patients with care and understanding and do our best to put them at ease.

Despite this we realise that sometimes patients need an extra helping hand to make them feel more relaxed during their time with us. Many patients

have benefited from the homeopathic remedies supplied by Brigitte and have recommended their usage to others. These are designed to create a feeling of wellbeing and help alleviate the effects of stress and anxiety.

If you are interested in finding out more about these treatments please give us a call or ask during your next visit.

Smile!

As you will know, our practice has a strong focus on looking after your teeth and gums to help prevent problems.

Some of our patients may have heard of National Smile Month, run by oral health care charity the British Dental Healthcare Foundation (BDHF). It is the biggest oral health campaign in the UK, and provides vital oral health information to millions of people across the country.



This year the theme is 'two minutes twice a day' to focus on encouraging people to brush their teeth for at least two minutes twice a day, especially at bedtime. It also highlights the importance of diet and regular dental visits.

If you would like advice about your oral healthcare routine please do ask – we'll be happy to help.

Thank you

At Shaw Village Dental Practice, we really appreciate your continued support. It is our goal to provide you with the best and most comprehensive dental service possible. If you have any friends, family or neighbours who may be interested in receiving the same quality care, please do let us know. We are always pleased to see new patients and the best ones are those that come as referrals from our own patients.



Edited in association with the British Dental Health Foundation

Articles contained within this newsletter are provided for information only and should not be taken as a recommendation for any specific dental treatment or procedure. For further advice contact the dental practice.

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Shaw Smiles

Issue 10

Newsletter makeover

Welcome to our new-look newsletter! Our new design enables us to provide you with lots of oral health and dental information in easy-to-digest snippets.

We think it looks fresher and more attractive, and with shorter articles, bigger photos and the new smaller size, it is much more reader-friendly too.

In this issue we reveal why only one in five people in the UK are happy with their smile, give you information about spreading the cost of your dental care, tell you how we can help nervous patients and much more!



In this issue...

- Homeopathy
- Are you happy with your smile?
- Avoiding fillings

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Modern dentistry for healthy teeth...

Dentistry is constantly changing and improving. New techniques are discovered, new materials created, and new equipment designed, all with one aim in mind – to make dental treatment more comfortable and more effective for patients.

Cosmetic dentistry in particular is seeing huge advances – enhancements these days are more natural-looking than ever before, and dental implants, which replace missing teeth, are often hailed as the biggest dental breakthrough in the last 20 years.

To make sure we make the most of these improvements and pass on the benefits to our patients, we invest a lot of time and money in keeping our dentists and the rest of our team fully up-to-date.

To continue to practice in this country, every dentist in the UK has to complete a minimum number of hours of ongoing professional development each year, which is monitored by the General Dental Council.

We see these training requirements as very much the minimum standard, and in fact devote far more time to our development. We want to provide all our patients with the very best that dentistry has to offer, and this training, combined with continuous investment in modern equipment, helps us to achieve this goal.

It also helps to boost our enthusiasm in dentistry, keeping our minds open and encouraging us to continue finding more ways of helping our patients to have happy, healthy smiles and to view visiting us as a positive experience.

Fancy that!

The ancient Chinese wrapped tiny pieces of parchment around painful teeth. Each piece contained written prayers and incantations.



Four out of five people in the UK are unhappy with the way they smile, and 20% of us are so unhappy that we hide our teeth when being photographed.

A new survey, carried out by the British Academy of Cosmetic Dentistry, shows that while there is a strong interest in cosmetic dentistry, people are often held back because they are not aware of the treatments that are available, or fear they might be too expensive.

Are you happy with your smile?

In fact, many patients are pleasantly surprised at how easy and affordable smile enhancements can be.

Tooth whitening and tooth-coloured fillings are the most popular treatments, and can make a huge difference for a relatively small investment.

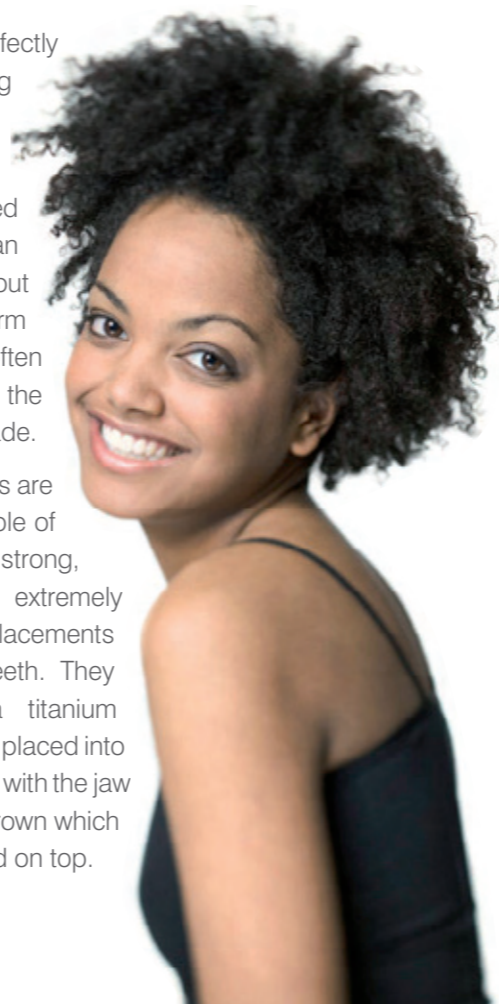
Bonding can disguise many small imperfections including chips, cracks and gaps, and is painless and inexpensive.

Today's modern materials mean that crowns and replacements for missing teeth are no longer flat in colour with metal edges where they meet the gum – instead they are extremely natural in look

and feel, perfectly complementing your other teeth.

More advanced treatments can cost more, but the long-term benefits are often well worth the investment made.

Dental implants are a prime example of this. They are strong, lasting and extremely realistic replacements for missing teeth. They consist of a titanium fixture which is placed into and then fuses with the jaw bone, and a crown which is later secured on top.



Avoiding fillings



Dental decay is one of the most common oral health problems, and the reason why patients need fillings.

It occurs when the bacteria in our mouths feed on sugars within our food and drink, and produce acid. These acids gradually dissolve the enamel – the hard protective coating on our teeth. This leads to a hole, or cavity, which if left untreated spreads further into the

centre of your tooth, causing sensitivity and later toothache.

The best way of avoiding decay is to eat only at main meal-times, and to drink only water between meals. This, together with regular check-ups and a good daily oral healthcare routine, will give you a far better chance of having healthy, filling-free teeth.



Suffering from cold sores!

If you suffer from cold sores, you might be able to avoid them by taking a few simple steps. The virus which causes them lies dormant until it is reactivated – common reasons for this include tiredness, illness, stress, being run-down, hormonal changes and bright sunlight. Identifying the trigger means that you have a better chance of warding them off.