

## 15% off your next ski holiday

It's not too late to take advantage of specialist chalet operator VIP's special offer. They are offering all our patients 15% off a range of luxury ski breaks.

To find out more about the prestigious company and its portfolio of beautiful mountain retreats in the French and Swiss Alps please visit [www.vip-chalets.com](http://www.vip-chalets.com).

Call 0844 557 3119 quoting **CDEN10** to book your holiday and claim your discount. Terms and conditions apply.



## Smile – it's good for you!

Research has shown that smiling increases levels of the 'happy hormone' serotonin, which lifts your mood and can help to improve your health. Smiling also releases endorphins, the body's natural pain relief hormones – many natural health advisors suggest that chronic pain sufferers should find ways of staying cheerful and happy so they will feel less pain. It can even help you to stay looking young – it uses far less muscles to smile than it does to frown, which means you're less likely to acquire ageing frown lines!

Given the many advantages that smiling has, it makes sense to keep your smile looking good. If you feel confident about the way your smile looks, you are far more likely to show it off!

**Please ask next time you visit if you would like more information on caring for or enhancing your smile.**

## Baby Ava

We would like to congratulate our principal dentist **Ralph** and **Georgina** on the arrival of their daughter. **Ava** was born at the end of June and is beautiful as you can see from this picture.



## Facial aesthetics

**At the Dentist@Chiswick as well as providing a full range of treatments to enhance your smile, we also offer a range of facial aesthetic treatments to help you look younger.**

We can treat facial lines that have been caused by muscle movements, such as frown lines between the eyebrows and crow's feet around the eyes. We can also make your lips look fuller and less lined around the edges and improve your facial contours making you look years younger. Please ask if you would like more information.

## Spread the cost

We offer interest-free credit to help spread the cost of our more advanced treatments. No deposit is required, and all you have to do is fill in a form at reception. Please ask us for more details.



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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### Opening hours

Monday	9.00am - 5.30pm
Tuesday	9.00am - 7.00pm
Wednesday	9.00am - 7.00pm
Thursday	9.00am - 5.30pm
Friday	9.00am - 2.00pm



## 'word of mouth'

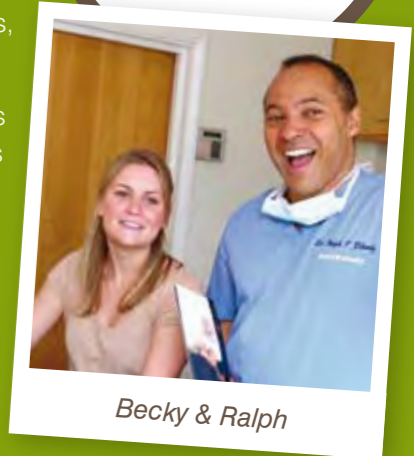
## Beautifully straight teeth

18% of people in England and Wales believe their teeth would benefit from being straightened with braces, according to a new survey.

The British Lingual Orthodontic Society, also says that anecdotal evidence from orthodontists shows that people see orthodontic (tooth straightening) treatment as being a valuable investment, and are prepared to make financial sacrifices in order to have a beautiful, straight smile.

**At the Dentist@Chiswick we offer ClearStep™ virtually invisible braces. If you would like more information, please just ask.**

**VIP SKI company**  
offers dentist@chiswick patients exclusive discount,  
see inside for details



Becky & Ralph

ralph palmer gilhooly & associates

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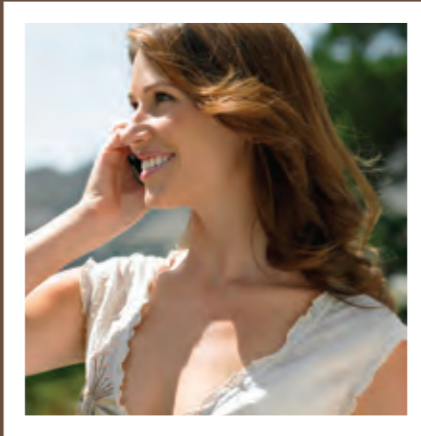
# Alarming rise in oral cancer

**Oral cancer rates have increased by around a quarter in the past decade among people in their 40's, according to the latest statistics.**

Cancer Research UK says oral cancer rates for men in their 40's have gone up by 28% since the mid 1990's. Figures for women in their 40's increased by 24% in the same period.

The charity believes the main reason for the rapid increase among this age group is increased alcohol consumption. Other risk factors include smoking at the same time as drinking, which increases the risk by up to 30 times; not eating enough fruit and vegetables; and HPV (Human Papilloma Virus).

Initial signs of oral cancer can include ulcers which do not heal within three weeks, sores, and red or white patches in your mouth that do not rub off. If you notice these or anything else unusual that lasts for more than three weeks, please make an appointment to see us.



## Fun fact

A snail's mouth is no bigger than a pin head, but it can have over 25,000 teeth!



## White wine bad for teeth

**It's usually red wine that is highlighted as being bad for the teeth, particularly as it can stain them. But now researchers in Germany say that in fact white wine is far worse for teeth, because it is more acidic.**

Acidic drinks, which also include fruit juice and fizzy drinks, can have a devastating effect on your teeth if you drink them too regularly. The acid attacks the hard, protective enamel on your teeth, and gradually wears it away. This exposes the softer dentine of your teeth, and can cause discolouration, pain and sensitivity.

Usually, your saliva can neutralise the effects of the acid, replacing the minerals your teeth have lost so they do not suffer any lasting damage. But if you consume acidic drinks too often – for example, if you regularly sip at them throughout the evening – then your mouth doesn't have the chance to repair itself, and your teeth can suffer permanent damage.

Generally we recommend that you only have acidic drinks with your main meals. But we do appreciate that sometimes you want to be a little more indulgent, in which case you may want to consider ditching the Reisling in favour of a nice mellow Pinot Noir!



# Put a sparkle in your smile!

Tooth whitening continues to be a popular cosmetic dental treatment, and with good reason. It is affordable and very effective, and can make a big difference to the way your smile looks. It can also provide a huge boost to your confidence!

Teeth often need whitening because they have become stained by drinking tea, coffee and/or red wine, or by smoking. Teeth also naturally become darker with age – whitening can make them lighter again, and can also have the fantastic side effect of making you look younger!

**To find out more about our tooth whitening and other smile enhancement treatments, please ask.**

