

Prestigious ski operator

offers exclusive discounts to our patients

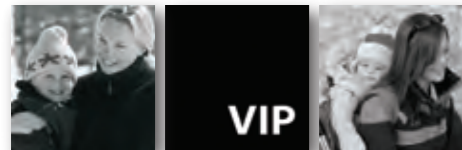
VIP is a specialist chalet operator with a portfolio of beautiful mountain retreats in the French and Swiss Alps. Renowned for high standards of service and ability to get the little things right it's no surprise that VIP guests return year after year.

One of SKI VIP's board members (and happy patient) has offered an exclusive 15% discount to all dentist@chiswick patients.

You may like to visit www.vip-chalets.com for more information about this popular, high class company and the range of luxury breaks available.

To book your next ski holiday and claim your discount, please call 0844 557 3119 and quote CDEN10.

This offer only applies to new bookings, cannot be used in conjunction with another offer and is only for bookings on low season dates, peak season dates benefit from 5% discount.



Whitening offer



Our teeth can easily become stained by drinking tea, coffee and red wine, or by smoking, and they also become darker over the years. Having your teeth professionally whitened is the ideal way to reverse this process and put the sparkle back.

Our patients love the results they get from our take-home system. We provide trays (like mouthguards) for you to use in the comfort of your own home at a time convenient to you.

Due to popular demand we have extended our **half price** offer for a limited period. We recommend that you call today and book an initial consultation with Dr. Neal Shah.

We are grateful to those of you who have recommended friends and family to the practice, and continue to offer a warm welcome to anyone you feel would benefit from our services.



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

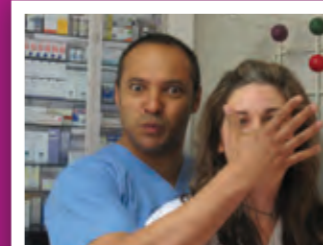
Monday	9.00am - 5.30pm
Tuesday	9.00am - 7.00pm
Wednesday	9.00am - 7.00pm
Thursday	9.00am - 5.30pm
Friday	9.00am - 2.00pm



'word of mouth'

In this issue

There is something for everyone in our latest newsletter. We give you 10 top tips to help



Ralph and Gosia had their photo taken for the newsletter. This is the picture that Ralph chose!

you boost your smile, and explain why you should eat your greens. You can read about how stress can affect your dental health – tooth clenching and grinding are common problems. Also, find out if a great smile can help you to find love, and much more!

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

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Stressed?

Tooth grinding or clenching

When we are particularly busy and stressed our health can sometimes be affected, with symptoms ranging from headaches to depression, hair loss or even ulcers. But did you know that stress can also affect our dental health?

Tooth grinding or clenching can be a symptom of tension that often goes unnoticed by sufferers as many will only experience it whilst they are asleep. Signs that someone could be suffering from tooth grinding (bruxism) can include waking up with a headache, earache, jaw or facial pain that eases as the day goes on; and/or signs of wear and tear of teeth including sensitivity, flattening, cracks, broken cusps or fillings.

A specialist splint can help to relieve symptoms and prevent further damage – please ask for more information.

If teeth are damaged already then they can be corrected with bonding or porcelain veneers, onlays and crowns.

fun fact >>>

Fifties' heart throb James Dean lost his two front teeth in a motorcycle accident in his youth and as a result he wore a partial denture (false teeth). Apparently he loved to put them in people's drinks when they weren't looking!

10 TOP TIPS... for a winning smile

1 The easiest way to boost your smile is by taking care of it on a daily basis. This means ensuring you brush your teeth twice a day.

Clean between your teeth and around the gum-line every day. This helps prevent the build-up of plaque, which in turn helps to prevent gum disease. **2**

3 Use a fluoride toothpaste, this makes the teeth more resistant to decay.

Change your toothbrush every 6-12 weeks. Worn bristles can cause damage to your teeth and gums, they become less effective and old toothbrushes can also breed bacteria. **4**

5 Give your toothpaste more time to work! Rinse your toothbrush but not your mouth, simply spit out the toothpaste. Alternatively rinse with a mouthwash containing fluoride.

Visit us regularly to avoid storing up problems, such as gum disease and tooth decay. Your teeth can also be professionally cleaned and polished regularly, putting an extra sparkle in your smile. **6**

7 Eat a well-balanced, healthy diet. Try to cut down how frequently you consume sugary food or drinks. If you need to snack, try savoury foods (be aware some savoury foods still contain sugars).

Avoid acidic drinks between meals – smoothies, juices, cordials, concentrates and diet drinks can erode the enamel of your teeth. The answer? Drink water or milk. **8**

9 To give your smile an extra boost, you might like to consider tooth whitening. Your teeth can often become stained, particularly by drinking tea, coffee and red wine. They also become discoloured as you grow older.

If your teeth need a little extra attention – if you have gaps, cracked or chipped teeth, or they need straightening, please speak with us. We can then discuss the options available, and create a suitable treatment plan. **10**

WHY YOU SHOULD EAT YOUR GREENS!

Eating more fruit and vegetables each day could reduce the risk of head, mouth and neck cancers, according to new research.

American scientists spent five years studying a group of 500,000 over 50-year-olds, and found that those who ate six portions of fruit and vegetables every day were 30% less likely to develop the cancers than those eating just 1½ portions.

The study also said that each extra serving of fruit and vegetables per 1000 calories was linked to a 6% reduction in the disease – so the more you eat, the better!



Dental attraction

Nearly one in five women think people with a great smile are more likely to be successful in finding love. Nearly two thirds of those surveyed by Invisalign®, who provide virtually invisible braces, said that when they met a potential love interest their smile was the first thing they noticed.

If you want to give your smile – and potentially your love life! – an extra boost then there are a number of different options to suit you and your budget. Tooth whitening is a very popular way of brightening up a smile, and can take years off you as well. Having your teeth straightened can make a big difference, and veneers can hide a number of imperfections, giving you the smile you've always dreamed of.

