

# Smile makeovers – *you don't have to spend a fortune!*

Smile enhancements often play a key role in today's popular TV makeover programmes, and with good reason. Having a great smile can make a huge difference to the way you look and feel, boosting your confidence and even making a positive difference to your career and social life.

But while the makeovers on the TV often cost a small fortune, the reality is that in many cases enhancing your smile can be surprisingly affordable!

We offer a wide range of treatments to help give you a smile that you will want to show off! The most affordable ones are tooth whitening – which brightens your smile and helps remove staining – and bonding – a simple procedure which can disguise chips, cracks and gaps.

Other services include our smile-transforming veneers. These are often used for smile makeovers, and are very thin porcelain layers (thinner than a contact lens) which are bonded onto the front of your teeth.

For patients who want the rest of their face to look as good as their new smile, we also offer facial rejuvenation treatments. These include wrinkle relaxing injections, which are particularly effective on lines caused by muscle movements, such as frown lines and crows' feet; plus dermal fillers which help smooth facial lines and enhance lips.

**For more information on our cosmetic dental or facial rejuvenation treatments, please ask, we'll be happy to help.**



## Spread the cost

We now 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.

## Missing teeth? We can help

Dental implants are a realistic, strong and permanent way of replacing missing teeth. They can be used to replace a single tooth or a number of teeth, and can also be used as a much more comfortable and convenient method of keeping dentures in place.

Implants are small devices which are, in effect, false tooth roots. Made out of titanium metal, they are placed gently into the jaw bone and left in place until they bond with the bone.

This creates a strong and permanent support for crowns or bridges, which are specifically shaped and coloured to provide a perfect match to your other teeth.

At The Dentist @ Chiswick, we use the highest quality of porcelain crown available, the Procera® crown, to give the best possible results. Your new tooth will be so realistic only an expert will be able to tell it apart from your natural teeth.

For more information about dental implants or any of our other services, please call the practice or ask during your next visit – we look forward to seeing you soon.



### Opening hours

Monday	9.00am - 5.30pm
Tuesday	8.30am - 7.00pm
Wednesday	8.30am - 7.00pm
Thursday	9.00am - 5.30pm
Friday	9.00am - 2.00pm



# 'word of mouth'

## Welcome

In this issue, we look at the huge boom in cosmetic dentistry, advise on how to deal with sensitive teeth and tell you about dental implants, a permanent replacement for missing teeth. We hope you enjoy reading it.

## Tooth whitening offer

We are seeing a big increase in the number of patients who want to have their teeth whitened. This treatment can help erase stains caused by tea, coffee, red wine or smoking, and can also whiten teeth which have become naturally darker over the years.

**We are now running a special offer on our tooth whitening system – it's on for a limited time only, so call us today to find out how much you could save!**



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.

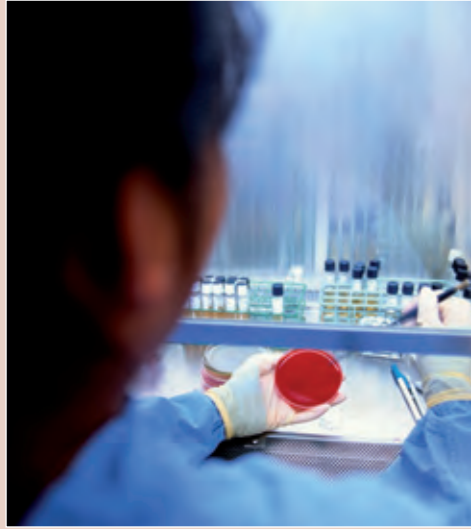
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# Keeping you *safe*

**Stories about hospital super-bugs such as MRSA are becoming all too common these days, and we are increasingly being asked what hygiene precautions we have at the practice.**



and rigorously sterilising those that are not disposable. Our staff regularly attend training and refresher courses to ensure they stay completely up-to-date with the latest cross-infection control policies and techniques.

We have set procedures for every aspect of our practice, including safely disposing of used needles, cleaning and decontaminating our treatment rooms, and storing sterile items. In many cases, these procedures go well beyond those required by law, simply because we believe that effective cross-infection control is such a vital part of our daily work.

This means you and your family can relax in the knowledge that we always do all we can to ensure that everyone in our practice is fully protected from infection.

Even though MRSA is very rare outside the hospital environment – and to the best of our knowledge unheard of in the dental sector – we nevertheless have very strict cross-infection procedures in place to keep all our patients and our staff safe.

No doubt you will have noticed that we wear disposable gloves and often masks when examining you or carrying out treatment, and provide you with eye protection.

But there are many other steps we take behind the scenes. These include using disposable instruments wherever possible,

## Top tips



Keep a kitchen timer in your bathroom so you know you have cleaned your teeth for long enough – egg timers are ideal. Experts recommend cleaning at least twice a day, especially at bedtime, for no less than two minutes.

# Smile – we're *British!*

***Cosmetic dentistry in the UK is booming, with the number of treatments carried out up by over 55% in just one year.***

While almost two thirds of the procedures are carried out on women, men are also increasingly conscious of the benefits of an improved smile, and even children are becoming more aware.

The new information comes from two leading British dental organisations – the British Academy of Cosmetic Dentistry (BACD) and the British Dental Health Foundation.

The BACD's poll of 650 dentists showed there was a dramatic rise of 144% in porcelain veneer procedures in the previous 12 months. Veneers are very thin layers of porcelain which are fitted to the front of teeth, to disguise imperfections or provide a complete smile makeover.

White fillings and bonding (which is particularly useful for erasing chips, cracks and gaps) have also become much more popular.

Meanwhile, a spokeswoman for the British Dental Health Foundation said that children are becoming more aware of their appearance at an earlier age, and a growing number of them are requesting braces and other orthodontic (tooth straightening) treatments.

**Here at the practice, we too have noticed a big increase in the number of patients asking about cosmetic dentistry. If you would like to enhance your smile, please speak to us – we'll be happy to explain the treatment options that are suitable for you.**



## Dental implants and Greek temples

Titanium, the metal that is usually used for dental implants, is so strong and long-lasting that it is being used to help restore the Parthenon in Greece!

Titanium has the highest strength to weight ratio of any metal – it is as strong as steel but 45% lighter and is extremely resistant to corrosion, making it ideal for long lasting replacement teeth.



## Sensitive *teeth?*

Many people can sometimes suffer pain when eating or drinking hot or cold food and drinks, when cold air hits their teeth, or maybe when they consume something sweet or acidic.

Sensitivity often occurs when the hard outer cover of the tooth, the enamel, has worn away, exposing the softer, sensitive dentine underneath.

This can be caused by dental erosion, a major cause of which is frequently consuming acidic drinks. Other causes might include gum recession, or a cracked tooth or filling.

If you have problems with sensitive teeth, please discuss it with the dentist so we can offer help. This might include treating the affected teeth with special de-sensitising products, such as fluoride gels, rinses, mousses or varnishes. You can also use toothpaste for sensitive teeth – this works best if you do not rinse after brushing.