

PATIENT TO PATIENT OFFER  
1st visit free



## Luxury home housekeeping

You know the feeling you get when you walk into a luxury hotel room? Where everything is clean, folded and fresh smelling? Where all the shelves, draws and hard-to-reach corners have been done and the bed is beautifully made? You expect that in a hotel, so why not in your home? That is what ACT Home do. They work with London's 5 star hotels, Michelin starred restaurants and a very special home on The Mall.

The owners of ACT are long time patients of the Dentist @ Chiswick and are delighted to offer fellow patients their first housekeeping visit for free.

If you wish to learn more about how ACT Home can help you, please visit their website [www.acthome.co.uk](http://www.acthome.co.uk) or telephone 020 773 52899 and quote CD1 for your exclusive free visit.

## Our extensive range of services

At the Dentist @ Chiswick we have a team of dedicated, highly skilled professionals on hand to deal with all your dental needs. We offer a full range of treatments to enhance your smile, from whole smile makeovers to simply disguising small imperfections such as chips and cracks.

As well as treatments for your teeth 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. Please give us a call or ask us next time you visit if you would like to find out more.

## Do you hate injections?

If you hate having dental injections or the numbness they can cause in your lips and face, then you'll love The Wand!

The Wand is a great new way of delivering anaesthetic, without the need for potentially uncomfortable injections, and without the long-lasting facial numbness that is associated with traditional injections.

It is a small gadget that looks like a pen, and which uses computer technology to deliver anaesthetic slowly and comfortably – and only to the area around the tooth we are going to treat.

Not surprisingly, it is a popular service, with many patients referring to it as the Magic Wand! To find out more, just ask, we'll be happy to help.

## 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.

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



### 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'

## New practice website

We are delighted to announce that our new website is now live. The site better reflects our practice as it is today – well-known for its friendly dental service and our high quality cosmetic dental treatments. The website address remains the same – [www.dentaldentist.co.uk](http://www.dentaldentist.co.uk). Please go online and check it out.



Patient special offer inside



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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*Have you ever wondered why people put so much importance on the way your smile looks? Does it really make a difference if your teeth look great?*

*Yes it does! If we are self-conscious about the way our teeth look, it makes us less likely to want to smile – we might control our smile by keeping our lips closed, or hide it behind our hands. If we know it looks great, however, we are much more likely to want to show it off!*

## How important is your smile?



Smiling is important from a social perspective. A smile helps to create a positive first impression and makes you seem more attractive. Author Dale Carnegie, who wrote “How to Win Friends and Influence People”, devoted the first chapter to the smile, calling it “the big secret of dealing with people”.

Smiling is contagious – if you smile at someone it improves their mood, and usually makes them smile back in response. It’s very difficult not to like someone who makes you feel good enough to smile.

Researchers have also found that just the physical act of smiling can boost your mood. It releases endorphins (a natural pain-reliever) and serotonin, often referred to as a happy hormone. Even if it’s not a real smile, the muscle movement can fool your body into producing these substances, making you feel better!

We have a strong focus on helping you to keep your smile healthy and we really enjoy helping our patients to get the most from their smile. If you would like to find out more about our smile enhancing treatments, please ask, we’ll be happy to help.



## Tooth loss linked to memory decline

**If you want to keep your memory working well in later years, look after your teeth and gums.**

A new study carried out in an American university has shown that people with fewer teeth scored lower in memory tests than people with more teeth. They also showed a quicker decline in memory over the years.

The biggest cause of tooth loss among adults in the UK is gum disease. Early signs of this common condition can include sore, swollen or bleeding gums and bad breath. If left untreated, it can eventually lead to tooth loss.

**Gum disease** can be avoided or controlled by following a good daily oral healthcare routine. This includes brushing your teeth twice a day, especially at bedtime, and cleaning between the teeth and under the gumline.

**Hygiene appointments** play a key role in combating the disease. During your appointment we remove any plaque – a constantly forming, sticky layer of bacteria that irritates your gums and leads to infection. We also polish your teeth, making it more difficult for the plaque to stick to them.

It is important to visit us for **regular dental check-up examinations** so we can keep a close eye on what is happening in your mouth and treat any issues at an early stage.

## Are you too busy... ...to clean your teeth?

**A third of adults in the UK do not brush their teeth for long enough because they get distracted or are too busy, according to a new survey.**

Running late or rushing to get ready are the main reasons why so many people cut their tooth-brushing time short, followed by getting distracted by children or phones.

The survey, carried out by the British Dental Health Foundation, found that women were more likely to be distracted from brushing their teeth than men, while people aged over 60 were most likely to brush their teeth for the recommended two minutes.

Skimping on the amount of time you spend brushing means that you do not clean your teeth adequately, which can lead to tooth decay or gum disease.

The Foundation’s Chief Executive Nigel Carter said: “Everyday care is vital... your toothbrush is one of the best weapons against decay and gum disease.”

The Foundation recommends that everyone should brush their teeth for two minutes twice a day, especially at bedtime, using fluoride toothpaste.

### Fact

Nineteenth century false teeth were so prone to falling out while eating that many Victorians ate in their bedrooms before dinner to avoid potential embarrassment!

