

## Children's dentistry

We are committed to providing all our patients with the highest standard of dental care. We believe that the best way to do this is by offering our services on a private basis rather than through NHS arrangements.

Quality dental care for children is vital if they are to grow up with a happy and healthy smile. Even looking after their milk teeth properly is important – problems with baby teeth can lead to similar difficulties with permanent teeth.

We need to be able to spend a reasonable amount of time examining your child's teeth, and we need to be able to do so regularly. And if any treatment is necessary, we much prefer to be able to give you the widest possible choice of options. Under the NHS, the time and materials that are available to us are limited. Under a private basis we can offer a higher quality of dental care, giving your child's smile the best possible start.

We would like your children to have good tooth brushing habits for life, no fillings and disease-free mouths. This is why our policy here at the Dentist @ Chiswick is to provide all check-ups for children free of charge (providing a parent is registered too).



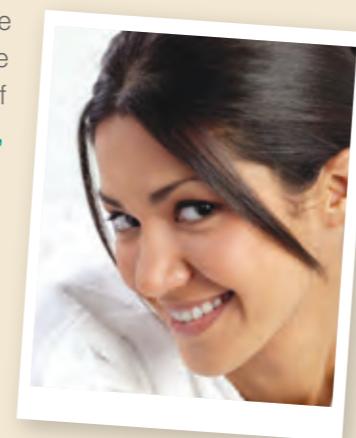
## Beautiful smiles, radiant skin

Many of you have asked to hear more about the cosmetic services that our dentist, **Neal Shah**, is able to offer to our patients. These include the full range of cosmetic dental treatments such as **tooth whitening**, **veneers** and **Clearstep™** invisible braces, as well as anti-ageing treatments such as **Botox®** and **Juvéderm® Ultra**.

Botox® is renowned for its instant wrinkle-removing effects and is best for treating facial lines which have been caused by muscle movement, such as frown lines between the eyebrows and crow's feet around the eyes.

Juvéderm® Ultra is a natural material called hyaluronic acid, which binds with the water within your skin to lift it and make it firmer. It can be used to enhance your lips to make them appear fuller and less lined around the edges, to help erase facial lines, and to generally improve your facial contours.

**For more information on anti-ageing and dental treatments, please telephone us or ask next time you visit – we'll be happy to help.**



## New patients welcome

At the Dentist @ Chiswick, we really appreciate your continued support. It is our goal to provide you with the best and most comprehensive dental service possible.

We are always pleased to see new patients, so if you have any friends, family or neighbours who may be interested in receiving the same kind of quality care, please do let us know.



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



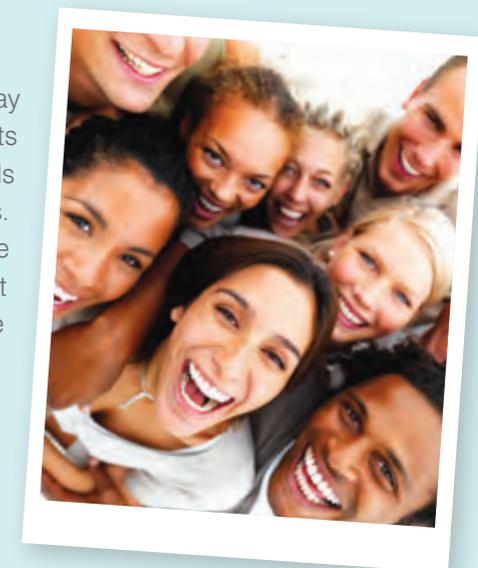
## 'word of mouth'

### Word of mouth

We would like to take this opportunity to say a very big 'thank you' to all those patients who have referred their family or friends to us. Your support means a great deal to us.

Despite the current recession, we continue to be successful and really busy here at the Dentist @ Chiswick. In order to ensure that we maintain our high levels of service, Dr Neal Shah is now available on Tuesdays and Wednesdays.

We hope you enjoy this issue of the newsletter. If you have any questions or feedback then please just let us know.



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## Special lollipop fights decay

We usually recommend patients to steer clear of lollies, but now a dentistry professor has invented a lolly that fights tooth decay. Available in the United States, the orange flavoured lolly contains a liquorice extract which kills the primary bacteria that cause tooth decay.



## Why your medication matters

We are often asked why we need to know about patients' medical conditions and what medication they are taking. The simple answer is that it helps us treat you safely.

We need to know any regular medications you take, and any others that you have taken recently. These include the contraceptive pill, inhalers, antibiotics, over-the-counter medication and recreational drugs.

This helps you and us avoid any potential problems. For example, some antibiotics can make the contraceptive pill less effective, so you will need to take extra precautions for a while.

Knowing your medical history helps us understand any signs and symptoms seen in your mouth, and help you with any side-effects from your medication. These can include common issues such as dry mouth or ulceration.

In some cases, we spot signs of illnesses that you are not unaware of, and can advise you to see your doctor. **If your health or medication changes, please do let us know, or give us a call so we can update your records.**



## Beckham's smile is a winner!

British football icon David Beckham has one of the best celebrity smiles in the world, according to a new survey.

He was beaten to the prestigious top male smile spot only by film star Brad Pitt, and in fact was the only non-film star to be awarded the accolade.

The survey was carried out among members of the American Academy of Cosmetic Dentistry, who voted actress and super model Eva Mendes' smile the most gorgeous and glamorous of them all.

**These days it isn't just high-earning celebrities who can have fantastic smiles. Modern techniques and materials mean that anyone can have their smile enhanced, often at a much smaller cost than they might think.**

Tooth whitening can have a big impact on your smile and your confidence, lightening teeth and helping to erase stains caused by smoking or drinking tea, coffee or red wine. And because teeth tend to darken with age, having lighter teeth can also make you look younger!

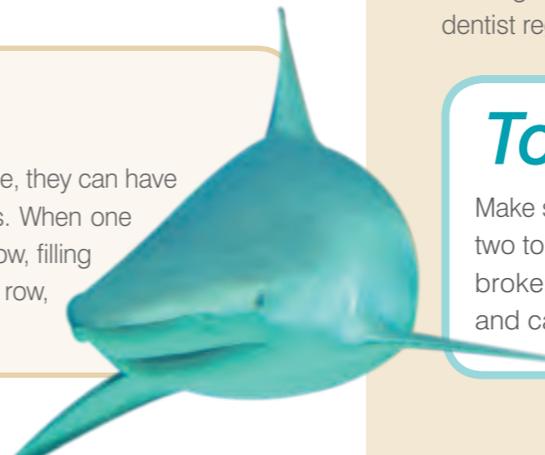
Other treatments include dental veneers, which can disguise a number of imperfections, and dental implants which are strong, realistic replacements for one or more missing teeth.

**To find out how you could have a winning smile, please call us to book a consultation.**



## Sharks' teeth

It's no wonder sharks are so widely feared – at any one time, they can have up to 300 teeth! The teeth are arranged in about five rows. When one is damaged or lost, all the teeth behind it move forward a row, filling the gap at the front. A new tooth then grows in the back row, so the shark is never left toothless.



## 'Exercise to keep your teeth'

Experts say that people who don't exercise, are overweight and have unhealthy eating habits have a greater chance of developing advanced gum disease and losing their teeth.

A new study shows those who stayed fit and healthy were 40% less likely to develop the condition. Now the British Dental Health Foundation is urging people to take better care of themselves.

Chief Executive Dr Nigel Carter said: "People see the health of their mouth and the health of their body as two very different things, but it is becoming increasingly clear that this just isn't the case.

"We already know that poor oral health can have a negative effect on the rest of your body, and the fact that gum disease increases your chances of developing heart disease, heart attacks, diabetes, strokes and low birth weight babies needs to be taken very seriously indeed."

Other ways of helping to avoid gum disease include brushing your teeth twice a day with fluoride toothpaste, cleaning between your teeth and around the gumline, cutting down on sugary food and drinks and visiting the dentist regularly.

## Top tooth tip

Make sure you replace your toothbrush at least every two to three months, or after an illness. Worn and broken bristles can harbour germs and bacteria, and can also damage your gums.

