

Special offers

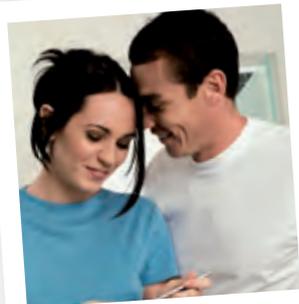


Tooth whitening and **Botox®** treatments can make a huge difference to the way you look, and the way you feel about yourself. You are likely to be more confident and happy, with a whiter, brighter smile and smoother, younger looking skin.

These treatments continue to gain in popularity, especially with the **offers** that we run from time to time. Please call the practice to find out about any discounts that are currently available.

Our experience dentist **Dr Neal Shah** provides these treatments here at The Dentist @ Chiswick. Neal has a postgraduate diploma and a certificate in advanced cosmetic and aesthetic dentistry and is trained in the latest facial cosmetic treatments so you will be in very good hands.

If you would like to book a no-obligation consultation with Neal please contact reception.



Tooth-coloured inlays

These are very similar to fillings, they sit inside the cavity of your tooth and repair the tooth's damaged biting surface.

Tooth-coloured inlays have several advantages over fillings. They are made of a strong, long-lasting material that can match the colour of your teeth to make them look very natural. They are stain resistant and are also particularly suitable for large cavities.

If you would like more information about the functional and aesthetic advantages of inlays please ask next time you visit.

Replacing missing teeth

Dental implants are a great way of replacing one or more missing teeth. They are **strong, permanent**, and look and feel completely **natural**.

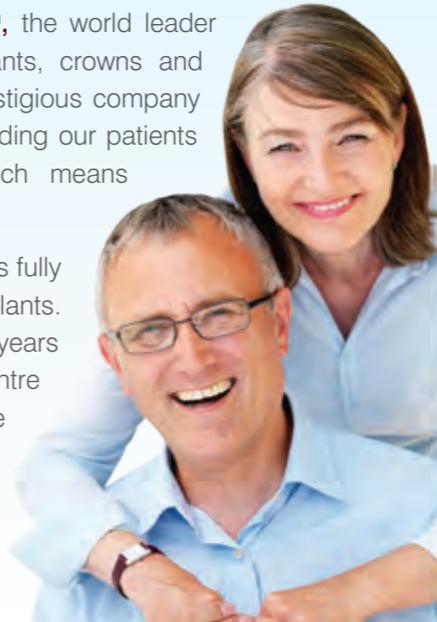
The implants themselves are tiny titanium metal rods which are gently placed into your jawbone. Over a few months, your jawbone bonds with the rods, forming in effect a false tooth root.

The implants then provide a stable base for either a single missing tooth or a bridge replacing a number of teeth. They can also hold dentures firmly in place, making eating and speaking much easier.

We use implants from **Nobel Biocare™**, the world leader in innovative and realistic-looking implants, crowns and other dental solutions. Using such a prestigious company means we can be sure that we are providing our patients with the best possible products, which means you will be happy with the results.

Our principal dentist **Dr Ralph Gilhooly** is fully trained and experienced in placing implants. He has been placing implants for many years and worked at an implant teaching centre so is the ideal choice if you want to have an implant fitted.

For more information call and book a consultation or ask next time you visit



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

This issue is packed with helpful tips and interesting facts. Inside we show you how you can enjoy chocolate without worrying about harming your teeth – just beware of the calories! We tell you how more men than ever are investing in their smile. Also find out what unusual method was used in the middle ages for preventing tooth decay!

Recommendations

We would like to thank the many, many patients who kindly recommend us to friends and family. The greatest compliment a patient can give is to tell others about our dental surgery. It can be difficult for many people to visit a new dentist for the first time, however it becomes much less stressful when a friend or relative recommends them as a result of a positive experience. The vast majority of our new patients come to us by word of mouth and it is something we are very proud of.



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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Energy drinks: friend or foe?

A harmless boost of energy when you need it most, or is there more to the average energy drink? Marketed as performance-enhancing, they are now commonly found in athletes' kit bags and used by students to keep them awake so they can study for longer.

But dentists are concerned about the effect they are having on people's teeth.

The drinks usually contain citric acid, which can cause erosion of teeth, where the outer protective layer, the enamel, is worn away, causing sensitivity and lasting damage.

They also often contain the equivalent of up to five teaspoons of sugar, which means if they are sipped or drunk too frequently they can cause tooth decay.

If you want to use these drinks there are ways in which you can minimise the damage caused to your teeth. For example, you should drink them as quickly as possible, preferably through a straw. They also tend to do less damage to teeth if they are cold, straight from the fridge.

Overall, however, from a dental perspective there is really no better alternative than good old-fashioned water. And if you use the tap variety, it's also a lot cheaper!

Top tooth tip

If you feel the need to pick your teeth after a meal, make sure you use a proper dental tool such as a dental stick, floss or an interdental brush. Using anything else, even cocktail sticks, might cause damage to your teeth and gums.



Canine teeth?

In the middle ages, people believed that they could prevent tooth decay by using a mouth rinse made from dogs teeth boiled in wine. Fortunately modern mouthwashes are much more palatable, as well as much more effective!



Getting the most... ...from your dentist



We want to build a great working relationship with all our patients, so we can provide you with the treatments that are best suited to you and your needs.

We are always happy to talk with you about any problems or worries you may have, and to explain any different treatment options so you can make the right decision for you, your lifestyle and your budget.

The best time to talk with us is when you visit for a check-up. Tell us if you are not happy with your smile – we can make suggestions on how to improve it. Many clients are pleasantly surprised at just how achievable and affordable treatment can be.

If you are having any trouble with anything – toothache, bleeding gums, jaw pain, etc, please let us know so we can pay extra attention to the problem areas during our examination.

We will always explain what is involved with different treatment options, but if there is something you are unsure of please don't be embarrassed to ask. Similarly, if you need time to think something over, just say so.

Great news for chocaholics!



At last – someone has developed a chocolate that is friendly to teeth, so you will no longer have to feel quite so guilty when you indulge your sweet tooth.

The new tooth-friendly chocolates have been created by two Belgian chocolate companies, using chocolate which has been awarded a 'Happy tooth' label by non-profit dental health organisation, Toothfriendly International.

The chocolate has been developed using a special production process and unique ingredients, such as natural sugar isomaltulose instead of refined sugar and milk proteins instead of milk powder.

Men & smile makeovers

More men than ever are investing in smile enhancements, according to a recent UK survey.

The British Academy of Cosmetic Dentistry found that almost 40% of all cosmetic dental treatments carried out in the UK were on men, a noticeable difference on the previous year.

The most popular procedures for men were white fillings, crowns, veneers and tooth whitening, with an increasing move towards less invasive procedures that enabled patients to keep more of their natural tooth.

The survey also showed that orthodontic treatment (tooth straightening) has leapt in popularity, with almost three times as many procedures being carried out. Over half of these used removable and often virtually invisible appliances, which are becoming increasingly popular.

