

From dentistry to publishing!

Our principal dentist Dr Neil Gerrard has been burning the midnight oil lately, putting pen to paper to write a new book.

Called There is No Perfect Dentist, the book promises to give the never before revealed secrets to choosing the right dentist (although obviously as a patient of Clifton Dental Studio we hope you think you've already found the right dentist for you!)

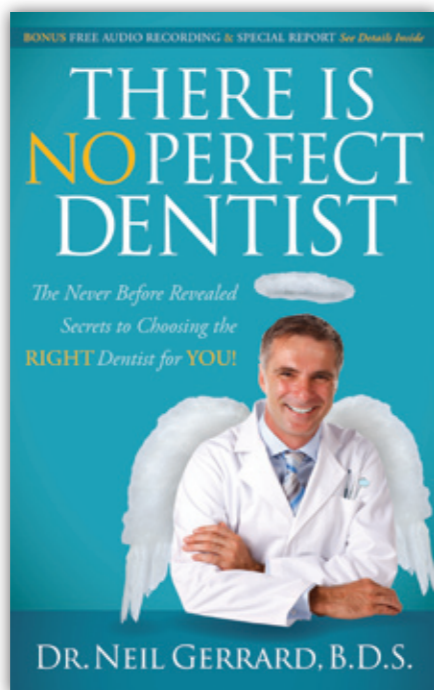
In his introduction to the book, Neil says: "It is unsurprising that many people struggle to find the perfect dentist. The choices we face as consumers in today's society can be overwhelming, whether purchasing any product or seeking dental care.

"Not only are we faced with a diverse range of choices, but many of the messages conveyed to us can appear to offer conflicting information, thus making our decisions even more confusing."

The book is aimed to provide readers with enough knowledge to enable them to work out exactly what they want to achieve with their smile, and how to find the right person to help them.

The book is scheduled to be available online from November, and on general sale from January 2011 – watch this space for more details!

25% of all royalties will go to SmileTrain. This charity's mission is to repair cleft lips and palates to 'give desperate children not just a new smile, but a new life' Please go to www.smiletrain.org.uk if you would like to find out more.



Smile!

Research has shown that smiling increases levels of the 'happy hormone' serotonin, which lifts your mood and can help to improve your health. Smiling also releases endorphins, the body's natural pain relief hormones – many natural health advisors suggest that chronic pain sufferers should find ways of staying cheerful and happy so they will feel less pain. It can even help you to stay looking young – it uses far less muscles to smile than it does to frown, which means you're less likely to acquire ageing frown lines!



Given the many advantages that smiling has, it makes sense to keep your smile looking good. If you feel confident about the way your smile looks, you are far more likely to show it off!

The key to a confident smile is a good oral healthcare routine. This means brushing your teeth twice a day, especially at bedtime, not eating sugary foods too often, and cleaning between teeth and under the gum line each day.

Regular visits to the dental practice are vital too. Problems such as decay can be nipped in the bud, and your teeth and gums benefit enormously from regular professional cleaning.

Other ways of caring for your teeth include drinking water throughout the day, chewing sugar free gum for a little while after each meal and not smoking.

If you are self conscious about your smile for any reason – for example your teeth may be stained, uneven or have gaps between them – we can advise you on the best way to enhance it. Thanks to recent advances in dentistry, most imperfections can be easily removed.



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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Issue 10

clifton
— DENTAL STUDIO —

Clifton smiles

Keeping you informed

We've got a great selection of articles in our latest newsletter, all part of our on-going commitment to keep you up-to-date with everything that is happening at the practice and in dentistry.

In this issue we tell you about an alarming rise in oral cancer in the UK and what signs to look out for. We also explain why white wine is bad for your teeth and why tooth whitening continues to be a popular treatment.

We hope you enjoy reading it – if you have any comments we would love to hear them.



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Alarming rise in oral cancer

Oral cancer rates have increased by around a quarter in the past decade among people in their 40's, according to the latest statistics.

Cancer Research UK says oral cancer rates for men in their 40's have gone up by 28% since the mid 1990's. Figures for women in their 40's increased by 24% in the same period.

The charity believes the main reason for the rapid increase among this age group is increased alcohol consumption. Other risk factors include smoking at the same time as drinking, which increases the risk by up to 30 times; not eating enough fruit and vegetables; and HPV (Human Papilloma Virus).

Initial signs of oral cancer can include ulcers which do not heal within three weeks, sores, and red or white patches in your mouth that do not rub off. If you notice these or anything else unusual that lasts for more than three weeks, please make an appointment to see us.



Fun fact

A snail's mouth is no bigger than a pin head, but it can have over 25,000 teeth!



White wine bad for teeth

It's usually red wine that is highlighted as being bad for the teeth, particularly as it can stain them. But now researchers in Germany say that in fact white wine is far worse for teeth, because it is more acidic.

Acidic drinks, which also include fruit juice and fizzy drinks, can have a devastating effect on your teeth if you drink them too regularly. The acid attacks the hard, protective enamel on your teeth, and gradually wears it away. This exposes the softer dentine of your teeth, and can cause discolouration, pain and sensitivity.

Usually, your saliva can neutralise the effects of the acid, replacing the minerals your teeth have lost so they do not suffer any lasting damage. But if you consume acidic drinks too often – for example, if you regularly sip at them throughout the evening – then your mouth doesn't have the chance to repair itself, and your teeth can suffer permanent damage.

Generally we recommend that you only have acidic drinks with your main meals. But we do appreciate that sometimes you want to be a little more indulgent, in which case you may want to consider ditching the Reisling in favour of a nice mellow Pinot Noir!



Put a sparkle in your smile!

Tooth whitening continues to be a popular cosmetic dental treatment, and with good reason. It is affordable and very effective, and can make a big difference to the way your smile looks. It can also provide a huge boost to your confidence!

Teeth often need whitening because they have become stained by drinking tea, coffee and/or red wine, or by smoking. Teeth also naturally become darker with age – whitening can make them lighter again, and can also have the fantastic side effect of making you look younger!

To find out more about our tooth whitening and other smile enhancement treatments, please ask.

