clifton
DENTAL STUDIO

phone 0117 973 1910

monthly newsletter

"Keeping your smile healthy for life"

Cosmetic & fast acting braces

Complimentary teeth whitening
with all dental brace treatments

BOOK NOW

Call 0845 260 9728 as this offer is only available to the first 11 people who register and pre-pay for treatment before 14th October 2013.

Low monthly finance available from just £75 per month.

** Conditions apply. Not valid with any other offer.*

Amy's story...

"When I first came into the practice for my initial appointment with Amanda I was absolutely petrified and so worried that nothing could be done to help me. But I had looked on the website and felt reassured that there may be some hope.

My little boy will be starting school soon and I wanted to be able to face his teachers and new friends with a confident smile and without shame.

The results were better than I could ever have hoped for. The team were all so supportive and kind and my friends have commented on how I'm learning to be more relaxed when I smile now instead of being highly stressed. I smile all the time and my little boy is truly amazed at the transformation. Thank you so much to all at Clifton. I feel like a different person now."

If there is anything about your smile that you are not happy with, please get in touch so we can discuss how we can get you smiling with confidence like Amy.

NEW

Apple MacBook Air can be yours **FOR FREE!***

Refer a friend or family member to Clifton Dental Studio and when they attend a combined exam and hygiene session we will enter you into the prize draw.

New Apple MacBook Air,
MD711B/A, Intel Core i5, 1.3GHz, 128GB SSD, 4GB RAM, 11.6".

PLUS

A free gift for you

You will also receive your choice of one of the following gifts when someone you recommend attends a combined exam and hygiene session.

1. Complementary hygiene session worth £115
2. Electric toothbrush – minimum value £100
3. Gift voucher for Jamie Oliver's Italian restaurant worth £50

£45 off for your friend

Any referred patient will save £45 on a combined exam and hygiene session until the end of September 2013 – normal price £145.

Please call 0117 973 1910 if you would like to refer a patient to us

* *Prize draw to take place on 30th September 2013, offer valid until then. Not valid with any other offer. Terms and conditions apply.*

Training in Atlanta

All the team recently visited Atlanta Georgia USA for the start of a very exciting training program at the Scheduling Institute Training Centre. We attended workshops and conferences over a number of days. This training is to enhance our knowledge and skills in patient care. It will be of immense benefit to the practice and we are looking forward to part two of this amazing opportunity towards the end of 2013.

New patient
clinical assessment

ONLY £149

This offer includes an hour long appointment including a thorough assessment of the face and oral cavity plus examination of:

- jaw joints (TMJ) positioned in front of the ears to assess jaw movement
- facial muscles
- teeth for possible cavities
- gums for bleeding and/or gum disease
- tissues and muscles of the head, face and neck
- headache evaluation
- necessary radiographs of teeth and supporting bone levels
- evaluation photos of the mouth and smile
- smile design analysis
- bad breath assessment
- oral cancer screening

Call us on 0845 260 9728 to book your appointment.

**Conditions apply. Not valid with any other offer.*

World Challenge Expedition...

...to Ghana

Congratulations to Suzie Atkins, winner of the tooth whitening prize donated by Clifton Dental Studio to World Challenge.

The money raised from this draw went towards funding for a World Challenge Expedition to Ghana to help build a new exciting playground for school children. Expedition leader Letisha Gollop and her team were very grateful for our support.

World Challenge offers an unrivaled range of expeditions geared to the education of young people.

For more information please visit www.world-challenge.co.uk

Saliva and defence against decay

Saliva is something of an unsung hero when it comes to tooth care. Indeed, it is only conspicuous by its absence – we virtually ignore it when we have enough, and suffer when we do not.

Saliva performs many tasks. It is a natural cleanser, helping to wash away food remnants, bacteria and plaque. It lubricates our tongue, mouth and throat, making it easy to eat, swallow, talk and breathe.

It helps to neutralise acids which can be harmful to our teeth, and forms a protective barrier on the enamel (outer layer) of our teeth.

It also helps to counteract infections, makes bacteria less likely to stick to our teeth and gums, and contains calcium and phosphate which help to keep our teeth strong and healthy.

Unfortunately as we grow older our saliva production can often slow down, which can eventually lead to Dry Mouth Syndrome, or Xerostomia. Sometimes the same effect can be caused by other medical conditions, or as a side effect of medication.

Common problems associated with a dry mouth include a sore throat and difficulty with swallowing or speaking. As well as being uncomfortable for the sufferer, the lack of saliva can also lead to extensive tooth decay and higher levels of dental erosion if left untreated.

Treatment for dry mouth syndrome can vary according to the severity and cause of the condition. Taking regular sips of water can help, as can chewing sugar-free gum or low calorie, sugar-free foods such as celery or carrots. There are also artificial treatments available, from sugarfree lozenges to sprays and gels.

It is important that you visit us regularly so that we can detect any potential problems as early as possible. For patients with low saliva production, we often recommend high fluoride toothpaste and fluoride varnish application to help guard against decay.

If you have any questions or concerns about this or any other dental matter, please talk to us so we can find the best way to help you.

Free case of wine

Smile Care is our affordable dental membership plan. Members receive regular maintenance visits and x-rays, vital for prevention of tooth decay and gum disease in return for a regular monthly payment. Members also receive a 10% discount on all treatment fees and a five year guarantee on fillings, crowns and veneers so long as they attend their prescribed hygiene sessions.

In addition to the regular special offers available to our Smile Care members, we also run a monthly prize draw. Each month we are giving away a case of wine to one lucky winner. This month the winner is **Jacqui Chappell**.

If you'd like to join the plan and be entered into the draw, please call the practice on 0117 973 1910.

Thank you

This month we would like to thank the following patients for referring their friends and family to us: Richard Betteridge, Paul Keith, Mary Stenner, Gayle Connelly, Anne Jarvis, Karen Pillinger and Mark Reading. Please keep the referrals coming, we really appreciate your support.

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