

“ Keeping your smile
healthy for life ”



Spring time special offer

Save over £1000* on Six Month Smiles

Would you like beautifully straight teeth in just six months?

Six Month Smiles orthodontic treatment is now available for just £1,770 for a single arch and just £2,270 for both top and bottom teeth.

Also included for a limited time are fixed retainers worth £380 (where suitable).

Offer only available to the first 9 people who register and prepay by the end of April 2014.

*Terms and conditions apply. Not valid with any other offer.

Don't miss out, call 0117 973 1910 NOW to book your FREE introductory visit.



Studio news

Dr Neil Gerrard has again, for the fourth year out of five, been nominated and shortlisted for several Aesthetic Dentistry awards: Best Single Restorative Arch, Best Dental Implant and Best Conservative Composite Smile. We look forward to attending the awards ceremony in March.

We are very pleased to welcome back **Lorraine James** our receptionist, who has recently returned from maternity leave.

Congratulations to hygienist **Carrie Anne Taylor** and her partner Peter who were married on 25th January.

Congratulations also to **Dr Neil Gerrard** and **Fiona Gerrard** on the safe arrival of their beautiful baby daughter Isla Gayle who was born on 16th February.

The **Denture Discovery Days** that we held on 12th February and 1st March were a huge success and we will be looking to hold further events in the future. In the meantime, if you have denture problems please get in touch to find out how we can help.

This summer the ladies at Clifton Dental Studio will be participating in the charity event “**Race for Life**” **Pretty Muddy 5K**. We will be raising money for Cancer Research UK in honour of Christine Keith, a loyal patient who sadly passed away last year after her battle with cancer. This fundraising event will be taking place on Saturday 5th July at 2.45pm on the Downs in Clifton. You are welcome to come along, show your support, cheer us on and have a giggle. All donations welcome please visit our just giving page: www.justgiving.com/clifton-dental

ENTER PRIZE DRAW FOR

Kindle Fire HDX 64GB plus £100 gift voucher

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.



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 Complimentary 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 April 2014 – normal price £145.

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

* Prize draw to take place on 31st May 2014, offer valid until then. Not valid with any other offer. Terms and conditions apply.

Special offer

Tooth whitening

Buy one home teeth whitening treatment and get a second one half price. That's just £570 for two people.

Offer only available to the first 11 people who register and pre-pay for treatment by the end April 2014.

BOOK NOW, CALL 0117 973 1910

*Terms & conditions apply. Not valid with any other offer.

Thank you

This month we would like to thank the following patients for referring their friends and family to us: Irene Davies, Phil Kite, Tomas Blackman, Sue Limb & Katie Baxter. Please keep the referrals coming, we really appreciate your support.

David's story

“If anybody out there is thinking of having cosmetic work done however old you are I can highly recommend Clifton Dental Studio.

From as long as I can remember visits to the dentist hasn't been at the top of my list of things to do. Visits to my NHS dentist consisted of a check up every six months which to me was perfect, in and out in five mins perfect, job done. Then I saw an advert for the perfect smile in six months which I thought didn't seem too bad so at my next appointment with my NHS dentist I asked about other treatments such as braces, veneers and tooth whitening and was met with the response that treatment like this was too costly and time consuming and that these kinds of treatments were more for the private practices. So, when I got home I researched on the internet and found the websites of all the cosmetic dentists in and around my area. I am a great believer that word of mouth is the best recommendation for people to select a service be it a plumber or in my case a cosmetic dentist. So after reading countless testimonials I selected Clifton Dental Studio.

On my first consultation visit with Amanda I was convinced that I had made the right choice and that the treatment recommended was exactly what I was after. The next two appointments were within days of each other. Firstly Neil went through step by step what was involved and assured me that



Before



After

there would be no pain or discomfort, and I must admit he kept to his word on this. Although my treatment is still ongoing I felt that I must share my experience with anybody considering going down the road of cosmetic dentistry, And that is the staff, treatment, and advice offered to me has been first class and I know it will be the same for you from the minute you walk through the door to the time you leave.

To Neil and all the staff that have given me a smile I can be proud of a big thank you for making me smile with confidence and my appointments something to look forward to.”

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 David.

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 **Gael Allan**.

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

Why clean in between?

Whilst toothbrushing is a brilliant way of removing plaque from the front and back surfaces of teeth, did you know the bristles on your toothbrush can not reach the in between spaces.

As a result nearly 50% of surfaces will still be covered in plaque. When plaque is left on teeth, the bacteria in the plaque matures and causes infection in the gums. This is known as gum disease, and can lead to bad breath, tooth loss and has been linked with heart disease, diabetes and strokes.

Cleaning these in between areas is easier than you think. At the studio we recommend tepe brushes. We offer a large selection of interdental brushes for every individual's needs. These are available with a short or long handle for easy reach. Every size has its own colour, which makes it easier to find the right one. Brushes should never be forced into a space but the bristles need to make contact with the teeth and the gums in order to removed plaque.

Generally, the spaces between the teeth at the front of the mouth are smaller than those at the back. You may need to use more than one size. When you first start



using the brushes you may experience bleeding gums or soreness, this should improve with daily use of the interdental brushes, however if this does not stop after regular use, please seek advice from your hygienist or dentist. If you are unsure which size suits you we can guide you at your hygienist appointment.

There is no need to worry about running out. We now supply cost effective bumpers packs of 25 tepe brushes. We are also offering a service where you can now request your required dental health aids and we will happily send them to you. Watch this space for our new order forms.

Spread the cost

Did you know that we offer an affordable dental membership plan called Smilecare?

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. Membership prices start from as little as £18.50 per month.

Please call 0117 973 1910 or email cliftonsmiles@hotmail.co.uk if you would like more information.



Clifton Dental Studio

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