

monthly newsletter

**“ Keeping your smile
healthy for life ”**

Aesthetic Dentistry Award winners 2014



Paul Vaughan product specialist from DMG presented Dr Neil Gerrard with the award.

Dr Neil Gerrard and Fiona Gerrard recently attended the Aesthetic Dentistry Awards event and are pleased to announce that as well as being highly commended for Conservative Composite Case and shortlisted for Best Single Implant Case, Dr Neil Gerrard and technician Paul Gerrard were winners in the category Best Single Arch Restorative Case.

WINNER
Aesthetic Dentistry Awards 2014



Marion's Story

“Before treatment I had two teeth missing in the front of my mouth which were very noticeable. My smile was naturally small and I always had my mouth closed. I would find people would often stare at my teeth. My dental health was not 100% and I was aware of this. When I attended Clifton Dental Studio I could not have wished for a better experience. My concern was not the pain but the actual procedure. Dr Gerrard and his team put my anxieties to rest, knowing they were looking after me every step of the way.

Now that I have had treatment my smile is bigger and my dental hygiene is much better thanks to the guidance and care from the hygienist. I receive compliments on my smile, how great is that! I am very happy with my new smile and would like to thank clinical technician Paul Gerrard for all his work in achieving this for me. The whole team made me feel at ease and welcome at every visit. I always recommend Clifton Dental Studio to all my friends and people I meet.

A big thank you to Neil, his lovely team and technician Paul for making my smile perfect.”

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 Marion.

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.

Prize draw
to take place on
31st May 2014.
Don't delay!



Save up to £1490

Implant treatments

Save up to £1,490 with a free upgrade from our standard implant crown package.

We are also now offering 12 months hygiene maintenance, up to the value of £600, as part of the implant package.

Offer only available to the first 9 people who register and pre-pay for treatment by the end May 2014.

Book NOW – call 0117 973 1910.

* Implant fees are based on one single implant and crown and do not include fees for bone grafting if required. Conditions apply. Not valid with any other offer.

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 May 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.

Thank you

This month we would like to thank the following patients for referring their friends and family to us: Hannah Gardiner, Anne Wilson, Wendy Strong, Gael Hajeri and James Keith. Please keep the referrals coming, we really appreciate your support.

Facial rejuvenation



10 YEAR
ANNIVERSARY
OFFER

**BUY 2 AREAS,
GET 1 FREE**

Prices start from

1 Area £190

2 Areas £280

3 Areas £380

This year at Clifton Dental Studio we are celebrating our 10th year anniversary for providing safe and affordable facial aesthetic services including Botox and dermal fillers. Botox is commonly used to minimise the appearance of frown lines between the eyes, forehead lines and crow's feet, while dermal fillers are generally used for nasal lines, smile lines, smokers' lip lines and neck lines.

Botox has been widely tested and used safely for more than 10 years, and has quickly become the most popular aesthetic procedure in the UK today. This increasingly popular anti-wrinkle treatment is a natural, purified protein administered in a quick, simple, non-surgical way that temporarily relaxes wrinkle-causing muscles, allowing lines and

wrinkles to soften and disappear, resulting in a smooth, rejuvenated appearance. Effects can be visible for up to six months.

Botox is not just for models, movie stars and women! A million people have been treated with Botox since gaining medical approval in 2002.

Dr Neil Gerrard has had extensive training and years of experience enabling him to map out a personalised course of youth enhancement. Special emphasis and diligent care is given to meticulously select the most appropriate treatment based on your individual needs.

Call us today on 0117 973 1910 and book your initial consultation with Dr Neil Gerrard.

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 **John Pullin**.

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

Outstanding customer service

After several visits for customer service training to the Scheduling Institute based in Phoenix and Atlanta USA, we would like to congratulate our dental nurse Kristina Rowe for winning first prize of \$300 for her commitment to the practice and Julie McCann for achieving her five star telephone call rating. Well done ladies!

We would also like to congratulate the whole team for winning the 2014 What Clinic Customer Service Award. This demonstrates our commitment to patient care and putting the needs of our customers first. Patients at Clifton Dental Studio are very well looked after.



Cancer Research Pretty Muddy

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 of ours 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 you support, cheer us on and have a giggle.

**All donations are welcome,
please visit our just giving page:
www.justgiving.com/clifton-dental**

National Smile Month May 2014

National Smile Month is run by the UK's leading oral health charity the British Dental Health Foundation (BDHF). This annual campaign provides vital oral health information to millions of people across the country.

The campaign promotes three key messages:

- Brush your teeth for two minutes twice a day with a fluoride toothpaste
- Cut down on the how often you have sugary foods and drinks
- Visit the dentist regularly, as often as they recommend

Other ways to improve oral health include:

- Cleaning between your teeth with inter-dental brushes or floss at least once a day
- Using a mouthwash as part of your regular oral healthcare routine

If you have any questions about your oral health and the best way to care for your teeth and gums please give us a call or ask next time you visit.