

“ Keeping your smile
healthy for life ”

monthly newsletter

Cosmetic bonding

Are you dreaming of a white Christmas?

Here at Clifton Dental Studio, for the month of December only, we are excited to offer Home Tooth Whitening at a special price of £430.

Not only does this offer include custom made whitening trays for the upper and lower teeth plus whitening gel, but we are also offering a complementary one hour session with one of our dental hygienists for the perfect clean mouth. This is valued at £115.

Tooth whitening can be a very effective way of lightening the natural colour of your teeth without removing any of the tooth surface or damaging it.

The whitening products we use at the studio, we find achieve the most successful results and conform to international safety criteria which are CE marked.

Dr Gerrard will need to assess you first to see whether tooth whitening is suitable for you.

If you would like to achieve a fresh, clean white smile ready for the festive holiday, please contact us to arrange a whitening assessment and free consultation.



Cosmetic bonding involves applying a strong, tooth coloured composite material to a prepared tooth and curing it with a blue dental light. It then can be shaped and polished to resemble natural teeth.

Dental bonding can be used to:

- Fill spaces/gaps between teeth
- Repair chipped, cracked or broken teeth
- Improve the appearance of discoloured teeth
- Make teeth look symmetrical
- Change the shape of teeth, making them longer or wider
- Replace silver fillings
- Protect a portion of the tooth's root that has been exposed when gums recede
- Repair decayed teeth

This procedure can be carried out by Dr Gerrard, Dr Lindfield or Heather – our dental hygienist and therapist. All have had extensive training on cosmetic bonding and regularly attend courses to update their skills and knowledge.

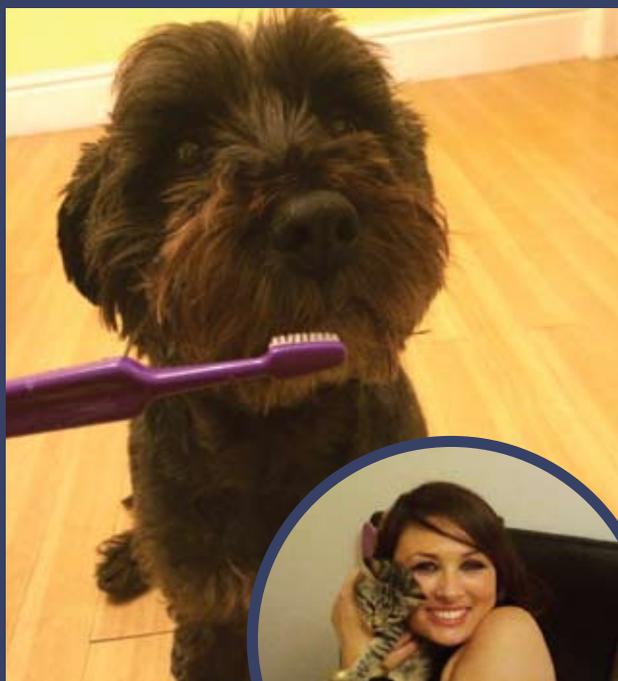
Please get in touch if you would like more information about this treatment.

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Oral-care for pets



Katherine's dog Vinnie
& Stephanie's cat Eszra

Brushing your pet's teeth is an essential part of good oral-care which is important to their overall health.

Periodontal (gum disease) is a common, serious problem in dogs. Yet brushing your dog's teeth can prevent it! Veterinarians estimate that 85% of dogs over five years of age suffer from periodontal disease.

If untreated, your dog can experience severe pain, loose teeth, form an abscess in its mouth and develop a bacterial infection that can spread through the bloodstream to the kidneys, liver, heart or brain. Periodontal disease is irreversible, so now is a good time to get started on a daily oral-care regime for your pet. Prevention is the key to keeping your furry friend healthy and happy.



Mouth cancer action month

This campaign aims to improve the awareness of the symptoms, risk factors and early warning signs of mouth cancer. In the UK, more than 6,700 people were diagnosed with mouth cancer last year. Although there are risk factors heavily linked to the disease, mouth cancer can affect anybody – that's why it's so important that we all know what to look out for. Don't leave that ulcer unattended for more than three weeks. Don't ignore that unusual lump or swelling or red and white patches in your mouth. Early detection could save your life. Find out more at www.mouthcancer.org or if anything is concerning you please contact us on 0117 973 1910.

In the news

How many teeth?

Doctors in India recently extracted 232 teeth from the mouth of a 17-year-old boy in a seven-hour operation. Ashik Gavai was brought in with a swelling in his right jaw. Doctors have described his condition as "very rare" and "a world record". Ashik's malaise was diagnosed as a complex composite odontoma where a single gum forms lots of teeth. It's a sort of benign tumour. According to medical literature, it is known to affect the upper jaw and a maximum of 37 teeth have been extracted from the tumour in the past. But in Ashik's case, the tumour was found deep in the lower jaw and it had hundreds of teeth. Ashik now has 28 teeth.

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ENTER PRIZE DRAW FOR

Samsung Galaxy S5

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 **30th January 2015** – 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 January 2015, offer valid until then. Not valid with any other offer. Terms and conditions apply.



Congratulations to April Keefe-Doherty

We are truly grateful for the way many patients show their trust and confidence in our staff by sending their friends and family to us for dental treatment. Thank you once again to April, the winner of our last prize draw, enjoy your time at the Hotel du Vin.

Thank you

This month we would like to thank the following patients for referring their friends and family to us: Dan Gooding, Paula Welsman, Ray Andrews and Kath Miles.

Happy air

We are planning on introducing inhalation sedation to the clinic in January.

In October we held trials which were very successful. We would like to thank all the patients who attended. We had some really positive feedback with patients saying that it made them feel more relaxed, happy to have treatment and that they would use the service again.

Here is what one patient had to say "I have been terrified of the dentist since I was a child. And I mean genuinely shaking, cold sweats terrified. It dates from a very bad experience that was both painful and very scary. I won't go into the horrible details but it left me with a genuine hate and fear of visiting the dentist. After having treatment I felt so relaxed and able to cope. Brilliant!"

If you think inhalation sedation could benefit you please get in touch.



Christmas

Opening hours

The studio will be closed from Wednesday 24th December at 1pm. We will reopen on 5th January 2015. If you have a dental emergency during the Christmas period and are a registered patient please contact the studio on 0117 9731910 and follow the instructions provided.

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 **Alison Baker**.



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

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