

“ Keeping your smile healthy for life ”



## Be mouth aware

Mouth cancer can affect anyone. Through our lifestyle choices, we can help cut the chances of developing mouth cancer. Here are the risk factors that have been shown to play a major role in contracting the disease:

✓ Tobacco ✓ Alcohol ✓ Poor diet ✓ HPV

‘If in doubt, get checked out’. Three signs and symptoms not to ignore are:

- Ulcers which don't heal in three weeks
- Red and white patches in the mouth
- Unusual lumps or swelling in the mouth or head and neck area

If you notice any of these symptoms tell your dentist immediately. For more information please visit [www.mouthcancer.org](http://www.mouthcancer.org)

## Amy's story



Before



After

Generally I have always been very happy with my teeth but I am now preparing to compete in my first bikini body building competition, where looks mean everything and I was advised to get my teeth whitened to help my smile ‘pop’ on stage.

The staff at Clifton Dental Studio were very professional and welcoming so I always felt like I was in good hands. Ashley explained very clearly what was involved in the at home whitening treatment.

The treatment was really simple and I am really pleased with how white my teeth are – I get lots of compliments now!

Hopefully my new smile will score me extra points at the competition! Thank you.

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# The truth about your teeth

The recent two part BBC television programme 'The Truth About Teeth' discussed many problems associated with the nation's dental health and appearance.

Doctor and TV presenter Chris Van Tulleken, who is also a research specialist, completed and took part in some independent research with very interesting results.

He first looked at how people are judged by the appearance of their smile, finding that people with missing, discoloured or crooked teeth looked less friendly, were less likely to have gone to university and were less likely to be in a relationship.

He then investigated 'over the counter' tooth whitening treatments, testing many of the products you can buy online, or in your local chemist or supermarket. He found that none of these products resulted in a visibly whiter smile. He was only able to see any change using a special camera, with results too small for the human eye to detect. He concluded that only treatments provided by a dentist result in the improved white smile that many people now desire.

Of greatest importance was his participation in research investigating how gum disease can shorten your life! Research indicated that in as little as three weeks poor brushing resulted in the development of disease causing bacteria. These bacteria and the inflammation they cause enter the blood stream promoting infection and inflammation in the heart, lungs and many more regions of the body. It turns out that thorough brushing is not only good for fresh breath and a healthy smile, but more importantly can help you live a longer, healthier life!

*Thank you*

This month we would like to thank the following patients for referring their friends and family to us: Liam Moore, Deb Cooper, Julie Hope and George Welsman.



## Parking update

Please be aware that new business and residents parking restrictions came into effect on 1st June 2015. There is pay and display parking available opposite the practice and in the surrounding streets. We have limited customer parking permits available on a first come first served basis. Please get in touch if you require more information.

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ENTER PRIZE DRAW FOR

# £300 worth of vouchers

## for Casamia Michelin Star Restaurant

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.



## Anti-snoring treatment

Are you being kept awake by snoring? If so we may have the solution to your problem.

The Somnowell device aims to restore peaceful nights by holding the lower jaw in the position that best facilitates breathing by keeping the airway in the optimum position.

The device has been designed in conjunction with advice and input from specialists and feedback from patients has been very positive.

**Dr Gerrard at Clifton Dental Studio is a Platinum Somnowell Practitioner. Please contact us on 0117 973 1910 for more information or to arrange a free consultation.**



### 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 **31st July 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 31st July 2015. Offer valid until then. Not valid with any other offer. Terms and conditions apply.

# Keeping you safe

The health and safety of our patients and staff is of the utmost importance, which is why we have such stringent cross-infection controls in place.

We ensure that we meet the strict standards set by the health and adult social care regulators, the Care Quality Commission and the Department of Health guidelines for cross-infection control. These measures include using many single use items, thoroughly sterilising all other instruments, wearing gloves and providing patients with protective eyewear.

So, rest assured, your health and safety and that of your family is of the utmost importance to us.



## 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 **Rob Jenkins**.



**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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### Clifton Dental Studio

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