



clifton
— DENTAL STUDIO —



FEAR FREE DENTISTRY GUARANTEED!

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Fear free dentistry guaranteed!



British Academy of
Cosmetic Dentistry
ACCREDITED MEMBER

FEAR FREE DENTISTRY GUARANTEED!

Dear prospective guest,

Thank you for requesting my free consumer awareness guide, "Fear Free Dentistry Guaranteed!"

I have produced this guide following feedback from many prospective patients just like you, people who are petrified of going to the dentist, but now find themselves in the position of considering dental care for any number of reasons, be it to achieve the new smile you always dreamed, because you are fed-up with constant pain, or finally, to conquer your fear once and for all.

Don't feel silly, dental fear is the number one reason people avoid the dentist. If you have finally summoned the courage to taking the first step to changing your life forever, I guarantee you will find this guide of great use.

Clifton Dental Studio consists of a small dedicated team committed to clinical excellence and great customer service. If you require any further information or assistance, please don't hesitate to contact us and we will do our very best to help in any way possible.

Warm regards,



Dr Neil Gerrard, BDS, RDT (GDC No: 76257)

Dentist and published author



Dr Neil Gerrard leads a small dedicated multi-award winning team committed to clinical excellence and exceptional customer service.

As an author he has published "How to choose your Perfect Dentist". A book to help anyone one find their perfect dentist for them.

Dr Neil Gerrard is the only dentist in the South West and one of only 16 dentists nationally to have achieved accreditation status with the British Academy of Cosmetic Dentistry (BACD). BACD accreditation recognises the advanced level and skill required to create the very best smiles possible. For further information visit www.bacd.com.

Dr. Neil Gerrard is a Dental Phobia Certified dentist.

Neil's area of special interest is in advanced cosmetic dentistry, smile rejuvenation and complex smile reconstruction with dental implants. He achieved a Master's degree level in Dental Implantology in 2015 (MSc Bris) after working with dental implants as a dentist and technician for over 25 years. His advanced training in Smile Design has also enabled him to become a member of many top dental institutions. To maintain his position as one of the countries leading cosmetic dentists Neil completes over one hundred hours of advanced training every year in the fields of cosmetic and implant dentistry.

In addition to his advanced training as a cosmetic dentist Neil is dual qualified as a cosmetic dental technician. These are the highly skilled individuals responsible for producing the very best custom made veneers and crowns used by cosmetic dentists to enhance their patients smiles. Possessing this extensive understanding of the complete smile enhancement process enables Neil to enhance your smile to the highest possible standards.

As an accredited member and examiner with the British Academy of Cosmetic Dentistry (BACD) Neil helps to educate dentists, dental technicians and team members in the art and science of cosmetic dentistry.

Dr. Neil Gerrard is a member of:

- The British Academy of Cosmetic Dentistry (BACD) - Accredited member
- British Society of Occlusal Studies
- Registered Dental technician (RDT)
- Association of Dental Implantology
- The British Dental Association. (BDA)

General Dental Council registration No: 76257

IS FEAR OF THE DENTIST RUINING YOUR SMILE?

Are you petrified of the dentist? Do you feel sick, experience palpitations or sweaty palms at just the thought of dental treatment? Have you ever missed a dental appointment because of uncontrollable fear? Or do you attend appointments but feel anxious the entire time? If so, you are not alone.

According to recent figures published by the Adult dental health survey, over a third of adults (36 per cent) were classified as having moderate dental anxiety, with 12 per cent of adults classified as having extreme dental anxiety.

So, how do you defeat fear of the dentist? How can you overcome the anxiety many people feel when visiting the dentist, or the irrational fear experienced by the dental phobic?

Whether used in isolation or as combined therapy, the following five techniques will help virtually anyone overcome their fear of dental treatment, they consist of:

- 1 Distraction techniques
- 2 Desensitisation therapy
- 3 Hypnotherapy
- 4 Cognitive behavioural therapy (CBT)
- 5 Use of medication and dental sedation

Distraction techniques

Distraction techniques work well for those patients experiencing mild levels of anxiety-the vast majority of people.

Dentists deal with anxious or fearful patients every day. To provide the most comfortable experience possible many dentists will employ a number of techniques designed to distract patients from their physical surroundings. The aim, to reduce a patient's anxiety and increase their comfort by distracting their attention from the here and now, to stimulate other thoughts and feelings not associated with dental care.

This can be achieved in a number of ways, the most common relate to our senses of sound, smell and vision. For example; some dentists will use calming music to set a relaxing tone, scented candles or oils to mask surgical smells, while decoration, lighting and TV/video images are used to redirect a patient's attention.

Desensitisation therapy

Desensitisation techniques work well for those whom experience mild to moderate anxiety.

Many of our anxieties develop through a learned association between a particular situation and an object or stimulus. For example; we learn from a young age that an injection is associated with pain.

Desensitisation therapy aims to restore a patient's confidence and trust by teaching or reinforcing a new positive experience. For example; if a patient undertakes a number of treatments requiring dental

anaesthetic and the patient feels no pain from each injection, the patient will not only start to trust the dentist resulting in less anxiety, but the link between the painful injection and visit to the dentist is softened or even broken. The patient is desensitised to the previous negative experience.

These techniques may be used independently or in conjunction with hypnotherapy and CBT for those whom experience a greater level of anxiety.

Hypnotherapy

Hypnotherapy is no longer thought of as wacky mind control by science, but as a proven technique for the treatment of a variety of medical and psychological problems. As such, hypnotherapy can be used to great effect in the treatment of dental anxieties or phobias.

Hypnosis works by altering our state of consciousness in such a way that the conscious mind, where intellectual thoughts take place, can be bypassed. This is normally achieved through a process of focused concentration or guided imagery.

Hypnotherapy is a very safe method for treating fear and anxiety. Although hypnosis reduces conscious evaluation you can never be conditioned or persuaded to do something you do not want to do. For simplicity you may think of a hypnotherapist's role as that of a guide, a facilitator who is trained to help you achieve a hypnotic state of mind, then help you to take control of your own thoughts and feelings at both a conscious and subconscious level.

According to the British Society of Clinical Hypnosis, 85 per cent of people will respond to some level of hypnotherapy. This suggests that even though hypnotherapy may not be for everyone a high number of the population will gain some improvement. If you are tired of being controlled by your anxiety and fears, you have nothing to lose by trying hypnotherapy.

Relatively few dentists offer treatment under hypnosis, but that shouldn't be a barrier to hypnotherapy. As all registered hypnotherapists possess the necessary skills to help there is no reason to stop you visiting one independently.

The British Society of Clinical Hypnosis offers a database of registered hypnotherapists throughout the UK. This list is available online at www.bsclh.org.uk. Alternatively you may contact them directly by calling 01262 403103.

Cognitive behavioral therapy (CBT)

CBT (a form of psychotherapy) is a very effective treatment for those who experience high levels of anxiety and even phobias.

CBT works by helping you to discover how your thoughts affect the way you feel and subsequently how your feelings affect your behaviour. If you can think about yourself, surroundings and other people differently, you can affect the way you feel and thus modify your behavior.

What does CBT involve?

CBT can be undertaken with a therapist on an individual basis, within a group or even as a self-help treatment from a book or online. Individual therapy with a qualified therapist will normally involve 5 to 20 weekly, or fortnightly sessions (each session lasting 30 to 60 minutes).

Fear Fighter is an online program approved by the NHS for the treatment of anxieties and phobias if you prefer the idea of 'self help'. For further information please visit www.FearFighter.com.

Limitations of CBT

There are some limitations with CBT. Treatment is not a quick fix as CBT can take many months to complete.

You can find out more about CBT and search for a therapist through the British Association for Behavioural and Cognitive Psychotherapies at www.babcp.com. Further information is also available from Royal College of Psychiatrists at www.rcpsych.ac.uk.

Use of medication

For many patients the use of medication to reduce or eliminate their fears and anxieties is still treatment of choice, as it reduces reliance on the patient's own abilities to control their symptoms. However, there are still many anxious and even phobic patients who do not realise that a range of medications and techniques are available to help, which include:

- Oral sedation
- Inhalation sedation – Nitrous Oxide (laughing gas)
- IV sedation (Intravenous sedation/conscious sedation)
- General anaesthetic (GA)

Oral sedation

Oral sedation can be a very effective way of reducing anxiety. It is most suited to those with mild to moderate anxiety (those patients whom force themselves to visit the dentist, but feel anxious and uncomfortable the entire time).

This technique involves the patient swallowing a drug, normally 30 to 60 minutes before the start of dental treatment to induce a relaxed state. As a patient you are conscious and still aware of what is going on around you, but feel more relaxed and better able to cope. For many the sensation is like that of being a little tipsy following a good bottle of wine, but without the hangover!

Inhalation sedation – Nitrous Oxide (laughing gas)

Nitrous Oxide is suitable for mild to moderate/severe anxiety in both adults and children.

This technique involves the administration of Nitrous Oxide gas (which can indeed make you laugh) through a small mask fitted over the nose. Within just a few minutes you will start to experience a euphoric feeling while feeling quite comfortable at the thought of treatment.

This is a very safe technique which also possesses the added bonus of offering pain relief and therefore reduce or eliminate the need for local anaesthetic, for example; sensitivity during hygiene treatments.

Use of medication

IV sedation (Intravenous sedation / conscious sedation)

IV sedation is a very effective and safe way of treating those with moderate to severe anxiety and even phobia. Treatment of anxiety in this way is so effective that it has replaced the use of general anaesthetic in general practice. In fact it is so effective that virtually anyone can be helped.

What does IV sedation involve?

This technique involves the use of a small cannula (needle) placed in the back of the hand or the arm through which a sedative is administered prior to treatment.

As a patient you are conscious the entire procedure, but don't let this put you off. You will experience an extremely relaxed state, to the point of drowsiness. Many patients are more than happy to take a nap during treatment. IV sedation is not intended to put you to sleep or make you unconscious like a general anaesthetic, you just feel so relaxed and oblivious to your surroundings that you are happy to doze off. Because of this time passes in what appears to be minutes, even when undertaking many hours of treatment.

General anaesthetic (GA)

General anaesthetic (GA) is very different to conscious sedation, IV sedation and Inhalation sedation). Under GA you are completely unconscious, to the point that you feel no pain (even without local anaesthetic).

Virtually any dental treatment can be completed under GA, but there is a significantly higher risk of complications arising, in the worst case even death. Because of this GA is banned from general dental practice and can only be used in hospital under certain conditions.

Why is GA is considered to be a risky procedure?

GA induces complete unconsciousness resulting in your inability to feel pain (great), but it also results in your inability to breath for yourself (not so great). The assistance of an anaesthetist and a breathing tube are required to breath for you, thus keep you alive. Because of this GA tends to place a strain on the heart and lungs increasing post-treatment complications.

GA was withdrawn from general dental practice in 2000/2001. It was considered to be too dangerous following the tragic deaths of a number of patients, many of whom were children. Since then all treatments requiring GA must be undertaken in hospital where superior resuscitation facilities are available.

Although GA may sound appealing to the very anxious or phobic, it is truly not the best way to undertake treatment. Why risk your life when you can undertake IV sedation, a treatment offering most of the benefits of GA, but without the risks.

If you have finally summoned up the courage to tackle your fear of the dentist, then one or a combination of these treatments will enable you to achieve the healthy smile you have always dreamed of.

Additional information and help is available from a number of sources, including books, such as "There is No Perfect Dentist", available to purchase online now at Amazon, or directly from Clifton Dental Studio.

Deborah's story

From the age of about eight years old, after I broke my front tooth and got my first crown, I had hated my smile and was convinced I looked awful. Quite separate to this, I also developed a morbid fear of the dentist during my teens which just got worse and worse!



The result of these two things was that I avoided visiting the dentist whenever possible, and eventually found myself in my early 50's, with a crown that had moved, with teeth that had all moved out of line, and bad gum disease – but it seemed no matter how bad my mouth looked, it seemed preferable to a visit to the dentist.

I started to realise I needed to do something about this problem, and so did some investigations via the Dental Phobia organisation. After investigating several recommended practices, I chose Clifton Dental Studio – why? – Because they were immediately sympathetic and understanding of my fears, and invited me to visit the surgery and talk things over with Amanda and Dr Neil Gerrard. For the first time I felt like they might be able to help.

From the moment I got to the surgery, I was treated sympathetically, and with care – and ever since, the team have been considerate of my feelings. Dr Gerrard took care to examine my teeth, explaining that, as I thought, there were a lot of problems to overcome, but it was all possible and treatable. I decided to go with the fast-acting Inman Aligners on my upper and lower teeth, which would be followed by new veneers and a crown on my upper teeth, and whitening on my lower teeth, with the option of two implants later (which I am now in the middle of treatment).

WOW!! – I don't think I realised just how much better my smile could become and with the help of dental sedation found the entire experience to be easy. I underwent some very long hygiene sessions, and learnt from Carrie-Ann how to look after my teeth properly (and my gums). The Inman Aligner was amazing – straightening my gappy and crooked teeth in just ten weeks! I then had the new crown and veneers fitted, and my new smile makes me feel incredible!



I am not exaggerating when I say that having this treatment has changed both my self-image and my life in general. I hadn't realised how much I had been effected by not feeling free to smile and laugh when I wanted to. After so many years of anguish, it took a little while to adjust to this freedom, but now I find myself laughing more and feeling happier. This has also affected the way in which others react to me too.

I don't know how I thought I would feel about the treatment when I started on this journey, but I can honestly say that the effects and benefits have been immeasurable. I cannot thank Neil Gerrard and Clifton Dental Studio enough. Not only do I now not fear the dentist – I actually look forward to it!!

I do wish I had had the courage to do this years ago – but at the same time I am glad I took the time and trouble to research both the treatment and the care on offer before choosing my dentist. I couldn't have made a better choice.

Thank you!

Deborah Cooper

Bristol, August 2012

Fear free dentistry guaranteed!

Experience 'Fear Free Dentistry Guaranteed' Now

Available now at the Clifton Dental Studio is a range of options to help even the most fearful individuals undertake treatment. From our desensitisation treatments to our sedation service, we guarantee complete comfort during your entire visit.

Just imagine, No More Fear !!!!!

Call now on 0117 9731910 to change the way you feel about your smile, your dental health and dental treatment for ever. For further peace of mind read our five year promise and 10 point guarantee below.

5 Year Promise



Dr Neil Gerrard *BDS, RDT*

As one of only twelve accredited members and examiner for the British Academy of Cosmetic Dentistry in the UK (www.BACD.com), Dr. Gerrard is committed to offering the most relaxing treatment for even the most fearful of patients. Not only can you achieve the perfect smile, but you can now experience fear free dentistry guaranteed.

We are so confident about our quality of service and care that we are prepared to offer our five year promise to replace any failing veneer, crown or bridge within five years of treatment for any reason provide the following conditions are met.

This promise is made on the understanding that all patients have completed all treatment recommendations and maintenance programs. That all restorations have not been damaged by additional dental treatment. We ask that all patients attend a minimum of four hygiene sessions per year following completion of treatment.

Compare our 10 point guarantee with those of other dental practices

We promise to provide



- 1 100% Money back satisfaction guarantee
- 2 Offer ethical impartial advice
- 3 5 year promise to replace any failing cosmetic crowns, bridges and porcelain veneers within this time.*
- 4 Explain all treatment options available to you
- 5 Not persuade or pressure you into treatment
- 6 Help you make an informed decision about your treatment of choice
- 7 Offer the most modern treatments for comfort and outstanding results
- 8 Provide the best in quality and care
- 9 Treat you as we would expect to be treated
- 10 And if we can't help, we will help you find a specialist who can

** All we ask is you maintain regular dental health examinations and hygiene sessions (normally 4 sessions per year).*

FREE introductory visit

Call now on **0117 9731910** to book your free introductory visit to discuss your smile, or visit our website www.CliftonSmiles.com for further information.

Fear free dentistry guaranteed!



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