

Word of Mouth

Are you still thinking in the dark ages?



Summer 2014

Medicine has become more adept at keeping us alive for longer so it is really important that we keep our teeth too – there is nothing as strong and perfectly suited to helping us talk, eat, chew, smile, and look like us, than our own, natural teeth.

We explain that we are a preventive practice but do you really understand what that means and how dentistry has evolved in your lifetime? Historically the dentist was the person you visited either when you were in pain or for check ups to see if there were any problems that might cause pain in the near future. It was a reactive approach.

Think about how your whole experience of visiting the dentist has changed over the last few decades. You now come for a thorough dental health examination when your dentist will examine everything from your salivary glands and lymph nodes to your gums, tongue and teeth. Your dentist is not just looking at your current situation but thinking ahead so that any potential issues, including oral cancer, gum disease and decay are thwarted.

Save money on your wrinkle treatment

Just recommend our facial rejuvenation treatment to your family and friends! Please give them a referral card with your name on and ask them to hand it to Anthony at their first appointment.

You will receive a 10% discount for each person we see who you have recommended. Refer 5 and save 50% - refer 10 & your next session is free!

The dental hygienist is a fundamental member of the clinical team today. It is the hygienist who will thoroughly clean your teeth and gums, provide oral health instruction and any necessary dietary advice. This is in no way akin to the dentist's scale and polish – the hygienist is the most important member of the dental team for preventing disease and we advocate regular visits – especially if you are someone whose daily regime does not include the requisite daily brushing twice for two minutes and flossing.

A recent survey investigating the public's oral health habits has found that more than one in three, (39%) admit they give little

thought to their oral health and it plays hardly any relevance in their diet, whilst one in six, (17%) said they ate or drank what they liked giving no thought to the effect on their mouth or teeth. Results also found that more than one in four people, (28%) are aware of the foods that are bad for their teeth but ignore it. Do you fit into one of the categories?

We understand that you want to keep your teeth for life. We are also realistic enough to know that you will not always make dietary decisions that your teeth would approve. And that's why we encourage you to attend regularly and visit the hygienist at least annually but ideally twice per year.

Open day for Six Month Smiles

Have you always wanted straighter, whiter teeth? Have you considered braces but are concerned at how long treatment may take? Then visit our Six Month Smiles open day on Friday, October 17th - and you are welcome to bring your friends!

During our open day, which will run from 12pm to 5pm, you will be able to speak to one of our patients who has had Six Month Smiles braces and was delighted with the results achieved in just a matter of months. This will give you the opportunity to ask them questions about their treatment and see the transformational outcome for yourself.

All visitors will receive a goody bag and a 10% discount for treatment taken up on the day. And you will also be able to make the most of a free 10-minute consultation to see if you would be a candidate for Six Month Smiles adult cosmetic braces.

Space is limited, so please call us on 01202 397 074 to express your interest.



Spotlight on - *the acid attack*

The disease of our modern era is acid erosion of our teeth. The Adult Dental Health Survey of 2009 indicates that tooth wear is on the rise with over three quarters of adults and 50% of children showing signs of abrasion, attrition and/or erosion. Whilst tooth wear is a natural part of ageing, its presence in young to middle aged people indicates the importance of awareness.

We are bombarded with health messages and it is difficult to know what to do for the best but when it comes to protecting your teeth from acid erosion, be mindful of the following food criminals and heed our top tips for keeping acid at bay:

Apples
Alcohol
Cherries
Cottage cheese
Coffee
Fizzy drinks (including diet)
Grapes
Honey
Jam
Ketchup
Lemons

Limes
Oranges
Quinoa
Soy sauce
Sports-energy drinks
Vinegar
Yogurt

Top tips

Consume acidic foods and drinks ideally at meal times and no more than four times a day

- Drink still water between meals
- Limit fruit juice to once per day and avoid fizzy, sparkling and alcoholic drinks
- Rinse your mouth with water for 30 seconds after consuming acidic food or drink
- Chew sugar free xylitol gum after consuming acidic foods or drink
- Wait at least an hour before brushing your teeth after consuming acidic food or drink.



We provide many solutions to the issues stemming from acid erosion including sensitivity sharp and chipped teeth, tooth discolouration and loss of shine.

If you would like to know more or you are especially concerned, please speak with either your dentist or hygienist here at the practice.

Say cheese!



Beechwood Dental cares about your smile and the importance of good oral health. We believe that the best solution to tooth decay and gum disease is prevention through education rather than cure during treatment.

Our practice was happy to support National Smile Month from May 19th to June 19th, whose three key messages are:

- Brush your teeth for 2 minutes twice a day with fluoride toothpaste.
- Cut down on how often you have sugary foods and drinks.
- Visit your dentist and hygienist regularly, as often as they recommend

Be proactive and be proud of your smile. If you have any concerns, call our helpful team or ask us at your next appointment.

Do you find visits to the dentist scary?

People afraid of the dentist are being reminded that dentistry has significantly changed after an alarming number of Brits say a visit is scarier than 10 of the UK's most common phobias.

Oral health charity the British Dental Health Foundation asked more than 2,000 people if they were more afraid of the dentist than the UK's 10 most commonly reported phobias, according to Anxiety UK.

One in three (33 per cent) said a routine examination was scarier than interacting with other people, open spaces (31 per cent),

blushing, driving, animals and confined spaces. Spiders and flying (25 per cent), and vomiting and illness (24 per cent) completed the list.

When asked what influences fear of the dentist the most, one in three (31 per cent) said needles and injections while one in four (25 per cent) said pain was the main influence.

The good news is that we understand our patients' fears, and with a combination of gentleness, improvements in technology and a preventive approach, we will put you at ease.

We value your feedback

We are always looking for ways to improve, so please let us know what you think of our service. There are various ways of passing on your feedback. You can fill in a special form available from reception, email us with your views and suggestions, or write to us by post. We look forward to hearing from you.

Beechwood Dental Practice

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Opening hours

Monday: 8.30 - 4.30
Tuesday: 9.00 - 5.00
Wednesday: 9.00 - 5.00
Thursday: 9.00 - 7.00
Friday: 9.00 - 12.30

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