

Word of Mouth

How well do you look after your toothbrush?

Spring 2015

IF YOUR toothbrush has seen better days and you haven't a clue how long it's been since you had a new one, please read on!

As dentists, we spend the lion's share of our time focusing on spreading the oral health message and ensuring that our patients know how important it is to brush twice a day with a fluoride toothpaste.

But what happens when the toothbrush being used is no longer fit for purpose? It is vital to change your toothbrush every three to four months or as soon as the bristles have become splayed out or stained. This is because toothbrushes become contaminated with germs - even bacteria from your toilet can reach your toothbrush.

Never share

Plenty of people in the UK admit to sharing a toothbrush but this should be avoided at all costs. Sharing toothbrushes can spread infections and increases the risk of contracting oral and general health problems. More on this overleaf...

Congratulations Claire

Well done to Claire on passing her Dental Nurse Examination in April



Storage

- Store brushes upright to help drain the water & help them dry quicker
- Avoid closed or covered containers because moist environments are a breeding ground for bacteria
- Keep away from sinks or toilets to reduce the risk of airborne bacteria landing
- Store your brush away from others

Cleaning tips

- Wash with running water after every use & allow to air dry
- Hold brush under hot running water once every few weeks, rubbing the bristles



- Soaking brushes in antibacterial mouth rinse can help decrease bacteria levels

If you have any questions, please ask and we will do everything we can to help. For more interesting facts, visit www.nationalsmilemonth.org/facts-figures

Be part of our toothbrush amnesty

In support of National Smile Month from May 18 to June 18 we are holding a toothbrush amnesty.

Our registered patients - and anyone booking a new patient consultation - are invited to bring in their old manual toothbrush during National Smile Month and we will replace it FREE of charge.

We are also running a competition for our patients to win a FREE 15-

minute Everyday Smiles clean from our new dedicated Polish & Go service (more details on p15). toothbrush and we will pick the worst offender from the motley collection!



Spotlight on - *sharing a toothbrush*

A SHOCKING number of Brits have admitted to sharing a toothbrush. Almost one in ten (9.7 per cent) said they had shared a toothbrush, and even more said they would consider doing it if they needed to (11 per cent).

The research, conducted as part of National Smile Month, also discovered other oral health practices leave a lot to be desired. One in five people said they had used their finger to brush their teeth, one in ten said they had used something other than toothpaste to clean their teeth with and almost two in five said they had rinsed their mouth out with water instead of brushing their teeth.

Perhaps more surprisingly, one in seven still use household items such as business cards, credit cards and earrings to clean in-between their teeth.

Dr Nigel Carter OBE, chief executive of the British Dental Health Foundation, explained why people should avoid cutting corners with their oral hygiene routine, particularly when it comes to sharing a toothbrush.



"Just because you kiss a partner or occasionally share a fork or spoon during mealtimes does not justify using their toothbrush too.

"This is because brushing sometimes causes the gums to bleed, which exposes everyone you share your toothbrush with to blood stream diseases. Therefore, by sharing a toothbrush, couples are actually

sharing blood, which is a lot more risky than just sharing saliva.

"There are many hundreds of different bacteria and viruses in our mouths and people sharing a toothbrush could be passing these on to others. While this might be something relatively harmless, such as a common cold or cold sore, if the person you are sharing with is infected with hepatitis B or HIV these could also be passed on via the toothbrush with life threatening consequences."

Instead of sharing a toothbrush, Dr Carter offered some advice on how to maintain your toothbrush to get the very best out of it.

"Perhaps it is considered an unnecessary expense but changing your toothbrush, or the head of an electric toothbrush, is actually very cheap. To spend £8 a year for four toothbrushes is nothing compared to losing a day off work and spending large amounts of money on preventable dental work, unnecessary prescriptions or over the counter medicines due to poor oral health."



New hygiene service

Visit us anytime you want a healthy, fresher mouth - without seeing your dentist first.

Choose from one of the options below and call us on 01202 397 074 to book.

Everyday Smiles

£35

A 15-minute clean & polish for a fresher, cleaner look and feel

Healthy Smiles

£59

A 30-minute hygiene examination & thorough sparkle polish for a healthier smile

Whiter Smiles

£69

Enjoy a naturally brighter, healthier & less sensitive smile in 30 minutes

Stain-free Smiles

£89

Ideal for smokers. Refresh your smile with our 45-minute deep cleaning polish

Join our challenge to encourage visits

We only have one set of adult teeth and we would be lost without them! Regular visits help keep our teeth healthy for life. Please join us by encouraging your family, friends and colleagues to visit their dentist at least once in 2015.

Takeaways 'more important' than dentist

MILLIONS of Brits are prioritising their social life ahead of their oral health, potentially endangering their health in the process.

A new survey reveals almost one in five (18 per cent) would cancel their dental appointment to go to the pub, order a takeaway, buy clothes, go to the cinema or go bowling.

More than 2,000 people were questioned as part of National Smile Month, which runs from 19 May to 19 June.

Dr Nigel Carter OBE urges people to discover

why placing social life ahead of regular visits to the dentist isn't a smart move.

"A shopping trip might be more fun, but the financial savings of prevention – to your mouth and to your wallet – are much higher than if you put off oral health treatment until it's too late. Visits to the dentist can identify problems in the early stages, before they develop into something more severe. If you forego dental examinations due to cost, there's every chance when something goes wrong you'll have to pay a much larger amount upfront," he said.

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Opening hours

Monday:	8.30 am - 4.30 pm
Tuesday:	9.00 am - 5.00 pm
Wednesday:	9.00 am - 5.00 pm
Thursday:	9.00 am - 7.00 pm
Friday:	8.30 am - 12.30 pm
Botox Clinic	
Friday	12.30 pm - 4.30 pm

www.beechwooddental.co.uk

Articles within this newsletter are for information only. It is not our intention to endorse or recommend any specific treatment. You should seek advice and guidance from your dentist when considering any dental treatment or procedure.