

Word of Mouth

Help prevent mouth cancer

Autumn 2015

In the UK, more than 6,700 people were diagnosed with mouth cancer last year. The disease has grown by a third in the last decade – and remains one of very few cancers that are predicted to increase further in the coming years.

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.

Take action

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.

Mouth cancer kills more than 2,000 people each year in the UK, which is more than testicular and cervical cancer combined. Mouth cancer also takes more lives a year than road traffic accidents. By knowing more about the risk factors, living healthier lifestyles and by learning what to look out for we can help reduce our risk and lower the number of lives that mouth cancer affects. Early diagnosis saves lives, improving survival chances from half of cases to more than 90%.

Know the risk factors

- Smoking - One in five people in the UK

Xmas gift idea!

Are you looking for the perfect Christmas gift? Our whitening offer could be the perfect solution. Only £195 (usually £295) in November and December. Vouchers can be purchased and must be redeemed before 31.01.16



smoke and the habit is still considered the leading cause of mouth cancer.

- Alcohol - Drinking to excess can increase mouth cancer risks by four times. As alcohol aids the absorption of tobacco into the mouth, those who smoke and drink to excess are up to 30 times more likely to develop the disease.
- HPV virus - The human papillomavirus, transmitted via oral sex, is increasingly being linked to mouth cancer. Younger people are particularly at risk.
- Poor diet - Around half of cases are thought to be linked to an unhealthy diet.
- Chewing or smokeless tobacco - This type of tobacco is much more dangerous than smoking.

Three-quarters of cases are linked to tobacco and alcohol so it is important that if you do one or both regularly you attend the practice as often as advised so we can check your oral health.

Fastbraces now at Beechwood Dental

We are delighted to offer Fastbraces® that provide adult tooth straightening in half the time and at half the price of traditional braces!

Fastbraces® is a relatively new and exciting fixed brace treatment, which straightens teeth in a short time period of 3 months to about a year. Your teeth are moved differently and safely, creating the beautiful smile that you have always dreamed of.

FAST – treatment time that is measured in months instead of years!
EASY – retainers for only 15-20 minutes a day.
SAFE – Tested by leading universities in the US, Europe, and South America.
QUALITY – The original, certified by the Inventor and made in the US.



SIMPLE – Almost always non-extraction treatment.
CLEAN – possibly less decay around brackets due to short treatment duration.
CLEAR – aesthetic ceramic brackets available with a tooth coloured wire.

To book your FREE consultation ring 01202397074

Are you MOUTH AWARE?

What you need to know about mouth cancer

6

THE SELF EXAMINATION...

As part of every check-up dentists are required to carry out a visual examination on their patients for the early signs of mouth cancer. However, it is important that you too know how to check for signs of the disease.

Follow these 6 simple steps and do not be the one to miss a case.

HEAD & NECK

Look at your face and neck. Do both sides look the same? Look for any lumps, bumps or swellings that are only on one side of the face.

NECK

Feel and press along the sides and front of your neck. Can you feel any tenderness or lumps?

LIPS

Pull down your lower lip and look inside for any sores or change in colour. Next, use your thumb and forefinger to feel the lip for lumps, bumps or changes in texture. Repeat this on the upper lip.

CHEEK

Looking in a mirror, use your finger to pull out your cheek so that you can see inside. Look for red, white or dark patches. Put your index finger inside of your cheeks and your thumb on the outside. Gently squeeze and roll the cheek to check for any lumps, tenderness or ulcers.

THE MOUTH

Run your finger on the roof of your mouth to feel for any lumps.

Repeat this on the floor of your mouth.

TONGUE

Stick out your tongue and look at the surface for any changes in colour or texture. Look at one side first, then the other side for any swellings, changes in colour or ulcers. Examine the underside of the tongue.



THE RISKS

Mouth cancer may affect anybody but many cases are linked to lifestyle choices and certain **risk factors** increase your chances of developing the disease.

SMOKING

The leading cause of mouth cancer, tobacco transforms saliva into a deadly cocktail that damages cells in the mouth and can turn them cancerous.

ALCOHOL

Excessive use is linked to more than a third of mouth cancer cases in men and a fifth in women. Heavy drinkers and smokers are up to 35 times more at risk.

HPV

A sexually transmitted virus which experts suggest could rival tobacco and alcohol as a leading risk factor within 10 years. Those with multiple sexual partners are more at risk.

DIET

New research has suggested that there is a noticeable risk reduction for mouth cancer with each additional daily serving of fruit or vegetables. A healthy, balanced diet is vital.

SMOKELESS TOBACCO

Although some people believe this type of tobacco is safer than smoking, the reality is that it is much more dangerous. The types of smokeless tobacco products most used in the UK often contain a mix of ingredients including slaked lime, betel (or areca) nut and spices, flavourings and sweeteners.

THE STATISTICS

6,767

The number of Brits **DIAGNOSED WITH MOUTH CANCER** annually, according to latest figures.



...that's **18** people every day!

It means that somebody is told they have mouth cancer every...

90 MINUTES

... the same amount of time that it takes to play a game of football.



Mouth cancer takes more lives every year than

ROAD TRAFFIC ACCIDENTS on Britain's roads.

50% vs 90%

Survival rates based on **LATE** and **EARLY** diagnosis.

ONE IN SEVEN

of us know somebody with mouth cancer.

1/3

The rate at which mouth cancer cases have **INCREASED** in the last decade.

ONE QUARTER

Do not think **SMOKING IS RELATED** to mouth cancer.

3/4

Support a HPV **VACCINATION** for boys aged 12 & 13.

10%

Admit they have never heard of **MOUTH CANCER**

DID YOU KNOW that mouth cancer takes more lives in the UK than testicular and cervical cancer combined!

Mouth cancer by

AGE



| 0-29 |

● 30-39 |

● 40-49 |

● 50-59 |

● 60-69 |

● 70+ |



Mouth cancer is diagnosed in more than twice as many **MEN**

70%



30%

But it is being found in more **WOMEN** than ever before.



FACT

Mouth cancer can appear in different forms and can affect all parts of the **mouth, tongue, lips and throat.**

CHECK

Check for changes in your mouth, any **red or white patches, ulcers or unusual lumps or swellings.**

ACT

If in **doubt, get checked out** by your dentist or doctor. Early detection and diagnosis is vital!



TWEET US

Get online and help raise awareness amongst your friends and followers. Social media is a great way to spread the message and encourage others to show their **support for mouth cancer.**

@MOUTHCANCERORG
#MOUTHCANCERACTION

IF IN DOUBT GET CHECKED OUT

MOUTH CANCER CAN AFFECT ANYONE



Visit the Tooth Fairy!



Book your child in to meet our visiting Christmas Tooth Fairy on Tuesday 22nd December from 2pm onwards.

At Beechwood Dental we care about children's teeth and think it's important they understand that their teeth are for life. We want to help them maintain their teeth by keeping up good habits from day one.

To do this we are organising an educational afternoon where:

- Children and parents can book to meet the Christmas Tooth Fairy.
- Have a routine examination with Anthony
- Find out more about tooth brushing from Elkie our hygienist.
- Find out more about the dangers of sugary foods and the reasons why we should take extra care of our teeth and gums

All children will receive a new toothbrush and a children's activity booklet about good oral hygiene

Booking is required on 01202 397074.

Beechwood Dental

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Tel: 01202 397 074

Opening hours

Mon: 8.30 am - 4.30 pm
Tue: 9.00 am - 5.00 pm
Wed: 9.00 am - 5.00 pm
Thu: 9.00 am - 7.00 pm
Fri: 8.30 am - 12.30 pm
Botox Clinic
Fri 12.30 pm - 4.30 pm

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