

Word of Mouth

SMILE

Is yours picture perfect?

Summer 2016

In the UK around 17 million selfies are posted every week on social media.

However, according to a new nationwide poll from the Oral Health Foundation and Oral-B less than a third (29 per cent) of us said we are likely to pose for a photograph with an open mouth smile.

It seems that discoloured teeth are the biggest reason we are not flashing our pearly whites (33 per cent).

Perhaps even more surprising is the fact that 28 per cent of 15 year olds are too embarrassed to smile or laugh because of their teeth.

But despite these shocking stats us Brits still do not brush our teeth twice a day, with over half (55 per cent) of UK adults admitting that we can only brush once a day!

The Oral Health Foundation has released



Would you like a whiter smile this summer?

Visit 'Polish and Go' our dedicated hygiene service between June and September and receive a 10% discount on our take-home whitening kit. **Usually £295 now £265.50**

the research as part of National Smile Month, which ran from 16 May to 16 June. The campaign is the UK's largest and longest running initiative to promote good oral health and celebrates its 40th birthday this year.

The charity and our dental team are seriously concerned that poor oral health is stopping millions of people from smiling and we are hoping that highlighting the relationship between confidence, self-esteem and good oral health will help bring smiles back to our selfies.

Please remember that brushing our teeth for two minutes twice a day with a fluoride toothpaste, cutting down on how often we eat sugary foods and drinks, and visiting us regularly for dental and hygiene examinations will help address major oral health problems.

And if discoloured teeth are the reason you are hiding your teeth in photos, then speak to us. There are lots of ways we can help from carrying out a thorough hygiene clean or air polishing, to composite bonding or tooth whitening.

New dental nurses welcomed



Everyone at Beechwood Dental would like to give a warm welcome to our two new dental nurses, Haze and Rebecca.

Haze moved to Beechwood from a local Bournemouth practice and

Rebecca has relocated to Bournemouth from Wales. Both nurses have a wealth of experience working both in NHS and private practice and are looking forward to meeting everyone.

Spotlight on - *the power of smiles*



Children smile up to 400 times a day - and their smiles are powerful!

A study called the Smile Back Project by the University of Cambridge and The Wrigley Company revealed that adults smile 13 per cent more frequently when with children than when in the presence of adults or being alone.

The Smile Back effect was particularly strong among adults who do not tend to smile much in photographs – showing even this group are powerless against the

effects of a child's smile.

It also shows how the condition of our teeth can make a big difference to how often we smile.

The study found a significant correlation between healthy teeth and higher intensity of smiling; study participants who reported better oral health also reported higher levels of self-esteem and life satisfaction.

“A smile is one of the most powerful

things in the world. It is universally understood and contagious - a smile from one person generates the smile of another,” revealed the findings.

Regular dental and hygiene visits will help ensure yours stays healthy for life, so don't put off your next appointment, call us today to book.

For more information about the study and its fascinating findings visit www.smilebackproject.com

Hidden sugars pose a serious threat

The dangers hidden sugars in fruit juices and smoothies pose to our oral health have been highlighted in Public Health England's new Eatwell Guide.

Recommendations in the guide have been altered to advise limiting the consumption of drinks such as fruit juices and smoothies to 150mls per day.

But Michaela O'Neill, the president of the British Society on Dental Hygiene and Therapy (BSDHT), feels the government could have gone one step further.

Michaela O'Neill said: “PHE have recognised the dangers these hidden sugars pose to our oral health and we hope their advice is heeded by the public.

“We have recently seen the government introduce a sugar tax on soft drinks but there is a failure of this to cover pure fruit juices, some of which have higher levels of sugar than soft drinks.”

Sugar causes our teeth to decay because it reacts with bacteria on our teeth, forming acid that attaches to the tooth's surface.

Tooth decay almost always leads to dentist intervention and the tooth needing to be filled or even taken out.

The Eatwell Guide includes a new hydration section which promotes water, milk, sugar free drinks, tea and coffee as safe and effective ways to stay hydrated while reducing the risk to health.

Practice news



Sue completes 104km ride for cancer charity

Thank you to everyone who supported Sue, our practice manageress.

Sue completed the 104km 'Ride the night' cycle ride for Women V Cancer in her all-time best time and raised £550 for the charity.

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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

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