

## Looking forward to a healthy 2012

It's that time of the year when we put the excesses of Christmas behind us and turn the focus to our health. We vow to do more exercise, eat more fruit and veg and limit unhealthy food and drink. While we may not succeed at all of those, let's promise to brush our teeth twice a day for two minutes. We can all manage that!

Winter 2012



# Look after them or risk losing them!

Dental education has never been better. School children have benefitted from a decent degree of dental education over the past few decades; forward-thinking dental practices provide advice that encourages patients to improve their brushing, flossing and oral care techniques between visits and the web delivers an almost infinite abundance of dental health tips for anyone who cares to search. Yet despite all that information and help, statistics indicate that 53% of adults do not visit

their dentist on a regular basis.

If you were advised that unless you had your fingers tested at least once a year they could fall off, would you make certain you attended that check up? Would you accept that the quality of your existing lifestyle would be jeopardised without fingers and therefore find about half an hour, once a year, to ensure they remained healthy and fit for purpose?

For reasons known only to themselves many members of the general public fail to

take care of their teeth and gums despite the fact that more and more research indicates the relationship between periodontal (gum) disease and heart disease, stroke, respiratory disease, low birth weight babies and diabetes.

And even putting aside those links, who wants to be without their own teeth! Almost one in four people aged 65 and over have lost all of their teeth. Imagine spending your old age with no teeth at all. We are living longer and healthier lives and we are more likely to keep our own teeth for life than we were a decade ago, but only if we take caring for them seriously.

We are in the business of health and our priority first and foremost, is to ensure your gums and teeth remain healthy. We implore you to visit us when we contact you to do so. If you know you are overdue for a dental visit, please call us to make an appointment. Life would just not be the same without your teeth.

## We've won two national awards!

We are delighted to announce that we have won two national awards that honour dentistry.

We received the accolade for Best Patient Care at the Private Dentistry Awards 2011 in London and won the title of Best Team at The Dentistry Awards in Leicester recently.

The national awards ceremonies reward exceptional individuals, teams and practices with an active interest in staying at the top of the profession and judges included some of the most-respected dentists within the UK.

About Titchfield Dental Health, one of the judges said: "Incredible amounts of time are devoted to individual patients, both in clinical situations, oral hygiene instruction and administration. Titchfield Dental Health has matured over its 18 years in existence. This triumph should mark a very happy coming of age!"

Principal dentist Clare Chavasse said: "Winning the Best Patient Care



crown is the crème de la crème for any dental practice. Providing excellent patient care has always been the priority in my practice. We always think about what the patient would want, treat each patient as an individual and as we would like to be treated ourselves. I am incredibly proud of my team and I am thrilled to have won these awards."

## Half price wrinkle reduction!

Visit us for a free initial consultation and if you are suitable, Azzulure fine line reduction is half price.

Usual price: £140 for one area, £220 for two and £280 for three areas.

Call us now to book.

Offer ends 29.02.12

# Spotlight on - *your oral health!*

It's amazing how much we as dental professionals take for granted. We had recent cause to review our effectiveness at providing oral health education to our patients when we asked several patients to bring their toothbrushes along to their hygiene appointment. Well, what an assortment of shaggy dogs!

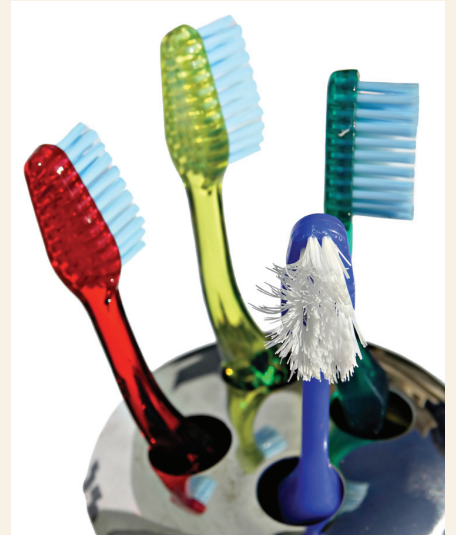
When we asked those patients how frequently they should be changing their toothbrushes, their responses indicated that more could be done on the education front. After all, most of us learnt our dental care routines from our parents who may not have provided the best example – who taught them?

So how much do you know about caring for your mouth, teeth and gums? Are you teaching your children the most effective way to care for their own teeth and gums?

We have put together a short quiz that we hope achieves several goals: it helps to improve your oral care routine at home, and it assists you to teach your children the best dental care techniques so they grow up to enjoy healthy teeth for life.

## ? Dental Quiz ?

1. How frequently should you change your toothbrush?
2. How frequently should you brush your teeth?
3. If you find flossing challenging, what is the alternative?
4. What angle should your toothbrush be tilted against your gum line for effective brushing?
5. Should you brush your tongue?
6. How much toothpaste should you use?
7. Do denture wearers need an oral health regime?
8. Is it the amount of sugar in the diet or the frequency of its intake that causes tooth decay in children?



Quiz answers  
1. every 3 months  
2. at least twice a day for two minutes each time  
3. interdental cleaning  
4. 45 degrees  
5. Yes you should because it is the main contributor to bad breath  
6. a pea-sized amount  
7. Yes, gum disease still presents a problem  
8. Frequency – the more often they have sugary drinks, the more likely they are to have tooth decay

## Practice News

### Great New Year offers

We have some fantastic New Year offers for our patients...

We are offering a free denture examination to ensure that patients' dentures are still fitted correctly and to examine the health of the mouth and gums. Remember it is just as important to visit us regularly - even if you have none of your own teeth left.

Do you suffer from unexplained headaches? Have you been to the doctor to no avail? Come along to see Clare Chavasse who will carry out a free jaw assessment and see if there is another reason for your headaches.

For those who fancy a brighter, whiter smile, tooth whitening is half price - now just £235.

Would you like to transform your smile in a matter of months? We are offering a free consultation for Six Month Smiles adult orthodontics that can do just that. Please call us to book - but hurry as these great offers end on 29.02.12.

## Enjoy a stunning, healthy smile

Statistics indicate that a person's smile is one of their most important features and a smile is key to personal and career success.

We all recognise that the smile is often the first thing people notice about us, which is why so many people are opting for some form of smile enhancement. But while the teeth are the stars of the show in terms of our smile, there can be no long-term stardom without a healthy cast of gums.

Our priority is to help you achieve a healthy mouth that enables you to do all the things we all take for granted: to eat, chew, laugh, sing, speak and smile with unselfconscious confidence. Once we have fulfilled that goal, we can discuss how we might improve the appearance of your smile.

If you are curious to know just what is possible, complete our smile analysis checklist without obligation next time you visit.

## 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.

### Titchfield Dental Health

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#### Opening hours

Monday: 8.30am - 7pm  
Tuesday: 9am - 7pm  
Wednesday: 8.30am - 5.30pm  
Thursday: 9am - 5pm  
Friday: 8.30am - 5.30pm

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