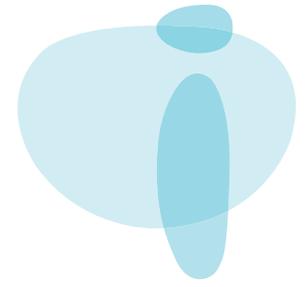


# new smile



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## Practice News



Jeremy Isaac BDS(Lond) LDS RCS(Eng)

Welcome to the first edition of our newsletter which we hope that you will find informative.

Nothing in the practice stands still and as you may have noticed we have made many changes over the last year. We have redesigned the practice which has included renovating the building, purchasing new equipment and rebranding the practice and our website.

In March of this year we achieved the BDA Good Practice Scheme award. To enable us to achieve this we had to submit evidence to a panel of independent assessors. This means that each and every member of our team is committed to providing excellent quality dentistry. Having achieved the Good Practice Scheme we will not be resting on our laurels, we will be reassessed every year to ensure that we maintain the high standards required in order to provide you with the best quality care.

We have also developed our dedicated care team. Each of our patients are appointed their own concierge nurse at the beginning of a course of treatment and given a direct line to enable us to deal with any queries efficiently and confidently. Your nurse will be with you from the start to the end of your course of treatment.

We look forward to seeing you soon.  
Jeremy Isaac & Associates



A natural, spontaneous, confident smile can make all the difference to your unique look, personality and how the world sees you.

When you visit for your routine check-ups, we will be looking at keeping your mouth healthy.

We would also like to invite you to tell us if there are any changes you might like to make to the appearance of your smile, as well as any other concerns you may have. For example, you might like your teeth to be whiter, or you may be concerned that your breath could be fresher. Perhaps you have a chipped tooth you would like repaired, or a gap you are self-conscious about.

95% of adults will always remember an attractive smile

American Academy of Cosmetic Dentistry

There are many aesthetic adjustments we can make to enhance your smile. Using the latest techniques we can make subtle or more dramatic changes: from something as simple as tooth whitening to a full mouth of cosmetic veneers. We can replace a single unsightly crown or alter the shape of all your teeth using porcelain crowns and veneers. You might like to consider having gaps filled, or dentures replaced, with a bridge or implants.

We look forward to helping you achieve the feeling of well-being that comes when you know that your mouth is healthy, your smile is attractive, and that you are well equipped to keep it that way.

## Special Offers for Spring & Summer!

Anti wrinkle injections: from £150

Dermal fillers: from £180

Tooth Whitening (Zoom 3): £299

Sculptra volumiser: from £600

Facial peels: from £75

# The **Root** of the matter

Root canal [Endodontic] treatment is an excellent way of saving infected or damaged teeth that, years ago, would have been extracted. It can therefore be an important way of saving precious teeth.

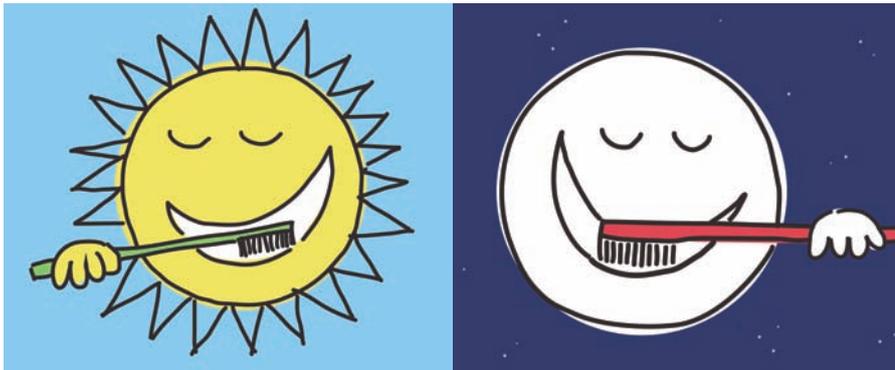
The pulp inside your tooth contains blood vessels and nerve endings that keep the tooth alive. Root canal treatment is required when the pulp has become infected through decay or injury. The infected material is removed, the inside of the tooth cleaned and then sealed to prevent reinfection. A crown can then be placed after the treatment is completed.

For your comfort, local anaesthetic is used throughout the procedure. In fact it is not unusual for patients to be so relaxed in the chair that occasionally they fall asleep! If there is any slight discomfort after treatment, a simple headache type of painkiller will usually be sufficient. Sometimes treatment can be completed in one visit, but usually two visits are required, depending on the condition of the tooth and complexity of the treatment required.

Modern procedures and the latest technology mean that root canal treatment, once viewed with apprehension, can now be a safe and comfortable way of protecting your smile for the future.



## Two minutes **Twice** a day



The British Dental Health Foundation's National Dental Survey 2006 found that around half of people are failing on simple oral healthcare.

Recent studies suggest that most people actually brush for less than 45 seconds, one in five brush less than twice-a-day and around a third are oblivious to the benefits of fluoride.

Good brushing is the most important aspect of any oral health routine, making it a perfect focus

for National Smile Month 2007, which runs from May 13 to June 12 under the theme 'Two Minutes Twice a Day'. This year's campaign will promote the three key oral health messages of:

- Brush for two minutes twice-a-day with fluoride toothpaste
- Cut down how often you have sugary foods and drinks
- Visit your dentist regularly, as often as recommended.



## When should I take my child to the dentist?

We recommend that children come to us with their parents as soon as possible. This will let them get used to the noises, smells and surroundings and prepare them for future visits. The earlier these visits begin, the more relaxed the children will be. Children can sense anxiety in their parents, so it is important not to let your child feel that visiting the dentist is anything to be worried about. Try to be supportive if your child needs to have any dental treatment. If you have any fears of your own about going to the dentist, don't discuss them in front of your child. Early regular dental visits will help ensure optimum oral health for the future.



A healthy option: 100% real cheese. Eating Cheestrings as a snack or after meals neutralises acids in the mouth and actively helps to reduce tooth decay.