

Dear Patient,

A surprising number of patients commented on our last newsletter, so we thought it was about time we sent out another! In this newsletter, amongst other things we celebrate Noel's 40th year in Stoke-on-Trent, discuss Oral Hygiene and our teeth-whitening service, and announce the opening of our own 'Dental Supermarket'.

40 YEARS IN STOKE-ON-TRENT



On the 19th September, 1972 I spent a working day at 1 Liverpool Road for the first time, never imagining that 40 years later the practice would still be going strong! As soon as I could in 1973, I updated all of the equipment and installed the latest dental chairs. I then went to London the Society of Advancement of Anaesthesia to do my very first course in dental sedation, something which today remains a passion of mine.

Looking back on my 40 years, I think of how many great people – both patients and staff – I have encountered here and how it is all of them who have made the practice what it is today. Whilst we are very happy with how things are going, you don't survive this long by standing still – this year we are continuing with surgery refurbishments, planning a new reception area and I am completing a postgraduate course in root canal treatment. We hope to continue to offer all of you a friendly, sympathetic and professional service for years to come.

Looking forward to seeing you soon,

Noel O'Donovan

ORAL HYGIENE

Every day, we are asked by patients what we think of the latest toothpaste, mouthwash or electric toothbrush. For (forty!) years, we have been telling them that it is *how* you brush your teeth that matters most and none of the above. With this in mind, we would like to encourage you to pick-up a free Oral Hygiene guide next time you are at reception, which provides useful advice on how best to look after your teeth.

Whilst it is how you brush your teeth that matters most, one new product we have found does have a significant impact on Oral Hygiene is Interproximal Brushes. These tiny brushes work by cleaning in between your teeth where brushes can't reach. They cost only £2.50 for a packet (available at reception) and can have a positive impact on your Oral Hygiene within weeks, so give them a try!

TEETH WHITENING



To celebrate our 40th anniversary, we are offering existing patients 20% off our teeth-whitening service. If your teeth are naturally dark, or heavily stained by smoking, coffee or another source, whitening really does make a difference.

The system we use is a 'tray system'. We make impressions of your teeth and use these to make individual whitening 'trays'. These trays are worn like a gum-shield, while you are asleep, for about two weeks. We show you how to use the trays and then you take them home – it is as simple as that! For most patients, results are apparent within three or four days.

Whilst we believe the tray system offers the best results and boasts a much lower record of sensitivity problems, the main positive is the price! In-surgery systems can cost up to £600, our trays cost just £175 for your upper teeth or just £275 for upper and lower teeth. So call and ask Claire or Tracy at reception for information on the 20% discount and they will help you make an appointment.

Remember, your smile is one of the first things people notice about you.

THE DENTAL SUPERMARKET

Another new development in the practice is that, from January, we will be stocking and selling products to satisfy all of your dental needs, at prices far lower than large chemists or supermarkets. These products will be displayed in the reception area and can be bought on the spot or ordered, to be ready for collection, via email – info@teeth4life.co.uk.



We have always felt that our patients should buy *all* of their dental products here – Simply because they're cheaper!

SURGERY REFURBISHMENT

Something else we would like to point out is that the surgery has had a number of upgrades and improvements over the past twelve months. We have installed a brand new surgery floor, with a special antimicrobial surface. Much of our equipment has been upgraded, including the fitting of a decontamination suite for all our sterilisation needs and to meet and exceed new regulations. We have also opened up the old upstairs reception area, which will be fully redecorated in 2013.

ROUNDUP

In our last newsletter, **Sedation** was our main topic and we would again like to encourage any nervous patients – or if you have friends you know are nervous about visiting the dentist – to contact us and ask about our sedation service.

Our **Website**, www.teeth4life.co.uk is still going strong and bringing in new patients – please check it out if you haven't already.

Finally, we've had one particular incident of note in the last few months deserving of attention: the registration of the youngest patient in the practice's history, at 11 days old!

Wishing you the very best,

Noel, Nikki, Tracy, Angela and Claire