

dove dental care news

Welcome

Welcome to our practice newsletter. Our aim is to update you on the happenings at the practice, as well as featuring key dental procedures to help improve your smile.

Gentle dentistry

Many people find going to the dentist a very frightening experience. For some people, their fear even prevents them from going for check-ups.

Fear of the dentist can be caused by many things. For example, you may have had an unpleasant experience, be embarrassed about your teeth, have a feeling of loss of control, have a fear of injections or needles, worry that the anaesthetic won't work properly or have concerns about unnecessary treatment.

Talk to your dentist about your concerns. We take a gentle approach to dentistry and we will try to understand your fears and work with you to make your visit as stress-free as possible. If you need treatment, discuss it with your dentist and ask plenty of

questions. If you understand what is going to happen, you should feel more in control. Before you start any treatment, agree on a sign with your dentist, such as raising your hand, which means you need to stop for a few moments. You may feel better if you bring a friend or relative to the practice for support and reassurance.

Dental techniques have improved dramatically over the last few years, meaning that dental treatment can often be completely painless. For example, anaesthetic gels can be applied to the gum so that you don't even feel any injections.

If your fear is very strong, there are other approaches that may help such as relaxation techniques, sedation, hypnosis, acupuncture or counselling.

Tooth whitening

Did you know that in the Annual Dental Survey 2009 it was recorded that over half the people surveyed believe that their chances of career advancement are probably affected by having good teeth, a nice smile or fresh breath? A simple way to enhance and improve your smile is teeth whitening, which is a safe and affordable option. The results are long-lasting and you will see immediate improvement. If you have already had your teeth whitened how about a quick top-up treatment? It's just the trick to keep your pearly whites white and make sure you stand out from the crowd. Take advantage of our £30.00 off tooth whitening voucher today!

Prices from: In-house £495
Home £365.

Big occasion smiles

Have you got an important date in your calendar where a perfect smile is a must? We can create that perfect smile for your big day with our range of treatments. Just ask us for more information on how we can help you gain more confidence with a smile you won't want to hide. Why not take advantage of our voucher offer?

**£30.00 off
tooth
whitening
with zoom!®**

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Cosmetic dentistry

Dentistry has come a long way since the days of just filling and extracting teeth. With facial aesthetic treatments growing in popularity, many people are now including dental aesthetics to improve their appearance such as teeth whitening, straightening, repairing and reshaping teeth. With many treatments available, why not contact the surgery for a Cosmetic Assessment Appointment?



Patient referrals

We are always delighted when we receive referrals from our patients. This means a great deal to us, as it means you are happy with your dental care and are pleased to pass on this news to your family and friends.

This is how our practice has grown and will continue to do so with your help.



Budget for dental care and save money

Many patients have taken the opportunity of joining our dental care plan and have been delighted with the benefits. We thought it was worthwhile reminding you of the savings our plan members are making and point out that you can join the plan at any time. This is especially relevant if you are considering treatment, as you will receive a discount on your fee.

What next? Please telephone the practice if you would like us to send you a registration form by post. Alternatively, you can call into the practice and we can complete a form. This will only take a few minutes and will simply require your name, address and bank account details.



Cleaning your child's teeth

Stand or sit behind your child, cradling their chin in your hand so you can reach their top and bottom teeth more easily. When the first teeth start to come through, use a children's toothbrush with a small smear of toothpaste. It is important to supervise your child's brushing until they are at least seven.

Once all the teeth have come through, use a small-headed soft toothbrush in small circular movements, and try to concentrate on one section at a time.

Don't forget to brush gently behind the teeth and onto the gums. If possible, make tooth brushing a routine – preferably in the morning and last thing before your child goes to bed.

Remember to encourage your child, as praise will often get results.



Dove Dental Platinum Plan £13.95 per month

Our monthly membership plan offers you discount on treatment and insurance in the event of an accident or emergency. As a member, you will receive the following standard benefits:

- Assessment of emergencies and dental pain with any temporary treatment required, carried out at the practice during normal surgery hours
- 10% discount on most other dental work (extractions, etc.)
- 10% discount on any additional hygiene work
- Worldwide Dental Trauma Insurance to protect against the cost of large unforeseen accidental damage
- Emergency Callout Insurance, should you need a dentist in an emergency, anywhere in the world
- Redundancy protection for your monthly plan payments for up to 12 months.

Additional benefits

Our members are also offered regular complimentary care appointments as a "thank you" for their loyalty to the practice. After six consecutive monthly payments, members can benefit from:

- A free dental appointment to provide clinical examination, checking for signs of oral cancer and routine x-rays where clinically necessary
- A hygiene appointment to include scale and polish, periodontal advice and preventative techniques to reduce decay and gum disease
- All treatment planning for your future dental needs.

There is no limit to the number of free appointments you can receive. You only need to make six consecutive monthly payments and, each time you do this, you will be entitled to the additional benefits set out above.

For those patients who wish to be treated by the Practice Principal, Mr Murphy, the monthly fee is £15.00 - Mr Murphy's special interests are:

- Cosmetic treatments
- Nervous/anxious patients
- Private patients requiring more consultation and treatment time.