

## Beat the fear!

**Here are some points to consider if you or someone you know suffers from dental anxiety:**

- You are welcome to visit the practice and meet us before treatment is carried out. This may make you feel more relaxed, comfortable and at ease.
- We won't rush. We will talk you through procedures and encourage you to ask if you have any questions. This will remove fear of the unknown.
- You may like to try relaxation techniques such as deep breathing, progressive muscle relaxation and yoga. A relaxed body promotes a clear and relaxed mind.
- A signalling system can help you feel in control. A signal such as raising your hand is used for you to let us know if you want us to stop.
- Don't be embarrassed. Dental anxiety is a common problem and we appreciate that if you haven't been to the dentist for a long time your teeth may be suffering from neglect.
- A distraction technique often proves helpful. For example, we have TV screens on the ceiling in each surgery.
- Be honest about how much treatment you think you can tolerate at first. As you feel more comfortable the amount of work accomplished can increase.

Our team are patient and understanding and will do our best to put you at ease. Please get in touch if you would like our help to conquer your fear.

## Keep hydrated the healthy way

**Water is our life blood. Up to 70% of our body weight is made up of water and we need plenty of it to remain fit and healthy. Health experts advise us to keep well hydrated by drinking six to seven glasses each day.**

Saliva, which is 99% water, has been shown to protect against tooth decay. Saliva performs many different tasks, including neutralising harmful acids, forming a protective barrier on the enamel, helping to wash away food remnants, bacteria and plaque and keeping our tongue, mouth and throat lubricated.

### **Are you drinking the right things to stay hydrated and keep your teeth healthy?**

Water is tooth friendly but other drinks can damage your teeth, especially if you drink them throughout the day. Some seemingly healthy drinks such as smoothies and fruit juices contain



high quantities of sugar and acid that can cause tooth decay and dental erosion. Sports drinks are notorious for their high quantities of sugar and acid – similar to a normal fizzy drink – and can do a lot of damage.

To help keep your teeth in top condition, try to stick to water as often as you can. Plain milk is also a good choice for energy.



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*Articles contained within this newsletter are provided for information only and should not be taken as a recommendation for any specific dental treatment or procedure. For further advice contact the dental practice.*  
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# Smiling matters

**SPECIAL OFFER PRICE £199**

## Whitening Wednesdays



Tooth whitening is incredibly popular these days. The difference with Enlighten Whitening is the results. Follow our guidelines and teeth will whiten beyond any other system.

Our special offer includes Enlighten gel and custom-made trays for you to use in the comfort of your own home at a time convenient to you. The Enlighten system is used by many celebrities. It is easy to use, causes minimum sensitivity and results are easily maintained.

Our Whitening Wednesdays special offer price of £199 is only available for a limited period. Do not delay – call today and we will be happy to give you more information or to book your initial free consultation.

Dr Dean Carr BDS LDS RCS (Eng) GDC no. 56073,  
Dr Susan Carr BDS LDS RCS (Eng) GDC no. 56115  
**Ninety 2 Dental**, 92 Epsom Road, Sutton, Surrey SM3 9ES  
t: 020 8337 1168 w: [www.ninety2dental.co.uk](http://www.ninety2dental.co.uk) e: [info@ninety2dental.co.uk](mailto:info@ninety2dental.co.uk)

# Below the line...

Even if you are a talented tooth brusher, you are unlikely to remove all the plaque, especially from those tricky areas between teeth and under the gum line.

These areas are particularly vulnerable to food and plaque stagnation and this can lead to gum disease, tooth decay and halitosis (bad breath). It is important that all surfaces of the teeth are cleaned and as well as brushing, inter-dental cleaning is an excellent addition to your daily oral hygiene routine.

You only need to adopt inter-dental cleaning once a day. It is best to try and do this when you give your teeth the last brush of the day, before bedtime. Discover a routine that suits you, the important thing is to get into the habit of doing it daily and doing it thoroughly.

There are many options available including, inter-dental brushes, floss, tape and waterjets to clean effectively between the teeth and below the gum line.

We can advise you which method is best suited to you and your teeth and coach you through the correct way of cleaning in between your teeth and under the gum line.

## Did you know?

John Lennon's rotten molar recently fetched a whopping £19,500 at auction. It was purchased by a dentist from Canada.



# When accidents happen

Here is a short guide to what action you should take in a dental emergency.



## TOOTH KNOCKED OUT

Act quickly – if you can replace the tooth into its socket soon enough (usually within an hour) the tooth may be saved.

Hold the tooth by the crown (the top bit which is usually seen), never the root. Rinse it carefully. If possible, try and place it gently back into the socket. If not, ask the injured person to hold it in their cheek (obviously don't ask a small child to do this). Or, place it in a glass of saliva or milk. Seek emergency dental treatment immediately.

## BROKEN OR CHIPPED TOOTH

Put any broken-off pieces in water – it is possible that they could be used to help repair the tooth. Call us for advice immediately. If the damage is bad you will probably need to see us straight way. If it is minor and there is no pain, a scheduled appointment will be fine.

## LOOSE TOOTH

Again, contact us immediately. Depending on how loose the tooth is, we may let it 'tighten up' on its own, or we may bond it to the teeth next to it until it heals.

## CUT LIP OR TONGUE

Apply pressure to stop or slow the bleeding. If it doesn't stop or the wound is severe, call us or go to the hospital A & E.

**We hope you find this information useful, if you have any queries then please ask – we are always happy to help.**

# Tooth whitening

*leave it to the professionals!*



**Although there are DIY whitening kits available, many dentists do not recommend them. This is because they only contain a tiny amount of the whitening product that is needed for the treatment to be truly effective. Some home kits are highly acidic and can damage the enamel and burn the gums.**

Tooth whitening is part of the practice of dentistry and dentistry should only be carried out by dental professionals who are registered with the General Dental Council (GDC). However, some people still choose to have their teeth whitened every year in High Streets and shopping centres, by staff with no formal dental training. In a recent BBC report, one lady spoke about her regrets after having her teeth whitened at a beauty salon.

She said: "My teeth lost their shine, they were almost opaque. My gums went white, and my teeth were so sensitive after the treatment that even just the fresh air hurt them."

If you are considering whitening your teeth, please make an appointment to see us. After an assessment we will be able to tell you whether whitening is suitable for your teeth and what results you can expect. For example, crowns, veneers and denture teeth won't whiten. If whitening treatment is right for you we will co-ordinate professional tooth whitening. A range of different treatments are available for this and we will explain fully what's involved.