

# Latest news on whitening

As many of you know we never start a course of tooth whitening without a thorough examination, x-rays and 'Scale and Polish'. New regulations from the EU, which came into effect on 1 November 2012, mean that every cycle of tooth whitening now has to be started by a dentist. So the High Street booths which gave poor quality care should now be a thing of the past!



Before



After

The chemicals used in tooth whitening have also been restricted to exclude higher strength solutions. This means only using solutions with a maximum concentration of 6% hydrogen peroxide or 16% carbamide peroxide.

Beauticians, hairdressers and health spas have avoided complying with these regulations by using chlorine dioxide (which strips the enamel from the teeth causing permanent thinning of the teeth) and other harmful chemicals. Now with the need for a dentist to start each cycle, this inferior practice should stop. In addition, the regulations only allow the manufacturers to sell whitening products to dentists.

Rest assured at Belle Vue we will **keep up-to-date** with the latest developments in tooth whitening and **follow best practice**, using only the **safest chemicals to protect your teeth** and health.

We offer the '**Enlighten system**' and a standard '**Home Bleaching System**' using customised trays. We also supply whitening strips and the '**ZOOM tooth whitening pen**' for touching up. We will advise on the best system for you.

Tooth whitening is one of the most cost-effective ways of improving your smile. Please ask us for more information.



New

## 'Skinceutical' cream to combat redness

We are now stocking a brand new product from Skinceuticals called '**Redness neutralizer**'. This is designed to prevent and correct redness associated with Rosacea and other inflammatory skin conditions. It contains 'neuromed complex' which dramatically reduces the inflammation that leads to redness and flushing. It also contains vitamin E (a powerful antioxidant), shea butter and glycerin. It is paraben and alcohol free.

It improves skin smoothness and radiance; it is ideal for sensitive skin. We recommend its use along with a Skinceutical anti-oxidant such as 'Serum 10' or 'Ferulic' and a sunscreen such as 'Sheer Mineral UV Defense' to get the best results.

**For more information, please call or ask next time you visit.**



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# Belle Vue

beautiful smiles, younger-looking skin

Issue 18

## Happy 25th anniversary

**This is a very special year for our practice as we celebrate our 25th birthday!** Looking back it's truly amazing the developments that have changed the way we provide dental care.

Silver amalgams have been replaced with white composite fillings; porcelain veneers and tooth whitening are now common procedures at the practice; we can provide tooth straightening with 'invisible' braces and some tooth straightening can be carried out in as little as 6 weeks!

Advancements in technology mean that records are electronic rather than paper, x-rays digital with less radiation so they are immediate and safer, and our intra-oral camera allows you to see for yourself why we are recommending a particular treatment.

In 2007 we launched our skin spa to complement our dental care to provide a complete smile makeover. Treatments such as Botox and dermal fillers have since become extremely popular at Belle Vue.

Both Mrs Gardiner and her nurse, Dawn, started at Belle Vue on Day One and we have shared many life events together. Since joining a year ago, Amanda, our new team member, has become a firm fixture and a key asset to the practice.

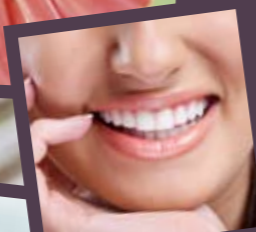
Over the years many of our patients have become friends and we often provide care for three generations of the same family who place their trust in us as their dental home. Thank you for your support over the years and we look forward to seeing you as we move into our second quarter century!



Mrs K Gardiner

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## Don't worry...

**5.5 million people in the UK are affected by dental phobia, with almost one in four saying they would rather suffer from toothache than visit the dentist.**

There are many reasons behind this fear, including fear of pain, needles, gagging and having things placed inside their mouth. Some people feel very vulnerable in the dentist's chair, or may be embarrassed by their teeth. Often fear can stem from a childhood incident.

Whatever the reason and if you are one of these people, then there are a number of ways we can help you and some steps you can take to help conquer and/or manage your fear.

- We can take things very slowly so you feel more in control
- We can play music to distract you
- We can use local anaesthetic gel so that you don't feel an injection
- You can share your concerns with us, we are very sympathetic and here to help
- You can book your appointment for a quiet time of your day so you are more relaxed
- You can do deep breathing exercises
- You may also find aromatherapy or natural remedies helpful

Remember too that modern dental techniques are far more sophisticated, and in many cases pain-free.

**If you are worried about seeing us, please talk to us so we can work with you to find the best way of helping you to have and keep a healthy, happy smile.**

## Got a dental problem? Talk to us, we can help

**Tooth grinding** – also known as bruxism, is very common. It can cause sore facial muscles, headaches and ear-aches, and sometimes neck pain. It can also cause teeth to become ground down and more sensitive. Try to reduce your stress levels, but if this doesn't work, make an appointment to see us. We can create a custom-made appliance for you to wear while you sleep to help with the problem.

**Bad breath** – in most cases is a result of bacteria in your mouth. It is important to follow a good oral healthcare routine – we can advise you on this. Bad breath or halitosis, may be a result of eating strongly flavoured foods such as garlic or in some cases, bad breath can be caused by a medical condition, such as sinusitis, diabetes, or problems with the digestive system. Whatever the cause, please don't be embarrassed to speak to us; we can help.

**Tooth sensitivity** – can range from mild irritation to a shooting pain that can last for hours, usually after hot /

cold stimulus. However, prolonged sensitivity can be caused by decay, so book a consultation so we can find the best way to relieve your discomfort and get you smiling again.

**Bleeding gums** – this is often one of the first signs of gum disease which is caused by a build-up of bacteria in your mouth known as plaque. If left untreated and without effective removal of the plaque, the gums and surrounding bone will recede from the teeth, eventually resulting in loose teeth that may fall out or have to be extracted. When you visit us, we will advise you on the best way to care for your teeth and gums including recommending regular hygiene appointments.

**Imperfections** – if you're unhappy with any aspect of your smile then talk to us about the best options for you, your lifestyle and your budget. These can include tooth-coloured fillings and restorations, tooth whitening, bonding, veneers, orthodontics and implants.



## Good habits start early



We would like your children to have good tooth brushing habits for life, no fillings and disease free mouths.

We recommend bringing your child to the practice as soon as their first tooth appears. This is so that they can get used to the sights, smells and sounds of a dental practice and because good dental habits are best learnt from an early age.

Please get in touch for more information or to register your child with our practice.

## Top tips

We recommend changing your toothbrush every 2-3 months. Toothbrushes should always be changed before the bristles splay out or at least at the first signs of splaying. Old, brushes are ineffective and can be a home for germs. If you have been ill, you should change your toothbrush immediately afterwards – they can harbour germs for up to a month.

## Fun facts

You use an average of 43 muscles for a frown and, on average, only 17 muscles for a smile.