

Summer 2009



# Inglewood House Dental Practice

[www.inglewood-house.co.uk](http://www.inglewood-house.co.uk)

## practice**news**

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.

### New emergency clinic on Sunday afternoons

After listening to some of the difficulties a couple of patients have experienced in trying to find an emergency dentist at the weekend, we are delighted to announce the trial of a new weekend emergency dental clinic. Dr Rob Dorrington and Dr Ian Dorrington will work alternate Sundays to provide an emergency clinic at the practice between 1.00 pm and 4.00 pm every week.

This service will strictly be for emergency treatment only such as severe pain, loss of crowns or veneers to front teeth only or swellings. There will be a minimum charge of £90.00 for this service. Our plan patients should be able to claim this treatment cost back from the dental insurance their plan membership incorporates, as long as the treatment is of an urgent and temporary nature.

This service will run on a trial basis for three months commencing 5th July 2009 and is open to anyone. Should you have a dental emergency at the weekend during this trial, simply turn up at the practice from 1.00 pm onwards to be treated on a private basis.

### Back by popular demand – second dental implants day on 13th June



Due to the overwhelming popularity of the first dental implants open day we are having another event on Saturday 13th June 2009 between 9.00 am and 12.00 noon. However, should this date not be suitable, please let us know as we may offer an additional date depending on demand.

This event provides information regarding the benefits of dental implants which can be used to secure loose dentures or permanently replace missing teeth. If someone you care about is suffering from ill-fitting dentures which can cause discomfort, embarrassment, health issues due to poor diet and other problems please bring them along to this informative event. They will receive a free consultation to discover whether dental implants are the answer to their problems.

Simply phone the practice on 0161 766 4506 to reserve your place or request an alternative date.



### Dates for your diary:

Saturday 13th June 2009  
Dental Implants Event

17th May - 16th June 2009  
National Smile Month

### Don't leave home without it

If you are a member of one of our dental care plans, you can rest assured that you have dental insurance should you need it here or abroad. You can see any dentist for emergency temporary treatment and reclaim the fee paid, but please be aware that there are fee limitations for each type of treatment and an excess does apply.

More information is detailed in your Practice Plan insurance leaflet, if you do not have a copy of this please call in to the practice and pick one up. It is advisable to take this leaflet and your practice membership card with you, especially when you go on holiday, as your card contains helpful phone numbers and the leaflet will keep you fully informed regarding your eligibility to make a claim.

Your dental plan also offers a range of other benefits including discounts on treatments and redundancy protection for your monthly plan payments for up to 12 months.

*'0% interest-free credit, available subject to status, written terms available on request.'*

## Get ready for summer with our hot offers

Our teeth become stained over time from everyday intake of foods and drinks such as coffee and red wine as well as the more obvious substances such as nicotine. These stains cannot be removed by regular brushing alone. Our hygienists can usually remove most of the staining during a simple ten minute procedure called 'Airflow.' This is a chemical-free treatment that leaves you stain-free, but it is not a whitening treatment. Why not book in for an Airflow next time you have your scale and polish and save £10.00!

### Hot summer offers

Save **£10.00** when you have Airflow stain removal during the same visit as your scale and polish, plan members pay £10.00, non-plan patients pay £13.00 for this treatment.

Save **£100.00** on home whitening, was £300.00 now £200.00.

Save **£100.00** on BriteSmile with free home whitening, was £600.00 now £500.00.



## A life-saver

We have recently invested in an automated external defibrillator (AED), which our team have been fully trained to use in a medical emergency. A defibrillator is a machine that can restart the heart by giving it an electric shock in some cases of cardiac arrest. An automated external defibrillator (AED) is a type of defibrillator that detects the electrical activity in the heart and gives automated instructions to the rescuer on what to do.

This equipment saves lives. Research\* shows that health professionals equipped with defibrillators can improve survival rates by up to 60% if the patient is treated immediately or soon after entering cardiac arrest. Obviously, we hope we never need to use it, but rest assured that should it be needed, help is at hand.

\*Source:  
British Heart Foundation



## A healthy balanced diet is best!

A diet that is rich in vitamins, minerals and fresh produce can help to prevent gum disease. Many processed foods contain a lot of sugar. The higher up it appears in the list of ingredients, the more sugar there is, so make sure you read the list of ingredients on the labels when you go shopping. 'No added sugar' products do not necessarily mean that they are sugar-free, but that no extra sugar has been added.

## Did you know?

Doing it twice a day may boost your sperm count...  
...brushing your teeth, that is.

The British Dental Health Foundation has advised men to reach for their toothbrush more often after Israeli research\* found that brushing your teeth twice a day could prove a boost to fertility.

A recent study of 56 men aged between 23 and 52 found that more than half the men with low sperm counts or no sperm at all displayed signs of gum disease. The Foundation is highlighting the link between gum disease and overall health during National Smile Month, which commences on 17th May 2009. Gum disease has been linked to heart disease, diabetes and strokes and now infertility.

Gum disease affects 19 in 20 people, so now is the time to get serious about your oral hygiene.

\*Source: [www.nationalsmileweek.org.uk](http://www.nationalsmileweek.org.uk), research by O Schonberger et al, 'Male Fertility: Clinical Aspects', ESHRE 2008

## Referrals

The biggest compliment you can pay us is to refer us to your friends and family. 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. Remember, smile. It's infectious...



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Discover the power of a beautiful smile