

*Dr. Rob Jukes*

# Word Of Mouth

Produced for the Clients of Dr. Rob Jukes

Winter 2010

## fromthedentist

Happy New Year from all at *Gentle Dental* and we hope you all had a peaceful festive season. 2010 has started busily for us with a lot of long term plans finally coming to fruition. We don't have too many details just yet but *Watch this Space* or better still *Watch the Building!*



In this issue we are focusing on gum disease as studies reveal a link between chronic dental infections and more serious health problems. (See the centre and back pages). So read on and see how your visit with the hygienist is about so much more than just a clean!

We will now also be stocking a larger range of toothbrushes and inter dental cleaning aids including electric brushes. Even I find it confusing and don't know what to buy when I go to the supermarket shelf. There is just too much stuff! So don't just buy the latest gimmick come and get proper advice on the best product for you and your family.

I look forward to seeing you all during this exciting year.

*Regards*

*Rob Jukes*

## A Natural, Beautiful Smile In Just Six Months!

### Embarrassed about your smile?

Many people spend their entire lives covering their mouths when they laugh, smile or talk. They feel stuck because they do not want to wear metal braces for years or they are concerned that other corrective procedures could be too invasive or too expensive. Now, there is an effective, safe and affordable cosmetic solution that fits your lifestyle.

A revolutionary combination of proven orthodontic techniques, modern materials, and innovative thought - *Six Month Smiles*® utilizes

nearly invisible clear braces and tooth coloured brackets and wires to gently straighten and align teeth in 4-9 months. (Average time of just six months.) Just think between now and your next dental health review you can achieve the smile you've always wanted. You'll leave feeling confident and ready to enjoy life with your new smile - Your 6 months smile.

Take the first step towards improving your smile; your confidence and your life... Contact the reception team today to find out more.



*Thank you for all your referrals. We appreciate them!*

The prevalence of periodontal disease among obese individuals aged 18-34 years was found to be 76% higher than for normal weight individuals in this age group.

For middle and older age groups, researchers found no significant association between body weight and periodontal disease.

Dietary trends towards less raw fruit and vegetables (sources of vitamin C) and decreased calcium consumption, along with increased intake of fast foods and beverages, may provide part of the answer.

# Obesity & Oral Health

*Researchers have found that obesity could be a potential risk factor for periodontal disease, especially among younger individuals between 18 and 34. Body mass index and waist circumference were used to indicate obesity.*

*Both obesity and periodontal disease have the potential to take away a person's confidence, smile, and good health.*

## What To Look For

You can have periodontal disease without symptoms – that's why we check for it during every dental exam. If you answer "yes" to any of these questions, you may have, or be at risk for, periodontal disease.

- ① When you brush, do your gums bleed?
- ② Do you have red or swollen gums?
- ③ Is your gumline receding?
- ④ Do you have bad breath all the time?
- ⑤ Do you smoke or chew tobacco?
- ⑥ Do you have diabetes or heart disease?
- ⑦ Do your partial dentures no longer fit properly?
- ⑧ Do you have missing teeth, or have you developed spaces between them?

## Your Smile Foundation

Let's face it. Most people are concerned about the appearance of their smile. In fact, in one survey, 80% of participants wanted to improve their smiles. We can give you a more attractive smile with procedures like porcelain veneers, gum sculpting, and dental implants.

But first things first... Appearance and oral health are inextricably linked. **Pink, healthy gums** and a strong, supporting bone structure – both key elements of optimal periodontal health – are essential before any cosmetic procedure will

have the dramatic impact you desire.

Periodontal disease occurs when the number of oral bacteria increases, and the balance tips from *harmless* bacteria to *harmful* bacteria that form a film called plaque. Without **regular brushing and flossing**, plaque accumulates and will transform into rock-hard tartar that can *only* be removed by dental professionals. Periodontal pockets develop and house an over-proliferation of bacteria which wreak havoc on your oral health.

Periodontal disease may be an autoimmune disorder in which

immune factors in the body attack a person's own cells and tissue. This may explain its link to systemic diseases including diabetes, cardiovascular disorders, cancer, and osteoporosis. Obesity, stress, poor nutrition, and smoking are all contributors to periodontal disease.

Brushing, flossing, and **regular checkups** are the building blocks behind a healthy mouth and an appealing smile. We are always happy to discuss your cosmetic dentistry options, but we want you to have a healthy foundation first.





**Andropause** was first identified in the 1940s. It has been called the *male menopause*, the *male climacteric*, and *viropause*. It is a normal stage of male development characterised by gradual hormonal, physiological, and chemical changes that can begin by age 35 or as late as age 65. These changes can occur over many decades, and may be accompanied by changes in attitudes and moods, fatigue, and a loss of energy, libido, physical agility, and strength.

This decline in hormonal levels can put men at risk for health problems like cardiovascular disease and osteoarthritis, both of which have been linked with periodontal disease. We always encourage women to pay particular attention

to their periodontal health during hormonal fluctuations that occur throughout their lives ... and it's no different for men.

Millions of men are going through **andropause**. Periodontal disease is the greatest cause of tooth loss among all adults, and its links with systemic diseases is well documented. Remember, maintaining your periodontal health is always very important.

Your family physician can help with information, diagnosis, and treatment if the symptoms of **andropause** are problematic for you. Lifestyle approaches such as optimal diet, regular exercise, and stress management, as well as a reduction in tobacco and alcohol intake, are all excellent prescriptions for good oral health.

If you have questions, be sure to ask us. We're here to help you smile through every stage of life.

## Post-Prandial Protein: The Stress Buster

A little stress can help improve performance. A little too much can impair it. Stress can also affect your overall and periodontal health by altering hormonal levels, and by lowering your resistance to gum disease and related illnesses. Stress-

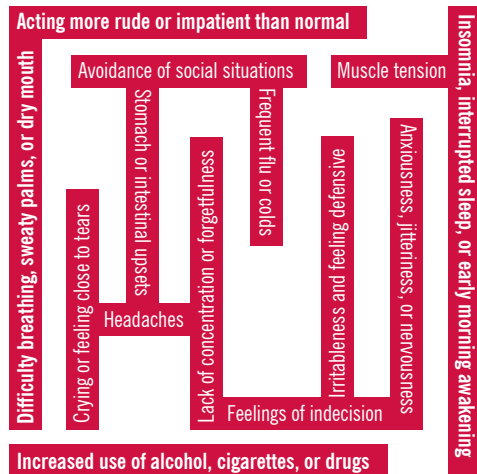
induced fatigue can interfere with your regular dental home care.

If you can stave off weariness, you can help fight stress. A high-protein lunch can produce stable blood levels and prevent afternoon tiredness - the post-prandial plague.

There is no right way to handle pressure; you need to find out what works for you. Stress can increase your risk of health problems including periodontal disease, so it is important to develop your own effective recipe for relief.

### STRESS TEST

If you've noticed any of these feelings lately, you may wish to consult with your family physician to eliminate possible underlying physical causes and to recommend a programme of lifestyle therapies.



range You Glad You Asked?

Less is more for preserving teeth & gums

No matter how careful you are with your brushing technique, research has shown that many people brush too hard, potentially causing damage to tooth enamel and gums. The force you apply to your toothbrush may feel reasonably light, but the pressure is actually much greater because you are applying it to a very small area.

Since it's practically impossible for the average person to guess how much pressure they are applying, the weight of an orange has been suggested as a comparison for the ideal pressure of 150 grams or about 5.3 oz. We know that holding an orange in one hand and brushing with the other is unrealistic, so we recommend that you ask us at your next appointment for training in the correct brushing, flossing, and pressure techniques!

# Strengthening The Mouth Body Link

If you experience chronic oral infections, don't floss regularly and have poor oral hygiene, you might be putting more than just your teeth in jeopardy. Studies demonstrate a link between neglecting your teeth and more serious health problems.

Chronic dental infections may contribute to hardening of the arteries, heart attack, stroke, diabetes, cancer, and even pre-term births. The root cause seems to be the millions of bacteria living and breeding inside your mouth. There are more than 200 types of bacteria that regularly build up between your teeth and gums. Bleeding gums can allow harmful bacteria to flow through your bloodstream to other parts of your body. The bacteria can get mixed with blood-clotting cells and these clumps can irritate the walls of your blood vessels, and may increase the formation of heart-stopping blood clots.

Dental bacteria have been found in the arteries of stroke victims. DIABETICS with gum disease are at increased risk of heart attack. Pregnant women with gum disease are seven times more likely to give birth prematurely and to have low-birth-weight babies.

Gum disease is called the silent epidemic because it begins with painless infections and often no visible signs or symptoms and affects more than 20 million adults in Britain. So what are the chances that you or someone you love has gum disease? Pretty high actually! Contact the reception team to arrange your dental health review if you have any concerns.



## Our Door Is Open

We pride ourselves on the high quality of service and care we provide. There is no better sign that we are serving you well than the number of new clients who walk through our front door - mainly referred by you.

*Referrals* and *Word of Mouth* are our number one source of new clients - no question about it. This is much valued and it is clear that your testimonial speaks volumes and means that you trust us which means the people you refer will trust us too. We want you to know that we are committed to upholding this trust by providing your referrals with the care you intended for them. When you give us a good reference, we won't let you down.

We have been delighted with the response to our announcement of a new service earlier in the year - our *Smile Plans*. This allows you and your family to spread the cost of your *Dental Health Reviews* without paying more. (We pay the service charges for you)! It also helps reduced the strain on your family budget. Remember to mention this to your friends, family and work colleague's when you recommend us. Also ask us for some of our *Pass on a Smile* vouchers. This ensures your friends and family can take advantage of our special rate for the initial consultation with Dr Jukes. This is only open to those who have been recommended to us. Please ensure they say you sent them so we can ensure they receive an extra special welcome.

### practiceinformation

#### Gentle Dental

Dr. Rob Jukes

Castle Mews  
29 Castle Street  
Salisbury SP1 1TT

#### Practice Hours

Monday	8:00 am	-	5:00 pm
Tuesday	8:00 am	-	5:00 pm
Wednesday	8:00 am	-	5:00 pm
Thursday	8:00 am	-	5:00 pm
Friday	8:00 am	-	12:00 pm

Closed Saturday and Sunday  
Healthcare Financing available

#### Contact Information

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Email [info@gentle-dental.co.uk](mailto:info@gentle-dental.co.uk)  
Web site [www.gentle-dental.co.uk](http://www.gentle-dental.co.uk)

#### Practice Staff

Niamh ..... Dental Hygienist  
Patricia ..... Treatment Coordinator  
Natasha ..... Nurse  
Sarah ..... Reception



CASH VISA

