

Dr. Rob Jukes

Word Of Mouth

Produced for the Clients of Dr. Rob Jukes

Spring 2009

fromthedentist

Well spring is here and it is a joy to see the days getting longer – and warmer. A cold and snowy winter is behind us



and a new year stretches ahead. In February, *Gentle Dental* celebrated its 5th birthday – something we are very proud of as we started from absolutely nothing.

Many of you will know that Niamh was taking x-rays under supervision in preparation for her dental radiograph qualification. Well, the good news is that she passed her examination first time round. Initially she will still need your patience while she is taking x-rays until she builds some experience.

National smile month this year is running from 17th May to 16th June. We hope to run some dental health promotion locally so keep an eye on the website for more information.

Welcome to Spring!

Dr. Rob Jukes

Communication is important to us – don't be afraid to ask questions!

The Truth About Silver Fillings

Most people have “silver” fillings and don't really like them. But do you know anything about them? What is amalgam (the silver stuff)? Amalgam is 50% mercury with a mix of other metals. Nobody knows for certain how safe this is in fillings because there is evidence for and against both sides of the argument.

Because amalgam is metal it expands and contracts with heat. It does this at a different rate from tooth and research seems to indicate that this different expansion rate can cause cracks in teeth. I see many teeth that have these cracks emanating from fillings and I do tend to see more cracked and broken teeth as emergencies than anything else.

Unfortunately, the time when most mercury is released from your fillings is when they are replaced. This is why we take extra precautions. We use “Clean up tips”, a Scandinavian innovation (and they are the kings of amalgam removal!), which cups the tooth and prevents virtually all waste going into your mouth. We use an electric motor which removes the filling more quickly. And we use a new tungsten carbide bur/drill bit each time which reduces the spatter associated with diamond drill bits. We can also give you information on a supplement which can boost your immune and lymphatic system to counteract any vapour to which you may be exposed.



If you have any concerns about the removal of amalgam then please do speak to Dr. Jukes or any of his team and they will gladly answer your questions.

Thank you for all your referrals. We appreciate them!

A Work Of Art

When Leonardo da Vinci painted portraits, he used the principle of Divine Proportion, based on a mathematical formula originally applied to create eye-pleasing balance in Greek and Egyptian architecture.

Dental practitioners use the same principle with non-surgical cosmetic makeovers to create beautiful and enduring smiles that harmonise with a person's age, lifestyle, ambition, and physical appearance. We do it by looking at your smile the way an artist does. Your smile and your face are our canvas. The proportions of the face affect the proportions of the smile – and your smile can illuminate your face. We consider the shape of teeth that will give your face the most pleasing dimensions.

Stained teeth can add age to our smiles, but a smile that is too white can look out of place on a person in the prime of life. Our teeth tend to get shorter with wear as we get older. Tooth lengthening is an effective solution. Laugh lines and wrinkles can sometimes be “erased” by using dental techniques to fill out these facial areas. And if you have a charming irregularity that's your personal signature, we can enhance your overall smile and retain your individuality. Your smile will look *totally* natural.

How do we turn artistic inspiration into reality? **Whitening** is one of the simplest and most popular procedures for revitalising a smile. Many studies show that most of us perceive a brighter smile to be more youthful and attractive. **Veneers** can be applied to widen your teeth, lengthen them, or add thickness to broaden your smile. Cosmetic procedures are well worth the investment to restore the proportions your face was meant to have. Talk to us about inspired enhancements for your smile.

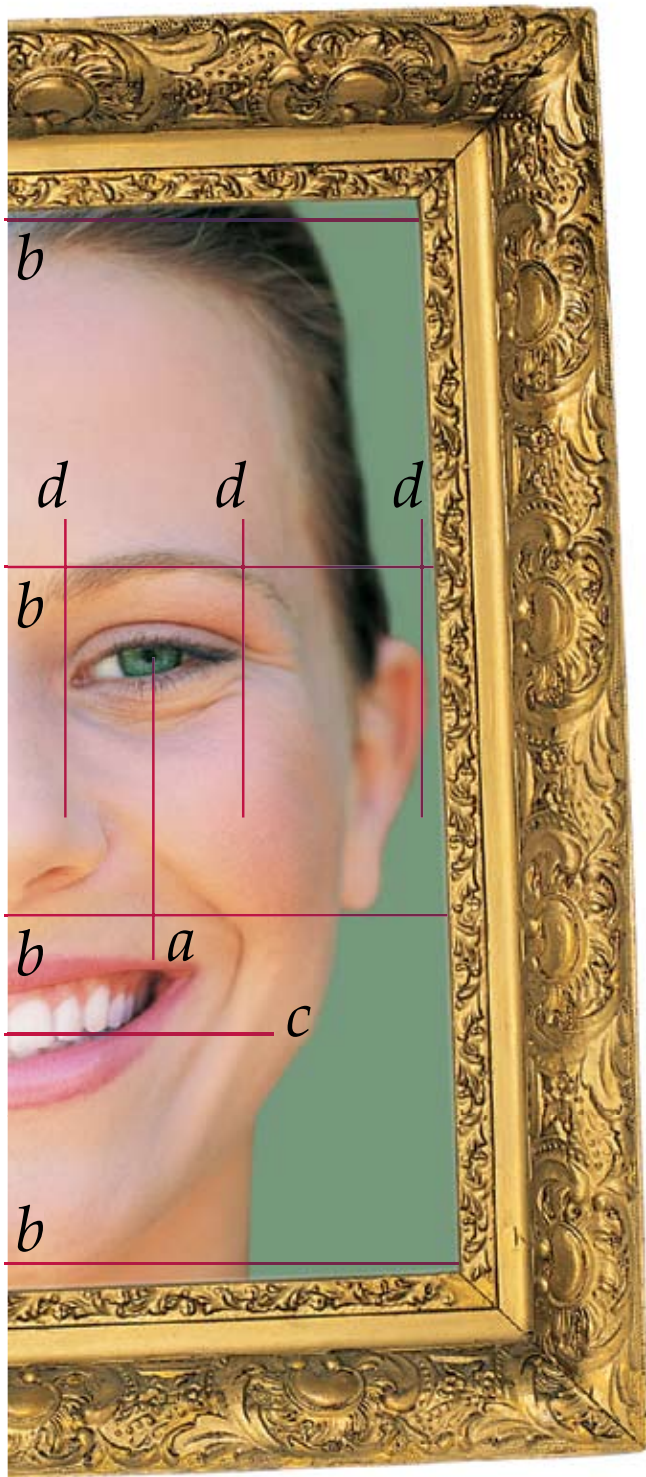
Is your face perfectly proportioned?

a Can a vertical line be drawn from a pupil to a corner of mouth?

b Does your face divide horizontally into thirds?

c Does the lower third of your face divide into thirds (nose to chin)?

d Does your face divide vertically into fifths (5x width of one eye)?



Cosmetic Chronicles: Much To Be Thankful For!

The Japanese started it 4,000 years ago by staining their teeth. The Mayans filed and adorned their teeth with multicoloured stones. Etruscan stragglers waited until 700 BC to develop bridgework using ivory, bone, and gold. But the real dawdlers were the Europeans who equated cosmetic dentistry with tooth replacement.

Almost 2,000 years after the Etruscans, Queen Elizabeth I chose cloth to fill the gaps in her smile. That single decision may have earned her the right to greatness because the cosmetic appliances of her time were spring-loaded and could jump right out of the wearer's mouth.

It took only another couple of

hundred years to invent the porcelain tooth. After that? Gangbusters! Actors in the 1930s wore Hollywood Splints – plastic slip-on teeth that provided the illusion of perfection. And since then, modern cosmetic dentistry has been advancing at warp speed, changing the faces and lives of millions of people... like you!



Up Close



& Personal



Critics of today's celebrity culture often make the mistake of equating beauty with superficiality. By association, many people worry that their concerns about their appearance are trivial. By extension, they worry needlessly that cosmetic dentistry is merely a luxury.

Functional oral health and ideal appearance have always been the goal of dentistry. Many modern dental techniques like porcelain veneers and teeth whitening can dramatically boost your appearance. In addition, a cosmetically corrected smile can improve function. Crowns can enrich appearance and strengthen teeth, preventing tooth loss. Orthodontics can enhance appearance and improve bite. That's very conservative dentistry. That's modern health care. That's also cosmetic dentistry.

Have you ever noticed how scrunching your face up close to the mirror each morning magnifies every flaw in your smile? From that perspective, it's easy to amplify the extent of your imperfections and assume that only years of dental work will conceal the damage. But the truth is that most of our teeth acquire stains, chips, breaks, and cracks. Some of us have always been dissatisfied with the shape of our teeth, or some permanent discoloration, or even unattractive fillings. And to regain your perspective - those flaws can be fixed in as few as only two visits!

Cosmetic veneers are among the most natural-looking smile boosters, and offer the greatest repertoire of applications to enhance your smile. Veneers are very thin but strong shells that are

permanently bonded to your teeth. They are usually made of porcelain, a very durable material that can actually strengthen your teeth. The porcelain reflects light from within, like your own enamel. They are natural looking and are highly resistant to permanent discoloration from drinking coffee or tea, red wine, or from tobacco smoking. The end result gives your smile a healthy, natural look!

Clinical tests show that with proper maintenance and diligent home cleaning, your new smile will stay bright for years. But veneers do require some special cautions: nail biting, opening bobby pins, or excessive teeth grinding can all gradually loosen their bond to your teeth.

Phone our practice today because veneers can make an extraordinary difference! Even right up close.



Razzle

Dazzle

Let's be honest: even the healthy, young, and attractive want to look MORE healthy, young, and attractive.

The problem for many of us is how to get there from here! Well, according to a study by Procter and Gamble, it may be as simple as flashing a healthy, dazzling smile. The study asked people to rate two photos of the same subject. Respondents were not informed that a slightly whiter tooth colour had been added digitally to the teeth in one of the photos. Each participant looked at twenty pairs of images. The results? An overwhelming majority - 90% - thought the enhanced photos showed healthier, more attractive people than the photos of the same people with duller, less white teeth, regardless of age, gender, or ethnic background. The whiteness of your teeth *does* affect how other people see you. And there's an added benefit:

92% of people agree that white, healthy-looking teeth help them feel better about themselves. If you want a razzle-dazzle smile, come in and ask us about your options.

“The Wand” At Gentle Dental

I don't think there is a single person in the world that enjoys having an injection so we at *Gentle Dental* do what we can to avoid their use. This means that we do what we can to prevent disease in the first place and when we do have to we like to intervene early rather than just monitor the progress of the disease. In this way we can use techniques such as air abrasion which is gentler than a conventional drill.

However there are times when we do have to use a drill such as taking out old mercury (silver) fillings. For your comfort, in these situations we prefer to use local anaesthetic - an injection. To make it as comfortable as possible we always use a surface anaesthetic - the bubble gum flavour you will have noticed and now we have some fabulous new technology in the form of “The Wand”. This is a computerised system for delivering anaesthetic. The computer can sense if the liquid is going in too fast, which is one of the main causes of discomfort, and slows the rate to ensure you are completely comfortable. The Wand



also has a much finer tip and this allows us to use different techniques when applying it. This makes it more comfortable and in some instances can leave you without the numb tongue and lips that can make life difficult for a while. All in all a much more comfortable experience!

For more information please feel free to ask any member of the team.

Seasonal Tooth Tips

- Go for brushes with soft nylon bristles.
- Replace your brush about every three months.
- Never use your teeth to open things.
- Floss every day.
- See your dentist regularly!

practiceinformation

Gentle Dental

Dr. Rob Jukes
Castle Mews
29 Castle Street
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Practice Hours

Monday 8:00 am – 5:00 pm
Tuesday 8:00 am – 5:00 pm
Wednesday 7:30 am – 4:30 pm
Thursday 8:00 am – 5:00 pm
Friday 8:00 am – 12:00 pm

Closed Saturday and Sunday
Healthcare Financing available

Contact Information

Tel 01722 416704
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Email info@gentle-dental.co.uk
Web site www.gentle-dental.co.uk

Practice Staff

Niamh Dental Hygienist
Patricia Treatment Coordinator
Sarah, Natasha Nurses



Who Says Kids Only?

Do you regret not having your teeth straightened when you were a child? Did you have a brace but your teeth have gone crooked again? Well you are never too old to have your teeth straightened. With the advances in modern orthodontics - including invisible braces - we are finding more and more adults are electing to sort out the issues that they didn't sort as children. No challenge is too big but some take longer to treat than others.

This not only gives your confidence a boost but may also help with headaches and sore muscles that could come from a poor bite. And until October 31st we are offering a free whitening treatment, at the end of any course of orthodontics. (This applies to over 18's only).

Please call for an appointment; we want you to feel happy and confident about your smile!

We Welcome New Patients

Our practice wants you to refer us to your family, friends and colleagues.

Did you know that the highest compliment you can give us is referring our practice to people you care about? Yes, your trust means the world to us, and fuels our commitment to raise the bar even higher on providing you and yours with excellent dental care. From implementing the latest technology, procedures, and techniques, to being flexible in scheduling appointments and offering supportive payment options. *Trust in those who have earned your trust and earn their trust in return.* We live by this motto and have enclosed our new referral card ... asking you to spread the word!