

# Perfect 32 News

## Looking forward to a healthy 2012

It's that time of the year when we put the excesses of Christmas behind us and turn the focus to our health. We vow to do more exercise, eat more fruit and veg and limit unhealthy food and drink. While we may not succeed at all of those, let's promise to brush our teeth twice a day for two minutes. We can all manage that!

Winter 2012



## Look after them or risk losing them!

Dental education has never been better. School children have benefitted from a decent degree of dental education over the past few decades; forward-thinking dental practices provide advice that encourages patients to improve their brushing, flossing and oral care techniques between visits and the web delivers an almost infinite abundance of dental health tips for anyone who cares to search. Yet despite all that information and help, statistics indicate that 53% of adults do not visit

their dentist on a regular basis.

If you were advised that unless you had your fingers tested at least once a year they could fall off, would you make certain you attended that check up? Would you accept that the quality of your existing lifestyle would be jeopardised without fingers and therefore find about half an hour, once a year, to ensure they remained healthy and fit for purpose?

For reasons known only to themselves many members of the general public fail to

take care of their teeth and gums despite the fact that more and more research indicates the relationship between periodontal (gum) disease and heart disease, stroke, respiratory disease, low birth weight babies and diabetes.

And even putting aside those links, who wants to be without their own teeth! Almost one in four people aged 65 and over have lost all of their teeth. Imagine spending your old age with no teeth at all. We are living longer and healthier lives and we are more likely to keep our own teeth for life than we were a decade ago, but only if we take caring for them seriously.

We are in the business of health and our priority first and foremost, is to ensure your gums and teeth remain healthy. We implore you to visit us when we contact you to do so. If you know you are overdue for a dental visit, please call us to make an appointment. Life would just not be the same without your teeth.

### “It makes a big difference having a nice smile”

Rochelle Edwards had suffered from headaches and jaw ache on and off for years but it wasn't until she mentioned it to Gary that she realised it was something he could help with.

The 36-year-old, who now lives in Elloughton (she is originally from New Zealand), had come to Perfect 32 for whitening and a replacement veneer. She now has a beautiful smile and her headaches are cured!

“I had suffered with headaches for years and I grind my teeth. Gary has solved that and I don't get the headaches anymore – I'm so grateful to him.

“Perfect 32 a beautiful, modern practice and everyone's really friendly, they're a great team. They know who you are when you call and that makes you feel good.

“I am so happy with the veneer, it



matches my other teeth perfectly. Gary kept going until he got it absolutely perfect. I would definitely recommend Perfect 32. It makes a big difference having a nice smile.”

**Deep clean your teeth with Airflow - just £35!**

**Avoid tooth decay and gum disease with air polishing, which uses water, air and a fine, flavoured powder to gently and naturally remove plaque and stubborn stains from your teeth.**

# Spotlight on - *your oral health!*

It's amazing how much we as dental professionals take for granted. We had recent cause to review our effectiveness at providing oral health education to our patients when we asked several patients to bring their toothbrushes along to their hygiene appointment. Well, what an assortment of shaggy dogs!

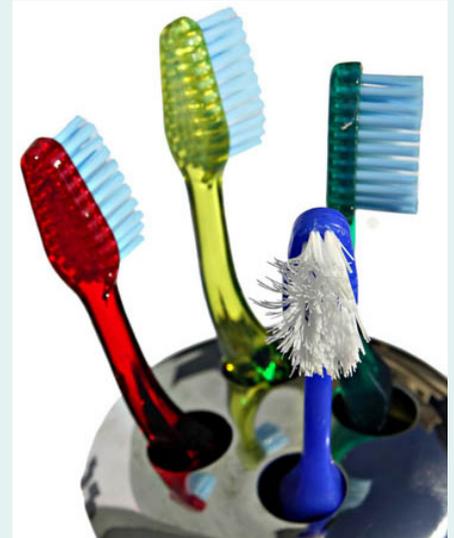
When we asked those patients how frequently they should be changing their toothbrushes, their responses indicated that more could be done on the education front. After all, most of us learnt our dental care routines from our parents who may not have provided the best example – who taught them?

So how much do you know about caring for your mouth, teeth and gums? Are you teaching your children the most effective way to care for their own teeth and gums?

We have put together a short quiz that we hope achieves several goals: it helps to improve your oral care routine at home, and it assists you to teach your children the best dental care techniques so they grow up to enjoy healthy teeth for life.

## ? ? Dental Quiz ? ?

1. How frequently should you change your toothbrush?
2. How frequently should you brush your teeth?
3. If you find flossing challenging, what is the alternative?
4. What angle should your toothbrush be tilted against your gum line for effective brushing?
5. Should you brush your tongue?
6. How much toothpaste should you use?
7. Do denture wearers need an oral health regime?
8. Is it the amount of sugar in the diet or the frequency of its intake that causes tooth decay in children?



Quiz answers  
1. every 3 months  
2. at least twice a day for two minutes each time  
3. interdental cleaning  
4. 45 degrees  
5. Yes you should because it is the main contributor to bad breath  
6. a pea-sized amount  
7. yes, gum disease still presents a problem  
8. Frequency – the more often they have sugary drinks, the more likely they are to have tooth decay

## Practice News

### Award winners!

We are delighted to announce that Perfect 32 was named The Training Business of the Year at the 2011 Chamber Bridlington and Wolds Business Awards.

### Extra training

All of our nurses are completing qualifications in impression taking to allow them to assist in making more mouth guards for contact sports for both adults and children.

### Tell your friends

Please update your personal information including mobile numbers and e-mail addresses to ensure that our communication systems run smoothly.

### Tell your friends

If you love our service, then tell your friends! When they join us as a private patient, we will send you a bottle of wine to say thanks.

## Enjoy a stunning, healthy smile

Statistics indicate that a person's smile is one of their most important features and a smile is key to personal and career success.

We all recognise that the smile is often the first thing people notice about us, which is why so many people are opting for some form of smile enhancement. But while the teeth are the stars of the show in terms of our smile, there can be no long-term stardom without a healthy cast of gums.

Our priority is to help you achieve a healthy mouth that enables you to do all the things we all take for granted: to eat, chew, laugh,

sing, speak and smile with unselfconscious confidence. Once we have fulfilled that goal, we can discuss how we might improve the appearance of your smile.

Gary is one of only a few British dentists trained to carry out a specific type of cosmetic dentistry that enhances your natural teeth. Working with a dental material called composite, Gary solves any cosmetic issues you may have by artistically sculpting your teeth, to create the ultimate aesthetic result that is more about rebuilding than destroying.

[Call us to book a free cosmetic consultation.](#)

## We value your feedback

We are always looking for ways to improve, so please let us know what you think of our service. There are various ways of passing on your feedback. You can write in a special book at reception, email us with your views and suggestions, or contact us by post.

We look forward to hearing from you.

### Perfect 32

8 Ladygate  
Beverley  
East Yorkshire  
HU17 8BH

01482 863 667

#### Opening hours

Monday: 8.30am - 7pm  
Tuesday, Wednesday &  
Thursday: 8.30am - 5pm  
Friday: 8.15am - 4pm

[info@perfect32.com](mailto:info@perfect32.com)  
[www.perfect32.com](http://www.perfect32.com)

Articles within this newsletter are for information only. It is not our intention to endorse or recommend any specific treatment. You should seek advice and guidance from your dentist when considering any dental treatment or procedure.