

ISSUE
01
Winter
2014

Quarterly
Newsletter of
Heath Dental
Dickens Heath

The Whole Tooth

this issue

- ◀ The Whole Tooth goes quarterly!
- ◀ The lowdown on PerioChip®
- ◀ Halloween happenings
- ◀ Whitening prices blasted!

Spooky Goings-On!

Thank you to all who attended our latest Children's Day.

We had a great time, with children's films, colour in masks and a 'guess the weight of the pumpkin' competition!

No face painter this time though so we went to town on the decoration!



Well Done to Mia Boffey!

Whose guess was closest to the correct weight of our pumpkin! Mia won a children's Oral B electric toothbrush worth £34.99!



No chocolate chips allowed here just PerioChips®!...

As part of the core values that make up our practice mantra, being progressive helps us to give the best treatments and use the best equipment out there. We are always on the look out to improve your experience with us and treating your gums in a bid to keep 'TEETH FOR LIFE' is high on our agenda. One way we are able to tackle acute forms of Gum Disease and the advanced form, Periodontitis, is by using a product called PerioChip®.

{Periodontitis is a bacterial infection which can often remain undetected}

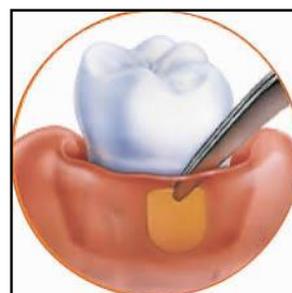
When plaque is left on the teeth the bacteria left behind multiply causing infection. When your body fights this infection the reaction causes your gums to swell, creating a gap between your tooth and your gum. If this isn't cleaned up, more bacteria can fill the pockets...and the cycle continues. If left untreated long term, the bacteria will end up eating away at the bone, eventually leading to tooth loss. What's more there is now clinical research to back up links between poor gum health and many serious health conditions, such as heart disease.

Visiting the hygienist for professional cleaning is important, as you can't reach below 3mm with your toothbrush alone. When pockets reach 5mm in depth and more, this is when your hygienist might suggest using a PerioChip® to give your gums a helping hand with healing.

PerioChip®s are small gel-like tabs that are placed in the pockets and are packed full of goodness to blast away bacteria.

Chlorhexidine mouthwashes (like Corsodyl) contain the active ingredient Chlorhexidine Digluconate. They are usually recommended to treat gum disease...

Chlorhexidine mouthwash contains 0.2% Chlorhexidine in one bottle, but just one tiny PerioChip® contains 36%



Chlorhexidine! Now that's powerful. The great thing is...

- ◆ The chip can be placed by your hygienist at your usual appointment as it takes just 1 minute.
- ◆ There is no evidence of systemic absorption.
- ◆ There is no evidence that resistance is built by several placements.
- ◆ It kills 99% of bacteria below the gum line
- ◆ 26% of pockets treated were reduced to a depth of 2-4mm compared with only 5% who had cleaning alone.

They are just small, safe little chips that are great for your gums!

And now they are even cheaper! Ask your hygienist next time you're in.

~~£34.00~~
NOW ONLY
£25.00

Coming Soon!

Exciting news! Joanna has just completed her course in Facial Rejuvenation—10 Years Younger and so new Facial Aesthetic services will soon become available with opening offers to make you smile!



**Merry Christmas and a very
Happy New Year
from all the team at
Heath Dental!**

A chillingly good offer on Tooth Whitening this Winter!



**Enlighten Guaranteed
Whitening**

Was £650 Now £499!!

**Professional Home
Whitening**

Was £350 Now £199!!

**For more fantastic offers from
Heath Dental keep an eye on
our Facebook Page!**

Prices only valid on appointments paid for
before 31st January 2014

Team Training on the way!

In January we will be going up to lovely Liverpool on a 2 day customer service conference!

Although these days often take us away in our own time and away from family we are committed to pushing the progression of the practice in our commitment to delivering excellence through calm, caring and fear-free dentistry.

Cross Infection—Controlled!

In light of the recent media discovery of poor cross infection control at a practice in Nottinghamshire, we would like to reassure all our patients that we follow the strictest regulations with regards to hygiene and cross infection control, which go beyond national HTM01-05 standards as set by the Care Quality Commission.

WE'RE RECRUITING!

That's right, we are looking for a new Business Manager.

For more information please call the practice.

**Our recent survey results
show ...**

91% of hygiene patients
and **95%** of dental patients had
a pain-free experience!*

* out of 127 patients surveyed

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