



rosebank
dental practice

Creating Beautiful Smiles

Produced for the Patients of Drs. Shameek Popat & Gordon Black

Autumn 2007

fromthepractice

Welcome!

Our new newsletter



Dr. S. Popat



Dr. G. Black

Welcome to the very first issue of *Creating Beautiful Smiles*, a newsletter designed to keep you informed of new ideas and concepts in the field of dentistry. Over the next few issues we will bring you information on areas such as cosmetics, tooth whitening, oral cancer screening, and many other topics where dentistry has made terrific advances over the last few years. We also hope to bring you information that is particular to Rosebank Dental, of which you are the most important part.

This newsletter relies on your input to be successful, so please mention any topics that you would like to see included in a future issue.

Yours in good dental health,

*Drs. Shameek Popat
& Gordon Black*

Sugar: *It's not the number-one enemy*



You are probably aware that some foods, especially sweet and sticky ones are bad for your teeth. But foods like potato crisps, crackers, breads, cakes, pastas, and even a healthy rice dish can be as damaging to teeth as sweets! All-day snacking is also causing dental disease.

Starches found in these foods are broken down by saliva into maltose, a sugar as harmful to your teeth as table sugar. Contact with plaque turns into an acid powerful enough to dissolve your tooth enamel, and that's how cavities start.

Fortunately, there are foods that don't promote tooth decay and can actually boost your dental health. Snacking on cheese, crunchy fruits and vegetables, lean meat and fish, and low-fat dairy products can help keep your mouth healthy.

You can also reduce the acidity of the saliva on your teeth by rinsing your mouth with water after eating. Avoid sticky or chewy foods that cling to tooth surfaces, slowly sipping fizzy drinks, and definitely keep away from hard sweets or cough drops that stay in your mouth for a long time. If you must have sweets, have them at the end of a meal rather than on their own. And finally, ask your pharmacist if the medicine your family is taking has sugar in it! If it does, brush thoroughly afterwards, or at least rinse well with water.

We can provide more nutritional information about which foods will ensure better oral health and less dental disease. Your recare appointments are the perfect opportunity to chat. Is your next recare scheduled? Give us a ring!

An attractive smile makes a lasting impression!



Fight Oral Cancer

Show & tell

Is that a piece of food caught in your teeth? *Made you look!* And a good thing too. Sometimes patients are so nervous about what they'll find – especially oral cancer – that they just don't want to see. But visual monitoring is essential for early cancer detection. It's important that you check your mouth and let us know about sores or ulcers that bleed easily or do not heal, white or red patches or lumps that don't go away, and lingering soreness.

With early detection, most oral cancer can be cured, yet 70% are identified at an advanced stage. That's why we always check your tongue, lips, cheek lining, and gums at every regular visit.

Screening for oral cancer is a team effort. We rely on you ... and you know you can count on us.

Success! What's *luck* got to do with it?

Lucky people smile twice as often and engage in more eye contact than unlucky people do. According to scientists, this leads to more social engagements, which in turn generates more chances for positive experiences. Cosmetic dentistry can give you the confidence to smile more ... maybe that's all the luck you need!

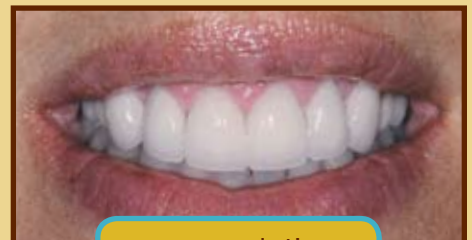
Whether you're looking to network socially or professionally, here are some cosmetic options...

- **Sparkle-up your smile** with teeth whitening. If you're considering

cosmetic dentistry for the first time, this simple procedure can produce striking confidence-building results.

- **Illuminate the shadows** with white fillings. Replace dark, older fillings with new natural-looking materials that can be matched to your enamel.
- **Generate a younger, more attractive smile** with bonding or veneers which offer value-added benefits! They can cover the deepest stains, repair cracks, chips, and rough edges, plus disguise gaps, re-proportion, and balance the appearance of your smile without braces.

- **Add strength and beauty** to your smile with natural-looking crowns. If your teeth have been weakened by root canal therapy, multiple fillings, or trauma, porcelain crowns will restore strength and improve appearance.
- **Create a more balanced and symmetrical gumline** with veneers or gum sculpting. Whether your gums have begun to recede or you have been longing to reveal the beautiful enamel under too much gum, we have a technique that will work for you.



crowns & veneers

veneers

gum sculpting & veneers

IN A HEARTBEAT

Prevent periodontal disease

Periodontal or gum disease has been called the *Silent Disease* because initially there are no symptoms. If your gums are red, sometimes bleed when you brush, feel tender, or look swollen ... these are symptoms of periodontal disease. If your mouth tastes unpleasant ... that's another symptom. If your gums have receded... you may have had gum disease for some time. Receding gums, and bone and tooth loss, are unattractive alternatives to healthy gums. But there's more at stake! Gum disease has been linked to cardiovascular and other systemic diseases.

⚡ **Studies have found oral bacteria from gum infections in arterial plaque, and have also shown that therapy for periodontal disease lessens inflammation throughout the body.**

⚡ **Poor oral health has been identified as a stronger predictor of heart disease than other risk factors such as low levels of good cholesterol, high levels of a clotting agent, and high levels of certain fats in the bloodstream.**

⚡ **Long-term and short-term studies continue to clarify the links between oral bacteria, inflammation, and systemic diseases.**

A recent American report has said that the mouth is the gateway to the body, that you cannot be healthy without oral health, and that oral and general health are inseparable. Together, we can prevent and sometimes reverse gum disease. Brush, floss, and keep regular preventive, diagnostic, and maintenance dental appointments.

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Good Habits...

Will keep your smile happy!

You know that excessive sweets and big second helpings aren't good for you. Neither are dental cavities. If you really have a sweet tooth, try to remember that cavities don't respect age or attitude... only good habits. Once you get into a routine, you may not need to worry about cavities again!

- 1 **Brush** at least twice a day – to remove food and plaque film from your teeth, gums, and tongue.
- 2 **Floss** once a day – to remove the plaque film from between your teeth where your toothbrush can't reach.
- 3 **Rinse** – plain water can be a great help after snacks or meals when you simply can't brush. It helps saliva, your natural buffer, to keep cavity-causing bacteria to a minimum.
- 4 **Visit us** – *your* dental team – regularly. Prevention is the best way to keep cavities away.

A Whole New Level!

BriteSmile™ kicks teeth whitening up a notch!

We take pride in delivering to our patients the best, most caring, and up-to-date dental health care available.

Scientific studies have proven that the brighter your teeth, the younger and healthier you look. So we're truly delighted to introduce a new tooth whitening procedure that is the quickest, safest, and easiest method yet invented. This innovative in-practice procedure allows us to whiten your teeth up to fifteen shades in a little over one hour. The *BriteSmile*™ technology was developed under the supervision of a former *NASA* scientist and pioneer in the development of the excimer laser used in laser vision correction.

BriteSmile's own "rocket scientists" then produced a gas plasma light (LCD) source. When combined with a new wavelength-specific whitening chemistry, teeth return to their optimal natural whiteness – offering our patients amazing results in just over sixty minutes! Unlike other in-practice whitening systems, the gentle blue LCD light is virtually heat-free, greatly reducing post-whitening sensitivity. Another attractive feature? It emits no harmful UV rays.

The *BriteSmile* system also uses a special gel that contains only 15% hydrogen peroxide, as opposed to traditional whitening methods that contain up to 30% peroxide which is a cause of post-whitening sensitivity. Independent scientific studies have proven that the *BriteSmile* procedure does not cause structural changes in enamel, is safe to enamel, and is not caustic or corrosive.

Please call us soon to learn more about *BriteSmile*. We'd be pleased to introduce it to you ...just in time to brighten your Autumn smile!

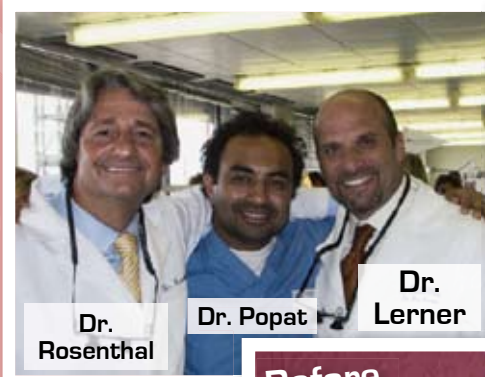
News From Rosebank Dental

Dr. Gordon Black just completed a hands on course at Guy's Hospital called The Aesthetic Advantage with Dr. Larry Rosenthal who is a New York dentist with an international reputation for his expertise in aesthetic dentistry.

Dr. Rosenthal is known as 'the dentist to the stars'. Dr. Shameek Popat was an observing instructor at the Aesthetic Advantage Course. We took a patient from Chorleywood and gave her the smile she always wanted. Gordon said "it was like going to Tiger Woods for a golf lesson".

Dr. Popat has also been short-listed for the best Smile Makeover for Private Dentistry Awards for 2007 which are being held later in the year. The website for Rosebank Dental Practice has also been short-listed for best new website of the year.

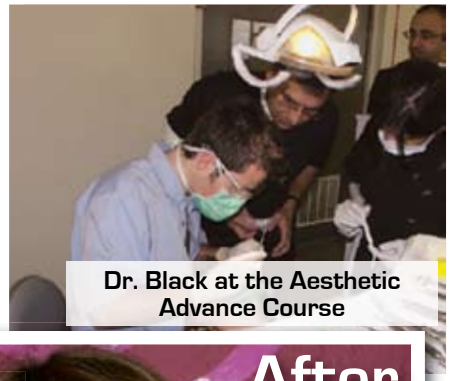
We also bid a fond farewell and thank you to Muriel, our receptionist for the last four years. She will now be on the other side of the desk as a patient! We will be welcoming Vanisha Parmar as our new Practice Manager/ Receptionist who is a dedicated and patient focused practice manager. She is also a qualified Dental Nurse. We look forward to working with her.



Dr. Rosenthal

Dr. Popat

Dr. Lerner



Dr. Black at the Aesthetic Advance Course



practiceinformation

Rosebank Dental Practice
Dr. Shameek Popat
Dr. Gordon Black
Shire Lane
Chorleywood, Hertfordshire
WD3 5NH

Practice Hours

Monday	8:30 am	–	17:30 pm
Tuesday	8:30 am	–	17:30 pm
Wednesday	8:30 am	–	20:00 pm
Thursday	8:30 am	–	17:30 pm
Friday	8:30 am	–	17:30 pm
Saturday	9:00 am	–	13:00 pm *

*By appointment only

Contact Information

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Web site www.rosebankdental.co.uk

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

Your Referrals Matter

Thank you!

One of the things that our patients do – something that makes us feel great and confirms that you think we're doing a great job – is referring friends, family, and colleagues. A thriving practice allows us to re-invest in new technologies and continuing education.

If we don't ask for your referrals very often, it certainly doesn't mean that we don't care. It simply means that our team doesn't want you to think that we take your recommendations for granted. We consider it an honour every time you express your trust in us by sending someone to us for their oral care.

Thank you for all of your past referrals, and a special thank you in advance for your very welcome future referrals. We really do appreciate them!

All That Glitters ...Is not good

I am constantly amazed by advancements in dental technology. Here is one that caught my eye recently, the *Carifree® System* for Oral Health.

As you may know, tooth decay is caused by harmful bacteria that thrive in the moist, sugary environment of your mouth. If levels of these decay-causing bacteria were reduced, so would the likelihood of cavities.

The *Carifree System* works quite simply. I swab your teeth and drop the swab into a simple hand-held device. A special reagent on the swab causes the bacteria to emit light, and by measuring the bacterial glow we can accurately measure the amount of harmful bacteria present. In moments the screen displays the results.

Then the *Carifree® Treatment and Maintenance Rinses* knock down the bacteria and we all have something to smile about.