



## Formal launch of our referral services

Stricklands has successfully offered specialist services to our patients for many years, helping them to have the expert care they need without having to travel many miles for specialist dental or hospital services.

We are now expanding our referral services so that other dentists outside the practice can refer their patients to us. Over the past month we have sent out our new referral pack to practices within the region, and are already receiving responses from interested dentists.

The success of this expansion will benefit our patients as well as our practice. It will enable us to retain our position as one of the leading independent partnerships in the country. Financially, it means we will be able to purchase the best equipment and materials, to use the best dental laboratories, and to keep attending international conferences and courses.

This in turn means that you can continue to receive the highest level of dental care, using the latest techniques to provide excellent, long-lasting results.

Our referral services include dental implants (strong, permanent replacements for missing teeth), orthodontics (tooth straightening), and intravenous sedation, which is ideal for nervous patients or those undergoing lengthy or complex procedures.

We also offer expertise in periodontics (gum care), endodontics (root canal treatment) and children's dental care.

## Cosmetic dentistry conference

As part of our commitment to ongoing training and knowledge-building, Simon Allen and John Periera attended the first ever joint conference of the British Academy of Cosmetic Dentistry, the American Academy of Cosmetic Dentistry and the European Society of Cosmetic Dentistry. They came away feeling further reassured that many of the techniques and materials used by Stricklands provide the optimum results, and are looking forward to the challenge of learning new methods and approaches suggested by leading international cosmetic dentists.

## Consultancy for James Grant

We are delighted to announce that our orthodontist, James Grant, is now working as a consultant at Brighton's Hospital for children. He is stepping down from his position at the Eastman Hospital, London, and will be spending more time with patients at Stricklands.



STRICKLANDS

Dental Fitness Centre

## MOUTHPIECE

### Loyal patients

The last 2 or 3 years have been difficult for many people, including dentists, and we know of some practices that have seen a big downturn in patient numbers – some have even had to close. At Stricklands we have been fortunate – the majority of our patients are still coming to see us regularly (which is vital to maintain good oral health), and we are still receiving lots of new patients thanks to your recommendations.

Our longest-standing patient has been coming here for over 65 years and we have been treating some families for over four generations. We have patients coming from as far away as North Yorkshire and Cornwall, as well as from London, Kent, Wales, and the South Coast.

**We want to say a big 'thank you' to all our patients for your support. It means a lot to us.**



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Stricklands Dental Fitness Centre  
Longdene Lodge, Haslemere  
Surrey GU27 2QB

Telephone 01428 654923  
Facsimile 01428 641726  
Email [info@dentalfitnesscentre.co.uk](mailto:info@dentalfitnesscentre.co.uk)  
Web [www.dentalfitnesscentre.co.uk](http://www.dentalfitnesscentre.co.uk)

*Have you ever wondered why people put so much importance on the way your smile looks? Does it really make a difference if your teeth look great?*

*Yes it does! If we are self-conscious about the way our teeth look, it makes us less likely to want to smile – we might control our smile by keeping our lips closed, or hide it behind our hands. If we know it looks great, however, we are much more likely to want to show it off!*

## **How important is your smile?**



Smiling is important from a social perspective. A smile helps to create a positive first impression and makes you seem more attractive. Author Dale Carnegie, who wrote “How to Win Friends and Influence People”, devoted the first chapter to the smile, calling it “the big secret of dealing with people”.

Smiling is contagious – if you smile at someone it improves their mood, and usually makes them smile back in response. It’s very difficult not to like someone who makes you feel good enough to smile.

Researchers have also found that just the physical act of smiling can boost your mood. It releases endorphins (a natural pain-reliever) and serotonin, often referred to as a happy hormone. Even if it’s not a real smile, the muscle movement can fool your body into producing these substances, making you feel better!

We have a strong focus on helping you to keep your smile healthy and we really enjoy helping our patients to get the most from their smile. If you would like to find out more about our smile enhancing treatments, please ask, we’ll be happy to help.



## **Tooth loss linked to memory decline**

**If you want to keep your memory working well in later years, look after your teeth and gums.**

A new study carried out in an American university has shown that people with fewer teeth scored lower in memory tests than people with more teeth. They also showed a quicker decline in memory over the years.

The biggest cause of tooth loss among adults in the UK is gum disease. Early signs of this common condition can include sore, swollen or bleeding gums and bad breath. If left untreated, it can eventually lead to tooth loss.

**Gum disease** can be avoided or controlled by following a good daily oral healthcare routine. This includes brushing your teeth twice a day, especially at bedtime, and cleaning between the teeth and under the gumline.

**Hygiene appointments** play a key role in combating the disease. During your appointment we remove any plaque – a constantly forming, sticky layer of bacteria that irritates your gums and leads to infection. We also polish your teeth, making it more difficult for the plaque to stick to them.

It is important to visit us for **regular dental check-up examinations** so we can keep a close eye on what is happening in your mouth and treat any issues at an early stage.

## **Are you too busy... ...to clean your teeth?**

**A third of adults in the UK do not brush their teeth for long enough because they get distracted or are too busy, according to a new survey.**

Running late or rushing to get ready are the main reasons why so many people cut their tooth-brushing time short, followed by getting distracted by children or phones.

The survey, carried out by the British Dental Health Foundation, found that women were more likely to be distracted from brushing their teeth than men, while people aged over 60 were most likely to brush their teeth for the recommended two minutes.

Skimping on the amount of time you spend brushing means that you do not clean your teeth adequately, which can lead to tooth decay or gum disease.

The Foundation’s Chief Executive Nigel Carter said: “Everyday care is vital... your toothbrush is one of the best weapons against decay and gum disease.”

The Foundation recommends that everyone should brush their teeth for two minutes twice a day, especially at bedtime, using fluoride toothpaste.

### **Fact**

Nineteenth century false teeth were so prone to falling out while eating that many Victorians ate in their bedrooms before dinner to avoid potential embarrassment!

