

# Word of Mouth



## The health issue

Keeping your mouth healthy and free from decay and gum disease is the most important service we provide, that's why we have dedicated this whole newsletter to health matters. We hope you find it interesting and useful.

Summer 2011



## Desk grazing a risk to oral health

A growing trend for eating on the go is impacting on our oral health.

The new breed of grazers is putting their dental health at risk by failing to clean their teeth as frequently as they eat.

A survey reveals that 68 per cent of Brits snack more than six times a day, as they spend longer hours chained to their desks.

A faster-paced work ethic, longer working hours and shorter lunch breaks means 25 per cent of office workers find it more convenient to snack throughout the day than stick to the traditional three meal regime, with 62 per cent

admitting to eating on the go at least four times a week.

But the oral health regime is failing to keep up – with 65 per cent of Brits admitting that despite snacking more throughout the day, their teeth cleaning routine hasn't evolved to keep up.

Dr Nigel Carter, chief executive of the British Dental Health Foundation, said: "When we are grabbing a bite to eat, it is easy to forget that it's still just as important to clean our teeth as we would after eating a meal."

Lawyers and bankers are the worst culprits,

with 67 per cent eating sporadically throughout the day but buck the national trend by consciously cleaning their teeth after every snack and drink.

For those working in marketing and media, 35 per cent were seemingly unconcerned about keeping their teeth clean throughout the day.

Teachers are also skipping the dental health lessons with 68 per cent admitting that, despite digging into their food up to six times a day, they only clean their teeth in the morning and evening.

It also seems wisdom does not always come with age, with 70 per cent of over 55-year-olds stating they are not concerned that their dental routine has deteriorated.

Marketing manager, Adrian Toomey, said: "As the snacking culture continues to rapidly grow, and our diets evolve to having smaller meals throughout the day, we need to make sure our oral health care habits are changing to reflect this. Chewing sugarfree gum is a great solution to oral care on the go."

Dr Carter added: "You can't always use a toothbrush but chewing sugar free gum after a meal is a suitable alternative, stimulating the production of saliva which helps to neutralize plaque acids that may lead to tooth decay."

## A fond farewell to Stephanie

After many years at Bank Cottage, Stephanie Cole-Morgan retired in April.

Stephanie joined our team in 1993. We would like to wish her a long and healthy retirement which we hope gives her plenty of time to pursue her other interests of reading, gardening, skiing and solving crosswords.

### A great place to work

Further proof that Bank Cottage is a great place to work is that our staff have clocked up over 200 years' service this year, with team members marking individual anniversaries of 40, 20, 15 and 10 years.



We are very proud of this achievement and would like to also thank our patients who contribute by being so friendly.

Enjoy a dazzling summer!

Tooth whitening  
Was £350 ~ Now £299

Call now on 01454 412053 to  
book an appointment.

Offer ends 30.09.11

# Spotlight on - *interdental cleaning*

If done properly, brushing will clean 60 per cent of your tooth surface. But what about the remaining 40 per cent? Removing plaque and debris from these hard-to-reach areas is vital for keeping gum disease and decay at bay.

Flossing removes plaque and food particles from the places where a toothbrush cannot easily reach, such as under the gum line and between your teeth. Because plaque build-up can lead to tooth decay and gum disease, daily flossing is highly recommended.

To receive maximum benefits from flossing, Colgate experts advise using the following technique:

- Starting with about 18 inches of floss, wind most of the floss around each middle finger, leaving an inch or two of floss to work with.

- Holding the floss tautly between your thumbs and index fingers, slide



it gently up and down between your teeth.

- Gently curve the floss around the base of each tooth, making sure you go beneath the gum line. Never snap or force the floss, as this may cut or bruise delicate gum tissue.

- Use clean sections of floss as you

move from tooth to tooth.

- To remove the floss, use the same back and forth motion to bring the floss up and away from the teeth.

People do find flossing tricky. A recent survey by Philips, found that 82 per cent of people were prevented from flossing because they felt it was too difficult. If you are one of those people - talk to us!

Our flossing advice will help improve your technique and we'll show you other ways of cleaning between your teeth, such as by using interdental brushes.

Interdental brushes have small bristled heads and are available in various sizes to fit snugly between your teeth. They complement flossing and many people find them easier to use. Technique is important, so please pop in to see us for helpful advice.

## Practice News

### BCD care plan

We've had an overwhelming response since launching our own dental care plan - and it isn't too late to change.

If you are still with Denplan we can discuss the changeover process and its advantages with you at your next appointment.

### Email reminders

Please could patients update their personal details at reception should there be any changes to their mobile phone numbers or email addresses, as we intend to send our recalls from August by email.

### £1,600 raised

Three members of our team have raised £1,600 by taking part in the London Marathon and London moonwalk.

Thank you for your generous sponsorship.

### Charity donation

Recommend a patient to us, be it a family member, friend or neighbour, and we will donate £10 to our chosen charity The Smile Train, for every referral.

## Half of people skip night brushing

Nearly half of the population (47 per cent) has admitted to regularly skipping brushing their teeth at bedtime.

Women are the most likely to break one of the three golden rules for clean and healthy teeth, with nearly six out of ten (59 per cent) regularly skipping brushing their teeth at bedtime, compared to just over a third of men (35 per cent).

The findings have been revealed by the British Dental Health Foundation as part of its National Smile Month campaign. The survey also found that over a quarter of the population have admitted to not brushing their teeth for 24 hours

and 15 per cent have not cleaned their teeth for more than two days.

The BDHF's Dr Nigel Carter said: "Anyone who regularly skips brushing their teeth is storing up oral health problems for the future such as tooth decay and gum disease - the biggest cause of tooth loss often resulting in the need for bridges, dentures or implants."

He said brushing first thing in the morning coats the tooth's enamel with fluoride to strengthen and protect the tooth surface against acid attacks throughout the day. And brushing last thing removes deposits that have built up during the day, as well as removing plaque.

## 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 fill in a special form available from reception, email us with your views and suggestions, or write to us by post.

We look forward to hearing from you.

### Bank Cottage Dental

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#### Opening hours

Monday: 9am – 5pm  
Tuesday: 9am – 5pm  
Wednesday: 9am – 5pm  
Thursday: 9am – 5pm  
Friday: 9am – 5pm

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