

# ALEXANDRA

DENTAL CARE

Creating Smiles

[www.alexandradentalcare.co.uk](http://www.alexandradentalcare.co.uk)

## practice**news**

Welcome to our practice newsletter. Our aim is to update you on the happenings at the practice as well as featuring key dental procedures to help improve your smile.



### Smile Month 2011

This year's celebrations ran from May to June, the theme being 'Get the Smile Factor'.

A great smile has the ability to influence the success of our relationships and careers. It is no coincidence that a confident smile is associated with images of people we see everyday considered to have that special "X-Factor". The national campaign promotes looking after teeth and maintaining them for life.

Each year here at Alexandra Dental Care we relish in the challenge to come up with a fresh and exciting way of celebrating National Smile Month. This year we wanted to reach out to the wider community to try and reach a new audience, especially people who are not registered with a dental practice.

In conjunction with The Burton Mail, we ran a week-long feature with daily competitions having great prizes up for grabs. Each day the paper printed an educational feature on a dental topic as well as a question to answer.

**The competition proved to be a great success with bags of entrants all hoping to win one of the excellent prizes.**



The winners were, 1st prize of £250 went to Emma Bradburn of Stretton, a Sonicare toothbrush went to Mr Davey of Stapenhill, an Oral B toothbrush was won by Mrs Godfrey of Hartshorne, a healthy food hamper to Mr Woodall from Tutbury, one year's supply of dental products was won by Kirsty Allen of Burton On Trent and dental vouchers worth £100 was snapped up by Mrs Freeman also from Burton On Trent.

### Visit our hygienist

Not only does visiting the hygienist help in the prevention of gum disease (the main cause of adult tooth loss) but another good reason to pay her a visit is that research has shown that the first thing people look at when they meet someone is their teeth. The study showed that 53% of women and 47% of men rate bad breath as the biggest turn off, while discoloured teeth were also a no-no for a potential kissing partner.

### Opening times

Monday:	8.00 am – 8.00 pm
Tuesday:	8.00 am – 6.00 pm
Wednesday:	8.00 am – 6.00 pm
Thursday:	8.00 am – 6.00 pm
Friday:	8.00 am – 6.00 pm
Saturday:	9.00 am – 1.00 pm

### Follow us on Facebook

Alexandra Dental Care is now part of the social network revolution!

Why don't you take a look at our page on Facebook to see the latest news and offers from the practice.

Visit us next time you're on Facebook visit our page: **Alexandra Dental Care**, or follow the link from our website homepage.



### Announcements

Meera has continued her postgraduate studies and successfully passed her postgraduate exam at the Royal College of Surgeons London.

**Big congratulations** to our Dental Nurses, Scarlet, Cassie and Sophie who have passed their dental examinations and are now fully qualified dental nurses. **Well done.**

## New patients

The practice currently has spaces available for new patients. If you have family and friends looking for a dentist then please pass on our number or tell them to browse our website...

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## Enhanced practice status

As a registered training practice for postgraduate dentists, we are regularly reviewed and inspected by the East Midlands Healthcare Workforce Deanery. After this year's review and inspection we were delighted to hear that we have been rewarded for our consistent high score and have been given the highly coveted enhanced practice status. In fact our practice was rated as one of the highest out of 96 in our region.

We are happy to be playing our part in the future of modern dentistry.

## Dental jokes

A dentist is working on a female patient's teeth when he asks her if she'd mind screaming loudly.

**She does so and then asks why?**

"I've got to catch a train in thirty minutes" he replies, "and my waiting room is packed".

**What did the tooth say to the dentist? "Fill 'er up"**

**A Texan goes to the dentist "Your teeth look fine" says the dentist "Nothing needs doing here" – "Drill any-way" says the Texan "I feel lucky..."**

## Treatment of facial lines and wrinkles

BOTOX® has become extremely popular and widespread. No longer accepted just among the Hollywood elite, average people have begun to see its benefits and use it too. No-one can halt the inevitable ageing process that affects us all. But now we can reduce and improve the visible signs of ageing, such as lines and wrinkles or unflattering folds and creases, using the latest wrinkle relaxing injections and dermal fillers.

Here at Alexandra Dental Care we are able to offer our patients a range of facial aesthetic treatments with dentist George Savva. Dentists are very experienced in performing injections on a daily basis. They are also extremely knowledgeable about the anatomy of the entire head and neck area. Dr Savva said, "Training in anatomy and sterile good-practice makes dentists preferable to 'backstreet beauty salons' for this sort of procedure".

**If you would like to find out more on the facial aesthetic treatments Dr Savva is available to offer advice, or please speak to one of our team.**

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## New dentist

We are pleased to welcome the newest member to our team, Yasmin Virdee.

Yasmin joins us from Leicester after her recent graduation at Sheffield University. She is looking forward to working with children whilst taking anxious patients through a pleasant and fearless dental journey. Yasmin loves to see happy patients walking out the practice with restored confidence.

In her spare time Yasmin loves cooking with her family, enjoys a hand in interior design along with some exotic travels across the globe.



## Dental Care Plan

Members will be eligible for the following benefits:

- Regular dental examinations and gum assessments
- Professional hygiene care
- Discounts on most dental treatment
- Worldwide Dental Trauma and Emergency Callout Insurance
- Treatment planning for your future dental needs
- Redundancy protection for your monthly payments for up to 12 months.

**Please refer to the brochure for full details of your benefit entitlements.**

## Dental anxiety

It is said that 25% of people are frightened of visiting a dentist. That's one in four of you out there sat in the waiting room with fear of dental treatment.

The main cause of dental anxiety is previous bad experiences and hearing horror stories from others. These days dental visits don't have to be a frightful time.

It is important to find a kind and sympathetic dentist who can help with your phobia. They will often have comments from patients on display on their website or in practice. When visiting the practice, explain your situation to the staff. All staff should be understanding as there are many patients like yourselves out there. You are not on your own.

Once in the surgery, your dentist may sit and discuss why you may have such fear. They will then be able to put your mind at rest. Dentists will allow a long enough time to be able to explain all the procedures. Any treatment will be personally tailored to make sure you are comfortable and relaxed.

We have many patients who have overcome their fear and now come regularly to our practice with no worries. Please do browse our website and the folders in the waiting room to see 'thank you' letters.

Dental Surgeons: Mr. Yogi Savania BChD, MFGDP(UK) | Mr. George Savva BDS(Lon) & Associates  
54 Alexandra Road, Swadlincote, Derbyshire DE11 9AZ

**Tel: 01283 216347**

**Email: [smile@alexandradentalcare.co.uk](mailto:smile@alexandradentalcare.co.uk)**