

# The Brightside of Life

**Celebrating Valentine's Day**

Team anniversaries & awards

Who has our Smile of the Month?

# Smile of the Month

## Brightside Smile of the Month – February 2022

BEFORE

AFTER



*Dr Ketan Shah*

**brightside  
dental**  
*Home of Calm and Gentle Dentistry*

Eileen first visited Brightside in 2017 and saw Dr Ketan Shah. She had not seen a dentist in over five years and had numerous problems with her mouth.

She had been unhappy with her smile for a long time, in particular the crooked front teeth and the colour of her teeth.

Treatment options were discussed that could help improve her smile. Eileen then proceeded with Invisalign clear aligners to straighten her teeth, followed by a course of teeth whitening, and finally composite bonding on her front teeth to rebuild the chipped edges where the teeth had become worn over time.

The process was completed within a year and in under 10 visits in total. Through remote virtual monitoring, Eileen did not have to allow any significant time to visit us and we could regularly keep an eye on the progress of her treatment.

Eileen now has the smile she has long desired and along with it, the confidence to speak and smile without covering her mouth.

She has since joined the Brightside Membership Club and is now attending regular assessments and hygienist visits to maintain the health of her mouth.

Eileen shares her story here:



Dr Ketan Shah

**Practice Principal**

BDS (Lond) 2000, MFGDP(UK) 2003



Ketan graduated from Guy's Dental Hospital in 2000. He worked at the practice as an associate since 2004 and took over ownership in 2010. He regularly attends courses and training to further his skills and knowledge, to improve the patient experience.

Ketan has carried out advanced training in orthodontics and has been providing both fixed braces and Invisalign for over 12 years. He is experienced with dental sedation and is a Dental Phobia Certified Dentist.

**If you would like to know more about how we could help improve your smile, you can phone the practice at 020 88884401 or email: [info@brightsidedental.co.uk](mailto:info@brightsidedental.co.uk).**

# Valentine's Day Traditions

The exact origins of Valentine's Day and the identity of St Valentine himself (or herself?) is much debated.

Catholic history suggests there were at least three different saints named Valentine, all of whom were martyrs. One, a priest in the third century Rome, was put to death for married couples in secret following marriage being outlawed for soldiers. Another was a bishop, Saint Valentine of Terni, who also met a sticky end at the hands of Claudius II.

No matter which tale you would like to believe, the origins of the day would certainly seem to be murky.

Happily, nowadays Valentine's Day has more positive associations. Here we celebrate the varied ways it is celebrated in countries across the world.

## 1. France

Let's begin in the country often considered the most romantic of all.

It is claimed that the first Valentine's Day card was sent in France in 1415, from the Duke Orleans who sent love letters to his wife while languishing in jail.

Self-declared as 'The Village of Love', the village of Saint-Valentin can be found in the Loire Valley, where gardens, trees and houses can be found decorated with love notes and flowers between 12<sup>th</sup> and 14<sup>th</sup> February.

## 2. Bulgaria

Bulgaria's Valentine's Day is called 'San Trifon Zartan' —translated as 'day of winemakers'. Couples come together to celebrate their love over a glass of local wine.



### 3. Wales

Closer to home, love is celebrated in Wales on 25<sup>th</sup> January on the 'Day of San Dwynwen', with lovers exchanging handcrafted wooden spoons. This tradition dates back to the 16<sup>th</sup> century.

### 4. Spain

For people from Valencia, the most romantic day of the year is the 9<sup>th</sup> of October. This day of love is known as the feast of Saint Dionysus.

It is celebrated on 9<sup>th</sup> October with men making gifts of marzipan figurines to their partners.

Colourful parades are also held in villages in the region on this date.

In Catalonia couples celebrate their love on 23<sup>rd</sup> April, with the exchange of books and roses on this public holiday, known as 'El Dia de la Rosa' or 'The Day of the Rose'.



### 5. Estonia & Finland

In Estonia, the celebration on 14<sup>th</sup> February is a celebration of platonic love.

Known as Friend's Day, families, friends and couples gather for meals and other activities.

Founded in the 1980s, the celebration began as a way for schoolchildren to make and give gifts to their loved ones. By the 1990s, the celebration also became popular with adults.

### 6. Japan

On Valentine's Day in Japan, women give chocolates to the men in their lives, not just their romantic partners.

A month later, on 'White Day' 14<sup>th</sup> March, all the men who received presents must return the favour, by giving the women something white, such as sweets, cakes or jewellery.

This gender-specific exchange is showing signs of declining, due to modern changes in Japanese society.



### 7. Philippines

In addition to the types of gifts exchanged on Valentine's Day in the western world, 14<sup>th</sup> February has become the date to marry in the Philippines.

This has led to mass wedding ceremonies held in malls or other public areas gaining popularity in recent years.





## QUOTES, JOKES, AND TIPS



“If January is the month of change,  
February is the month of lasting  
change. January is for dreamers...  
February is for doers.”

MARC PARENT

Try to drink lots of water. Hydration  
helps with bad breath and is  
important for your health!

Why should you never brush your  
teeth with your left hand?

A toothbrush works WAY better!

**What did the lawyer demand before the dentist worked on him?**

**A retainer.**

This lovely picture of our  
trainee dental nurse Ikran  
was taken on her two-year  
anniversary at Brightside  
Dental.

Congratulations Ikran!

It is wonderful to have you as a  
member of our team!





Many of you will recognise Negar, our hygienist.

We were delighted recently to help her celebrate her five-year anniversary at our practice.

Thank you, Negar, for your continuing hard work and dedication to helping our patients with their oral health.

*Raminta was awarded our Team Member of the Month for December.*

*What a great finish to 2021 and richly deserved following all her hard work!!*



**Thank You For Recommending Us!**



**Xhemal Muca  
Ronit Patel  
Polina Shishkova  
Monica Azzali**

## What our patients say about us

Share your feedback on your experience at Brightside Dental [here](#)



**Chris Duncan**



Brightside are always friendly and efficient. I have been with them for many years and have had excellent service throughout. Would thoroughly recommend them to anyone who asks.



**David Mullin**



Fantastic dentist. Always professional and friendly. Never any pain. Explains treatment options in simple easy to understand way. Easy recommendation for me.



**Antonio Nunes**



I am very happy with the care provided by Dr. Shah and team at Brightside Dental. I had a very comprehensive first examination in which Dr. Shah explained clearly what treatment options were available to me and gave me a detailed quote. I have since began treatment and had a great consultation experience. I highly recommend Brightside Dental.



**Sharon Hutchinson**



A warm, personal welcome. Careful & professional care for you & your treatment. From reception to hygienist through to Dr Shah. A first class service.