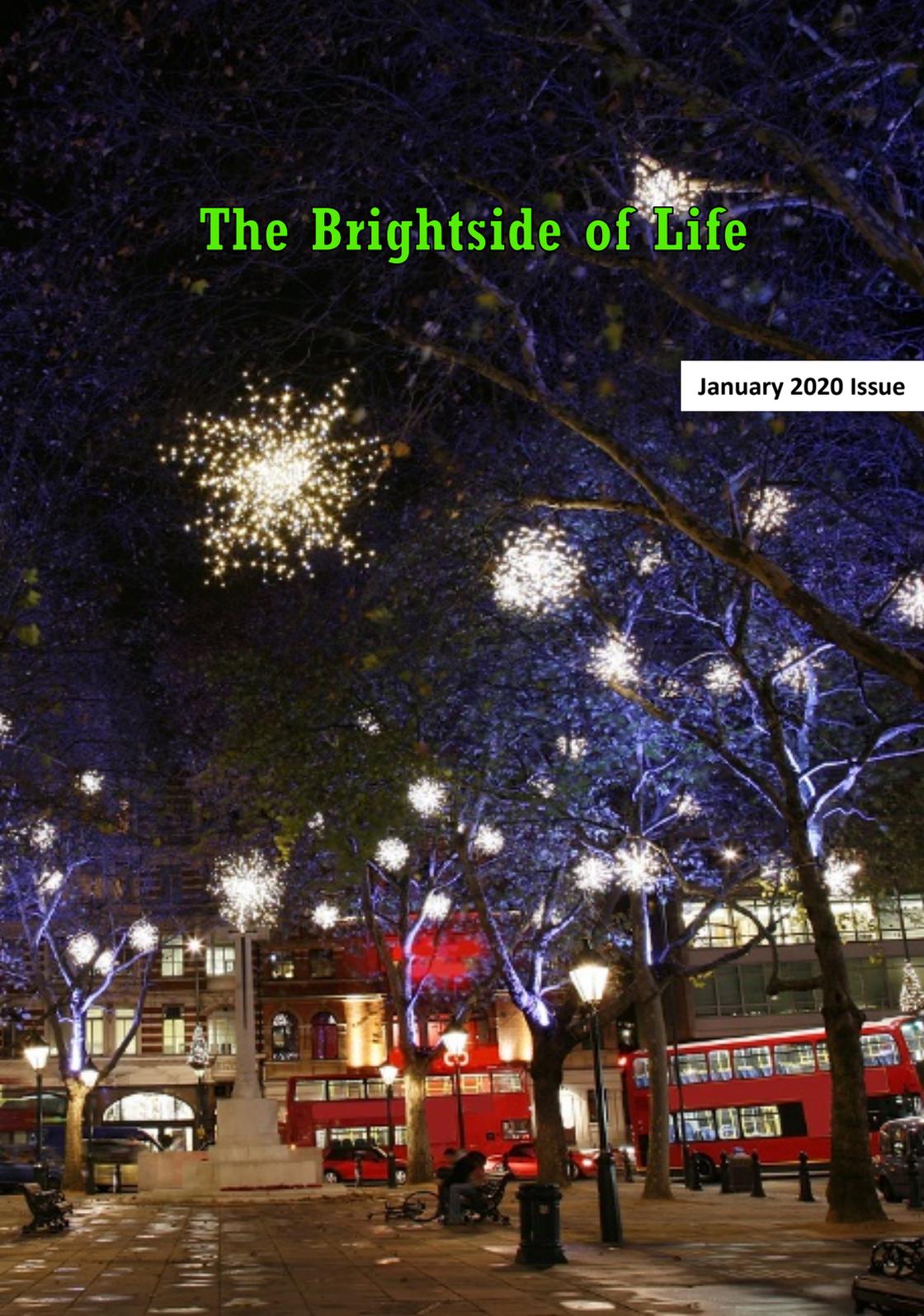


# The Brightside of Life

January 2020 Issue



# Smile Of The Month



Jane joined Brightside on the recommendation of a friend of hers who had recently started orthodontic treatment with us. She was unhappy with her smile, especially the upper front teeth, some of which were sticking out and some sitting inwards compared with the other teeth.

It had been something that had bothered her for some time, but part of the concern about having treatment, was how it would affect her work being a teacher and having to talk most of the day. She went ahead with fixed cosmetic braces for the straightening of her teeth, having been able to have many questions answered about how the braces would feel and getting a first hand insight from her friend.

Treatment progressed very well and all as planned in terms of comfort and convenience. We were able to arrange appointments after school and during holidays, without any impact on work and the treatment was fully completed in just

over 1 year. Jane was very pleased with the result and definitely now feels more confident in smiling and speaking in public.



If you would like to find more about how we could help improve your smile, or to speak with one of our many patients who has had teeth straightening with us, please give us a call on 020 88884401.

## Thank You For Your Referrals

Philip Cockrell, Monira Begum,  
Camille Etam, Michael Stone,  
Katy Wang, Rosalyn Tweed,  
and Painer Ozkes

# NEW DECADE, NEW SMILE?

Would you like to find out how we could help improve your smile?

Join us on one of our  
**Invisalign Smile Days**

on either 28<sup>th</sup> January or 4<sup>th</sup> February 2020.



**Special Offer**

Digital Record and Smile Simulation  
Full Series of Dental Photos  
Digital X Ray if required  
**FREE!!!**

Worth £165

Exclusive offer on Invisalign Teeth Straightening if you are suitable for the treatment.



Limited spaces available.  
Book now to avoid  
disappointment.

£30 deposit taken to secure booking, which will be refunded in full or go towards your treatment if going ahead.



### **Straighten Teeth Discreetly**

Invisalign is a pioneering, clear orthodontic aligner system for patients who really don't want anyone to know that they are wearing braces. So, if discretion is the name of the game for you these aligners are your perfect match.

#### **9 Reasons To Choose Invisalign:**

1. Practically invisible
2. Suitable for all ages
3. Short treatment times
4. Predictable end result
5. Comfortable and gentle
6. Removable, so you are in control
7. Clinically effective
8. Easy to use
9. Over 6 million people have had Invisalign treatment.

#### **How Does It Work?**

Using state of the art 3D CAD/CAM, the patient's models are scanned using a white light scanner and then the intelligent software analyses the treatment requirements, and the number of aligners required to achieve the desired result.

The 3D data is then sent to the

prescribing dentist to review with the patient. Once approval has been granted by both parties, the aligners will be manufactured and delivered within a fortnight.

#### **What Makes Invisalign Different?**

Invisalign offers a depth of innovation, the clinical studies and technology that can accurately control the way your teeth are straightened.

Fixed braces and other clear aligner solutions just cannot compete with Invisalign's groundbreaking system using custom clear braces.

#### **A Completely Convenient Option**

Invisalign aligners can be removed at any time during treatment, you can eat whatever you want, maintain good oral hygiene, and choose to remove them briefly for special occasions such as weddings or big meetings. Your lifestyle remains intact with Invisalign invisible aligners.

**It's About Time!**



The average person spends 38 days brushing their teeth in a lifetime.

**Got The Blues**



More people use blue toothbrushes than red ones!

**Can't Get Any Tougher!**



The enamel on your teeth is the hardest part of your entire body.

**Pass The Tissue!**



The most common disease is the common cold. Second? Tooth Decay.

**Take a Deep Dive.**



We produce a LOT of Saliva - about 25,000 quarts in a lifetime. Enough to fill 2 swimming pools!

**Fun Facts**

**About Your Teeth**

**It's All in The Past.**



Children of prehistoric times may not have had cavities because they didn't eat sugar.

**Uniquely You.**



Just like fingerprints bite patterns are unique to each individual.



# DRY JANUARY®

Dry January was created by UK-based, nonprofit Alcohol Change UK which first launched in 2013. That year, more than 4,300 people pledged not to drink any alcohol for the month. And yes, “dry” means abstaining from alcohol for a month—no cheat days.

In 2017, that number spiked to more than 5 million. Dry January participants claim that giving up drinking for one month can reverse the negative health impacts of regular drinking, like fatty liver disease and elevated blood sugar. They also champion that not drinking can improve sleep and enhance energy.

## Tips for a Successful Dry January:

The point of Dry January isn't to punish yourself for your drinking habits. It's intended to be a positive experience so you can see the benefits of being sober.

- **Clean house:** To remove temptation from your home, remove all alcohol from your shelves.
- **Find substitute beverages:** You may want to come up with some beverages that will quench your thirst while you enjoy a Dry January.
- **Create a sober support group:** You don't have to entirely cut yourself off from your friends, family and favourite locals. You may want to let them know you're taking a month off from alcohol — and invite them to join you. There is strength in numbers.
- **Save the cash:** How much on average do you spend per day or per week on alcohol? Take that amount and stash the cash in a jar or box. Watch it grow daily. At the end of your Dry January, treat yourself, or, even better, donate it to your favorite cause.
- **Get busy:** Make a todo list with things you've been putting off, like your DIY todo list. Projects to keep yourself busy during your Dry January are great ways to keep your mind busy and distracted.

# What Our Clients Say About Us...



2020

1 review

★★★★★ a month ago

The dentists and hygienest have so much patients and understanding, they have helped me feel calm during treatments. Now I have a lot less fear and am very thankful to the team. Every visit the staff maintain their pleasant, relaxing, professional care. I have been with them for a few years now and am very pleased with their care.



sharon lawson

1 review

★★★★★ 3 weeks ago

I am always extremely satisfied with the support and treatment .and look forward to attending my appointment



**Sophie Antoni**  recommends Brightside Dental.

28 November at 12:04 · 

always a positive experience - calm friendly approach from all staff and a pleasure dealing directly with Ketan thanks to all at Brightside 😊



**Linda Chartrand**  recommends Brightside Dental.

30 November at 20:30 · 

Everyone is extremely friendly; reassuring and professional! Visiting Brightside is actually a pleasure, feeling confident that whatever procedure is required, everything will be clearly explained and the actual procedure is either totally painless or with minimum discomfort ... after care is superb, too!! I unreservedly and wholeheartedly recommend Brightside



**Kaie Cozier**

Local Guide · 34 reviews · 25 photos

★★★★★ 3 days ago

THE BEST dental practice in the world. PERIOD!



## Brightside Dental

For Information on Calm & Gentle Dentistry

Call us now: 020 8888 4401 or For More Patient Stories Visit Us:

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