

The Brightside of Life

March 2019 Issue



Fizz Free February

Dry January is over and then came Fizz Free February. This was an initiative that was introduced by Southwark Council in 2018 and this year, the aim was to promote national exposure of the campaign and is something that we fully support at Brightside Dental. The aim of the campaign was for you and your family to avoid fizzy drink for 4 weeks during February.

Click the link to see our practice principal Ketan Shah discussing the subject further : <https://youtu.be/eODif9Alfg>

The purpose of the campaign was to raise the awareness of the impact of sugar and fizzy drinks in particular on dental health.

As well as sugar being a huge problem with obesity, the other main area is dental decay and among children the biggest impact is with secondary school children aged 11-18. In this age group 170 children per day have dental extractions in hospital under general anaesthetic.

Dental decay is one of the few preventable diseases.

Click the link for advice from the British Dental Organisation on what you can do to improve your dental health : <https://www.bda.org/sugar>.

Top Tips for Dental Patients

- **Quitting fizzy drinks:** Fizzy drinks are the largest single source of sugar consumption for children aged 11-18, and they provide an average of 29% of daily sugar intake - cutting them out for a month is an easy way to reduce sugar intake and to help encourage a reduced intake for the rest of the year, by switching to healthier alternatives.
- **Sugar-free fizz is still bad for teeth:** The fizz in sugar-free drinks is still acidic, and can cause tooth erosion, so it's

much better to switch to tooth-friendly alternatives like water, milk, or a small serving of fruit juice - but this is best consumed with a meal, to avoid the erosive acidity of the fruit juice.

- **Reduce sugary snacks:** the risk of developing tooth decay increases as the amount and frequency of sugar consumption rises.
- **Brush twice a day:** keeping teeth clean by regular brushing helps prevent decay. Children's brushing should be supervised until the age of seven. Ask your dentist for more advice.
- **Use a fluoride toothpaste:** all children up to three years old should use a toothpaste with a fluoride level of at least 1000ppm, both morning and night. From three to six years old, their toothpaste should contain more than 1000ppm. For children six years and older, the recommended amount is between 1350ppm-1500ppm.
- **Visit the dentist on a regular basis:** ask your dentist how often you should visit and keep your appointments, if oral health problems are spotted early, then they can often be dealt with much easier. Your dentist can answer any questions you have about the best way to look after your child's teeth.
- **Watch out for 'hidden' sugars:** pure fruit juices can be a healthy choice, but the natural sugars these contain can still damage teeth. If you are offering fruit juice, drink it with a meal and only in a small glass (up to 150ml).



The image is a promotional graphic for the BDA #gofizzfree campaign. It features a bright yellow background. On the left is a pink can of 'Fizz Free Feb' with a small 'SUGAR FREE' logo at the bottom. To the right of the can are three stacked, rounded rectangular buttons with a white border. The top button says 'SAVE MONEY' with a coin icon. The middle button says 'LOSE WEIGHT' with a scale icon. The bottom button says 'KEEP YOUR TEETH' with a tooth icon. In the top right corner, the BDA logo is displayed above the website address 'bda.org/sugar'. Below the buttons, the hashtag '#gofizzfree' is written in a large, bold, pink font. At the bottom of the graphic, the text 'Make your pledge' is written in a white, sans-serif font.

BDA bda.org/sugar

#gofizzfree

Make your pledge

Smile Of The Month



Dr Ketan Shah

brightside dental

Paige's teeth before and after treatment. Slight white patches evident due to dehydration of the teeth which disappeared completely within a day.



Paige Alexis Jones

3 reviews

★★★★★ 21 hours ago

I recently went to Brightside Dental to have Icon White Spot Removal on my two front teeth. It's not the most popular of treatments, so I had to travel to Brightside from Bournemouth to have it done, as nowhere locally offers this service.

I have never received better dental treatment and customer service. My email enquires were answered promptly, pricing was very clear and transparent unlike others I contacted, and I was called to discuss what I wanted and when they could fit me in. When I arrived Dr Ketan Shah immediately put me at ease, and though he knew I wanted Icon White Spot treatment he explained all the options available to me so I could make the most informed decision.

I went ahead with the white spot removal. It couldn't have taken longer than 30 minutes. Dr Shah made sure I was okay throughout and that I was comfortable. Before I knew it, he had finished up and I got to see what felt like new teeth. Ketan had managed my expectations at the beginning of the appointment and while I knew most would be removed I knew they couldn't guarantee they would completely go.

Dr Shah has done such fantastic work that you would have no idea that there were ever white stains on my teeth! My confidence in my smile was instantly lifted!

I am so happy to have made the decision to go with Brightside, it was well worth the travel for the level of care provided and the fantastic work they do.

Paige made a 6 hour round trip to Brightside Dental, waking up at 5 in the morning because she was unhappy with white patches on her front teeth which had been bothering her for 10 years.

She had Icon dental treatment carried out in less than 45 minutes by Dr Ketan Shah and the patches were removed. Icon is a simple and non-invasive, drill free treatment that can be very effective in removing white patches. It's not in widespread use by dentists in the UK, but is very popular in America, Germany and other European countries. We have been using Icon at Brightside for over 5 years, with great results for suitable patients.



Paige speaks about her experience:

<https://youtu.be/r6HZAqBLrI4>

Icon is a treatment where you see immediate results and you can eat and drink straight away. This is a fantastic treatment that can usually be completed in 1 visit and is often suitable for children as well as adults.

Quotes, Jokes, and Tips

**SMILES
ARE ALWAYS
IN FASHION!**



DID YOU KNOW?

Your teeth start growing 6 months before you are born!

Tips for Terrific Teeth!

- 1** Floss every day!
- 2** Brush at least twice a day!
- 3** Eat healthy foods!
- 4** Visit your dentist every **6** months!

teethandsmiles.co.uk

**Congratulations on
Brightside Anniversaries**



Thank You For Your Referrals

CAMILLE ETAN,
DARSHANA MONAWER,
ERIN FRIEL, SAMIRA TUMI,
AND HELEN COTTLE

What Our Clients Say About Us...

A

Annie Evangeli

1 review

★★★★★ a week ago

Absolutely delighted to have found Brightside Dental - the staff is helpful (thank you Ana!), attentive and overall amazing. The premises are extremely clean and a friendly environment. Overall my experience was perfect with Mihaela Danila, and I would definitely recommend the team to anyone - all are extremely professional. I visited them based on the reviews and I was not at all disappointed. The fact that they are able to deal with nervous patients (given I am one!) was a great selling point for me - still the team is so great that I felt very comfortable and not scared at all. Thank you.

S

Sophia Butt

1 review

★★★★★ 3 weeks ago

Excellent service. Dr Shah is highly skilled and attentive. He approached my treatment with a lot of care and thoughtfulness. He listened to my concerns and devised a plan that suited my lifestyle and needs. Thank you, to the entire team at Brightside for being friendly and professional. I doubt I'll be going anywhere else for my dental needs.

Truly deserving of a 5 star rating.



Georgina Smith  recommends Brightside Dental. ...

Feb 4 at 8:10 AM • 

I have always been a very nervous patient. The entire team are genuinely caring and make you feel instantly at ease.



Tina Morris  recommends Brightside Dental. ...

Feb 2 at 4:12 AM • 

Great, friendly place! You forget you are at a dentist and feels like a visit with friends! This is very important as most people have a fear of dentists! The work is completed and you are free from pain or discomfort. I had a cap done and I am very pleased with it. All the dentists and staff there are young, friendly and professional. I would recommend Brightside Dental to friends and family without hesitation.

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