

Courses – attended and planned

In addition to our weekly business development meetings we also attend a number of externally held courses. This allows us to offer you the best care and service possible.

November 09

- Private Dentistry Awards – **aesthetics** were very honoured to be shortlisted for the Best Charity/Community project which was held in London. Photos available to view on our website.
- NEC Dental Trade Show – Harry attended this in Birmingham to help him keep up with the latest products and services on offer.
- British Academy of Cosmetic Dentistry Conference – Harry attended this 3 day conference in Edinburgh and picked up some useful new skills and techniques.
- Our 2nd birthday – we celebrated 2 years of opening on November 17th, during this week we were inviting patients to indulge in a glass of champagne.

December 09

- Local Anaesthesia – Harry attended this 1 day lecture in London. A very informative day where he learnt some additional skills on how to give painless injections.
- Dentistry Awards – **aesthetics** have been shortlisted for Best Team and Best Practice in the South East category and Best Marketing for the national award. Photos available to view on our website.
- British Dental Association Good practice Scheme Presentation Ceremony – **aesthetics** were recognised for the achievement of receiving this award earlier in the year.
- In House Coaching – we were introduced to ‘My Dental Card’ which allows patients to buy now and pay later. Ask us for more details.

January 10

- In House Coaching – planning a 1 day training day with an external adviser on customer service and telephone training.

aesthetics referral reward programme

We are always happy to treat family and friends of existing patients. Since we are a new business, word of mouth referrals are critical to us. We would encourage all patients that are happy with our service to mention us to their family and friends and would appreciate this favour.

As a gesture of thanks we will be holding a prize draw on a monthly basis. For every patient you refer who registers with us, we will automatically send you a £10 Marks and Spencer voucher as a thank you, and enter you in the monthly prize draw. Please refer to our website for further information.

aesthetics, 5 Parkhouse Court, Hatfield, Herts, AL10 9RQ

Your Team



In this issue our new Front Desk Coordinator Pub, tells us all about himself...

Q What is your star sign?

A Pisces

Q Where were you born?

A Hitchin

Q Marital status?

A Married to Susan and have three children.

Q Favourite Holiday?

A Cuba and the people were very friendly (the mojito's helped)

Q Strangest Job?

A When I was a student, I worked for Kodak in their film processing department.

Q Three things you would take to a desert island?

A My family, a football and sky tv.

Q Tell us something no one else knows about you?

A I used to iron my socks and pants.

Q Favourite thing about working at aesthetics?

A Meeting loads of wonderful people and seeing the satisfaction on their faces with the end results.



aesthetics Loyalty scheme

For every £75 spent in one transaction you will receive a loyalty stamp. Collect 6, 12 or 18 stamps and redeem against a number of services and or gifts. Please ask any member of the **aesthetics** team for further information.



5 year guarantee

Did you know that any dental work you have undertaken at **aesthetics** is guaranteed for 5 years? If you keep to your regular oral health assessments and hygiene visits we will replace or repair at no cost to you any dental restorations we have provided.



Strategic Alliances

These partners have been carefully chosen by **aesthetics** for you to benefit from their expertise and customer service.

Connections – Experienced beauty therapists. Contact Sharon on 01727 833317

Curves Gym – Specialised gym for lady members only. Contact Jackie on 01707 276001

Please visit our website for special reductions for **aesthetics** members.

Fee increases

As of 1st January 2010 there will be a new fee structure in place. Please visit our website - www.aesthetics-dentistry.com – for further information. All treatment plans issued from October 2009 to December 2009 will be honoured until March 2010.

Cancellation policy

A broken appointment hurts 3 people:- you, your dentist/hygienist & the person who could have had your appointment.

No charge will be issued if **48hrs** notice is given for cancellations.

Any cancellation made with **less than a 48hrs notice**, or "**any no shows**", will result in you being invoiced the full amount for your booking.

Adult orthodontics - what's it all about?

**Did you miss the boat when you were younger?
Have your teeth gone back to their original position?**

Don't worry, we can help. We have seen a dramatic increase in the number of adults asking for braces. They don't want the "metal train tracks" but something more discreet. We have a number of solutions available to achieve a natural looking smile.

Invisalign (and teeth whitening)

A series of clear and removable aligners are used to straighten your teeth. Treatment times will vary from 6 months to up to a year.



"Having the Invisalign braces was one of the best things I have ever done and it is definitely worth the 2hour journey" Lauren Hammond

Inman Aligner

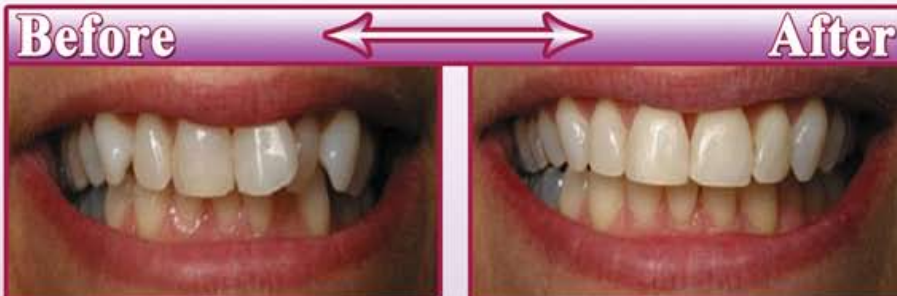
A removable appliance that can rapidly move teeth typically between 12 – 16 weeks.



"Great service, fast movement of teeth. I noticed movement as early as 2 weeks into treatment" Kishan

6 Month Smiles

Six Month Smiles utilises nearly invisible clear braces to gently straighten and align teeth in an average time of just six months.



What are you waiting for, call us on 01707 261367 to book your free smile assessment and see if any of these methods are suitable for you. For any special offers please refer to www.aesthetics-dentistry.com



Private Consultation Room



Reception



Patient Lounge



Dental Studio



aesthetics Spa Studio



Free Wifi & Internet



Hot & cold Refreshments Available



aesthetics issue 5, New Year 2010
in the press

Happy New Year and welcome to this edition of our newsletter. We hope everyone enjoyed the festive break and are looking forward to 2010. We would be grateful if you could pass on the extra newsletters to family and friends and you can download it from www.aesthetics-dentistry.com

HAPPY NEW YEAR

**Do you want Straighter and Whiter Teeth,
without removing healthy tooth structure?**

Are you concerned with?

Tooth discolouration

Misshaped teeth

Permanent stains

Noticeable gaps

Crowded teeth

Broken or chipped teeth

'Then Lumineers may be the answer to your problems'
Special offer – anyone taking up this treatment will receive
FREE TEETH WHITENING normally £359.50*
Offer only valid for January 2010.

Call us on 01707 261367 to see if **Lumineers** are suitable for you.

Before



After

