

Planned courses for 2009:

January 2009 - Medical emergencies & CPR training.

June 2009 - World Aesthetics Conference.

February 2009 - aesthetic medical conference.

June 2009 - Durathin veneers.

March 2009 - Inman (rapid orthodontic movements).

November 2009 - British Academy of Cosmetic Dentistry.

Educational piece - a coffee a day keeps mouth cancer at bay...



A cup of coffee a day could nearly halve the risk of cancers affecting the mouth and throat, according to new research.

Japanese scientists who tracked patients' drinking habits for 13 years found those downing at least one cup a day were much less likely to get tumours than those who hardly ever drank coffee. According to Cancer Research UK, mouth cancer kills around 1,600 people a year in Britain and cancer of the oesophagus another 7,400.

The findings, published in the American Journal of Epidemiology, suggest a daily dose of caffeine could offset some of the risk from alcohol and tobacco – the main causes of such cancers.

Previous studies have produced mixed results on whether coffee has a protective effect and have felt that it adds to the risk. Smoking and excessive drinking are the key culprits in both types of tumours because they contain damaging chemicals called nitrosamines. But in the latest investigation, experts at the Tohoku University School of Medicine in Japan,

concluded certain chemicals found in caffeine protect the body's DNA against damage that can lead to cancer.

British consumers apparently drink an estimated 70 million cups of coffee a day. To see if coffee offered any protection, researchers studied nearly 40,000 people aged 40 to 64 over a 13-year period.

During that time, 157 of the volunteers developed mouth or gullet cancer.

When researchers analysed their diet and lifestyle, they found those drinking at least one coffee every day were 49% less likely to be affected than those who rarely or never drank. In a report on the results, they said: 'One of the most significant findings was the inverse association between coffee and those at high risk of these cancers, namely current drinkers and smokers.'

'Although quitting alcohol and smoking is the best known way to help reduce the risk, coffee could be a preventive factor.'

So feel free to come and relax in our patient lounge and enjoy one of our coffee ranges.

Opening Hours:

Monday 8.30am – 6.00pm

Thursday 12.00pm – 8.00pm

Tuesday 10.00am – 7.30pm

Friday 9.00am – 6.00pm

Wednesday 8.00am – 4.00pm

Saturday by appointment

Your Team



In each issue we will be profiling a member of the **aesthetics** team, giving you more insight into what makes them tick. It will be fitting to start with the owner of **aesthetics** – **Dr Harry Singh**.

What is your age and star sign?

36 (just last month), Capricorn

Where were you born?

Hitchin

Marital status?

Married to Sarb for 10 years and we have two children – Arjan (2) and Rajneek (1)

Favourite holiday?

Dubai – loved the shopping!

Strangest job?

Food packer in a factory making Indian curries

Three things you would take to a desert island?

Laptop, crate of Fosters and the family (the wife will probably read this)

Favourite part about working with **aesthetics**?

The patients and their stories

Tell us something no one else knows about you?

As a student at Leeds University went to Harvey Nicholls and sprayed what I thought was deodorant on my wrist, turned out to be shaving foam!

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aesthetics

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in the press

Welcome to our first newsletter, bringing you the latest information on what is happening at **aesthetics**. We will be issuing one every quarter. Please feel free to pass on the extra copies to friends and families. You can also keep up to date with any developments at **aesthetics** via the blog area of the member's area. Happy reading.

Award winning aesthetics!



Our efforts during the year were recognised by winning 2 awards at the end of 2008. This is an amazing feat considering we have just been open for a year. **aesthetics** beat over 500 entrants, including more well known and established dental practices from the whole of the UK. The Private Dentistry Awards have received a phenomenal response in recent years and continues to do so year on year. To win you really have to be the best.

Winner:
Best Marketing &
Best Team - South
East
Runner up:
Best New Practice,
Most Attractive and
Most Innovative
Practice.

We would like to
take this opportunity
to thank all of our
patients for their
support during the
year. We value your
business and look
forward to seeing you
very soon.



Credit crunch promotions

We have arranged a number of money saving packages for the New Year, to help you afford the treatment you want.

- Spread the cost of Botox throughout the year and pay at a reduced rate. See www.aesthetics-dentistry.com/credit_crunch.html for further information.
- Skin packages – Individually created for you (see enclosed leaflet).
- 0% interest free payments.
- Free tooth whitening for life if you become a member of

our plan before 31st January 2009.

- Two for one tooth whitening – buy one get one free for you and a friend.
- £15 Off hygiene visits for the month of February; just bring along the adjacent voucher.

£15
voucher

To be used during the
month of February
2009

Only 1 voucher per patient

aesthetics not only looks after your smile, but can also take care of your skin by using CosMedix

Advanced Skin Health Restoration

- CosMedix is a skin rejuvenation range using a combination of home care products and professional non traumatic peels.
- It is an American brand and has only become recognised over here in the last few years.
- It is one of the top brands in America and Australia mainly being used by cosmetic and plastic surgeons.
- It is a medically used skincare range only available to medical professionals. It has won a prize for it ingredient technology. (chiral correction)
- CosMedix can treat all types of skin conditions from acne, acne scarring, pigmentation, hypersensitivity, and dry aging skin.
- Inflammation is the route cause of all skin concerns, this can be due to hormones, diet, pollution, or medication.
- CosMedix will always start by trying to reduce this inflammation, even if it doesn't look red and puffy doesn't mean there isn't inflammation.
- CosMedix doesn't just concentrate on the skin we look at lifestyle and nutrition as well.
- Majority of the time acne is a result of bacteria in the colon and a detox is needed to improve it.
- CosMedix have supplements you can take to help balance your diet, no meal replacement or diet to follow, just add a mix of fruits, vegetables and minerals to your daily routine.
- It works by stimulating the cell production in skin, using a purified version of Vitamin A.
- So rather than just removing the skin surface we will also replace the damaged cells with healthy new skin cells. Leaving it firmer, smoother and healthier.

Book in for a free chat and find out how CosMedix can help you. The skin is analysed by a skin therapist to assess the cause and then a tailor made programme is devised'.

Benefits of regular oral hygiene

Avoiding periodontal disease is good for health. While there have been several studies in the last decade which showed evidence of a link between heart and gum disease, the links with cancer and diabetes are new.

A triple whammy of new studies have confirmed that people with gum disease are at increased risk of cancer, heart disease and diabetes. While there have been several studies in the last decade which showed evidence of a link between heart and gum disease, the links with cancer and diabetes are new.

Researchers from Imperial College, London studied participants in the US Health Professionals Follow up Study (HPFS). Started by Harvard School of Public Health 1986, it is tracking 48,375 health professionals who are sent questionnaires every few years asking questions about health, diet, lifestyle and gum disease.

The link between gum disease and cancer, found that participants- smokers and non-smokers alike- with a history of gum disease had a 14% higher risk of cancer compared with those with no history.

Those with a history of gum disease had an increased risk of lung cancer (36%), kidney (49%), pancreas (54%) and haematological cancers (30%) compared with those with no history of gum disease.

Another new report has linked gum disease with an increased risk of heart disease and diabetes. In addition to finding a link between periodontitis and increased likelihood of cardiovascular disease, the authors found that periodontitis is also often more severe in subjects with diabetes, a group already at risk of cardiovascular events.

Both Harry and Smita carry out regular gum assessments. The first sign of gum disease is bleeding on brushing and flossing.

aesthetics Referral Reward Program

We are always happy to treat family and friends of existing patients. Since we are a growing 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. For every patient you refer who registers with us, we will automatically send you a £10 Marks and Spencer voucher as a thank you. You will also be entered into our monthly prize draw and have the chance to win one of 5 prizes given away each month:

1. Free hygiene visit
2. Free Botox
3. Free skin assessment and starter kit
4. Tea at The Grove or Sopwell House
5. Full body massage or spa heaven cocoon (body wrap)

Member's area and members benefits

When you register at aesthetics, apart from receiving a superior level of care with cutting edge technology, there are many other benefits! We work closely with a wide range of professionals, to offer our members exclusive services and discounts.

- **Health & Fitness-David Lloyd** - 1 day pass and 3 for 2 on massage at Bodytalk.
- **Matthew Tant (Osteopath)** - ½ price consultation (usually £40).
- **Beauty-Poppyfields Salon** - £10 Off your 1st treatment, and a loyalty card scheme.
- **Essence Beauty** - 25% off all Essence treatments by resident therapists.

The following are available as part of the aesthetics signature 'post smile' package

- **Image Consultant - Colleen Oakley** - she will assist you in choosing colours to suit your face shape, personality and skin type.
- **Photography-By Fresh Academy** - We are giving away a free photo shoot, hair styling, make up and an A5 print.
- **Life Coaching- Julie Jones** - various 'inner smile' packages.

We regularly review these benefits. More details are available, from one of the aesthetics team.

Proud sponsors of Miss Herts and Miss England



Case Studies

1. Smile Makeover

This patient attended unhappy about the gaps between her teeth and their shape. Over two visits we completed our smile makeover with six porcelain veneers. An excellent result, which the patient loves!

2. Botox

For 15 minutes of your time, why not take years off, a perfectly safe procedure which on average lasts four months.

We also carry out Botox to treat Hyperhidrosis (excess sweating)

3. Teeth Whitening

A combination of two weeks of home whitening with trays and a power whitening session at aesthetics produced this amazing result. By following the maintenance plan at home of one night every two months, there is no reason why this result cannot be maintained for a lifetime.



Latest Technology

We deliver skilful cosmetic dentistry through knowledge, technology and the very best clinical techniques that are available in the world today. Through innovation, high quality craftsmanship and technologies that take you into the future, we create smiles that delight. Feel free to ask any one of the aesthetics team for a tour of our premises.

Digital radiographs

You can enjoy a whole new level of comfort with our intra-oral wireless digital x-rays. Digital x-rays reduce radiation exposure by up to 80% of conventional methods. Each digital image is instantly and automatically transmitted to your personal monitor, eliminating the usual wait for x-ray film to be processed.

Easy smile

We can use software to simulate the types of cosmetic changes that we can make to your smile before treatment has even been started.

Intra oral camera

A small probe shaped camera is moved around the inside of your mouth to document dental conditions and aid in diagnosis and dental education. This allows you to better understand your dental needs by actually seeing what we see.

Central sterilisation area

Providing you with a clean and safe environment is of paramount importance. We use the most effective sterilisation system to date to ensure your comfort and safety and pay particular attention to general cleanliness, disinfection and sterilisation. We have a dedicated sterilisation room, which is designed to ensure zoning and elimination of cross infection. Similar zones exist in each surgery.