

Courses – attended in 2010

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.

January

- **Advanced Botox** – see inside page for more details
- **Advanced Inman** – this 12 week removable aligner can now treat more advanced crowding

February

- **Interview by Aesthetic Dentistry Today Magazine** – aesthetics will be showcased to other dentists
- **Neuro Linguistic Programming (NLP)** – how the use of words effect our body language and thought process
- **Dental Coach** – evening seminar discussing the future of Dentistry
- **Beauty and Facial Aesthetics Seminar** – demonstrating the advances in this health & beauty sector

March

- **Veolia Water** – aesthetics are holding a corporate stand to promote National No Smoking Day & to highlight the risks of oral cancer associated with smoking
- **The Dentistry Show** – 2 day seminar on the latest techniques in dentistry and facial aesthetics
- **Business Coach** – 1 day intensive of role playing on teamwork and customer service

Your Team



Harry, Smita & Jenna proudly receiving the British Dental Association Good Practice Scheme award at a special ceremony to celebrate their achievement in December 2009

aesthetics

New Strategic Alliances

Herts Couples

Find your perfect partner, call 07719198272

Good Looking Optics

Fantastic local optician in St Albans, call 01727 854937

The Haven - 20% off all beauty treatment for aesthetics members, call 01707 271235

aesthetics

issue 6, Spring 2010

in the press

aesthetics

dentistry & facial rejuvenation

It seems we have been waiting forever for the weather to improve. Let's hope for a long hot summer. We would be grateful if you could pass on the extra newsletters to family and friends which you can also download from

www.aesthetics-dentistry.com

save an amazing £1600

aesthetics

Invisalign Open Evening
on 29th April 2010 from 5pm onwards

'Invisalign is a series of clear removable aligners that can straighten your teeth without anyone knowing you are wearing them'

On the night we will be offering:

- An Informative presentation on how Invisalign Aligners can help you.
- **FREE** Pre-Bookable 20 Minute Private consultations and are limited to the first 10 people only.
- An exclusive "aesthetics One Time Only Invisalign Package Deal"
Receive 2 Free Additional Luxury Bonus Gifts courtesy of aesthetics.
A "Philips Sonicare Electric Toothbrush" (worth £157)
Professional Teeth Whitening (worth £397)
- Various finance options available.

This offer is limited to the first 10 people only so call us now on 01707 261367 to pre-book your private consultation on the night and quote INV2010AM

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 be very grateful to all patients that are happy with our service to mention us to their family and friends.

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 our monthly prize draw. Please refer to our website for further information.

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



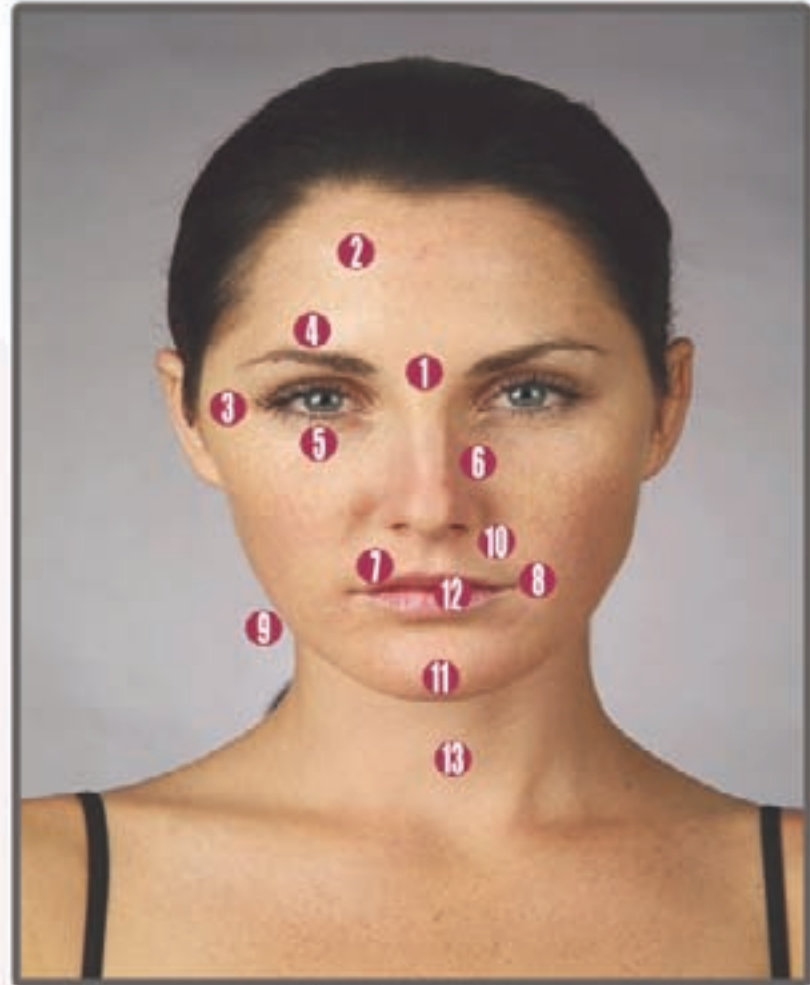
Cross infection control

At **aesthetics** we are dedicated to providing you with the best care in the most sterile and hygienic environment possible. We ensure that our whole practice is kept sterile to hospital standards and that there is a safe transfer of instruments from the surgery to the decontamination area to prevent any risk of cross contamination. **Patient care and protection is our number one priority.**

We have a number of features and procedures in place to enable us to achieve this goal.

- **A strict policy in place** – to ensure the processing of contaminated instruments is done in a separate areas from treatment areas.
- **A separate dedicated sterilisation bay** – We have a decontamination area separated into sterile and unsterile zones – these are marked clearly in our sterilisation bay to prevent cross contamination between unsterile and sterile equipment.
- **An ultrasonic bath** – to pre clean instruments prior to sterilisation.
- **A powerful hi tech industrial autoclave** – a sterilising machine for our instruments and dental hand pieces which sterilises unsterile equipment at 134°C ...much higher than the temperature of boiling water!
- **Sterilisation indicator strips** - these are placed in our autoclave and change colour when the sterilising cycle has completed. This is to provide evidence and ensure our autoclave is sterilising to the correct temperature and an indication that our instruments are now completely sterile.
- **Disposable items for single use only** – such as Latex free gloves, protective face masks, tray liners, needles, suction tips, and polishing heads.
- **Protective safety glasses** – to provide eye protection for our patients and clinical team.
- **Protective sterile bags** – for all instruments and hand pieces that have been sterilised in our autoclave to maintain their sterile condition before any procedure.
- **Protective clinical clothing** – for our patients and clinical staff to minimise cross contamination.
- **High volume suction** – to minimise aerosol spray from our hand pieces and to prevent inhalation of cements and mercury when removing old amalgam fillings.
- **Spotless and no clutter worktops** – in our sterilisation bay.

Did you know that Botox can be used in a number of different areas of the face, neck and under the arms. Botox is a muscle relaxant which is proven safe to use with no short or long term side effects. Ask an **aesthetics team member which lines bother you, and we will make them disappear.**



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|---------------------------------|-----------------------------------------|-------------------------|
| 1. Frown | 6. Bunny Lines (around the nose) | 10. Nose to mouth lines |
| 2. Forehead | 7. Smokers lines (around the upper lip) | 11. Chin softening |
| 3. Crows feet (around the eyes) | 8. Lift the corners of your mouth | 12. Gummy smile |
| 4. Eye Brow Lift | 9. Jowels (around corner of the jaw) | 13. Neck |
| 5. Eye opening | | |



Private Consultation Room



Reception



Patient Lounge



Dental Studio



aesthetics Spa Studio



Free Wifi & Internet



Hot & cold Refreshments Available