

**aesthetics courses & events; past, present and future**

**January 09'**  
Medical/CPR Training - team members under took their annual training and successfully gained their certificates.

aesthetics exhibition stand at Fanham Hall wedding show- demonstrating to prospective wedding couples how to improve and enhance a sparkling white smile with a perfect looking complexion.

**February 09'**  
Aesthetic Medicine Conference- informative days on lectures on medical and facial aesthetics attended by Dr Singh and Smita.

Miss Hertfordshire 2009 semi finals, Hatfield- Dr Singh was invited for a 2nd year running to be a judge at this annual event.

**March 09'**  
Inman aligners training-.Dr Singh successfully passed and gained his certificate of qualification.

The Dentistry Show & Aesthetic Dentist & Hygienist symposium, Birmingham - Dr Singh and Smita attended this excellent conference that take's place annually, looking at integrating cosmetic dentistry with facial aesthetics. Some of the cases at the show were life transforming and it is humbling to know how we can change people's life to that extent.

aesthetics exhibition stand at Computacenter, Hatfield - Dr Singh and his team attended this busy company to help promote National No Smoking Day along with the company Occupational Therapist.

British Society of Dental Hygiene & Therapy scientific meeting, London - this was an all day seminar attended by Smita, to continue keeping up to date with the latest techniques and skills in

Dental Hygiene therapy.

Odyssey Gym & Academy Hair and Beauty, Welwyn Garden City - Live facial aesthetics demonstrations and presentations given by Dr Singh, to introduce clients to the amazing wonders achieved by Botox and Dermal Fillers.

**April 09'**  
Eisai Corporate Health Week- Hatfield- we have been invited to hold an exhibition stand at this pharmaceutical company.

**May 09'**  
Miss Hertfordshire Finals 2009- Stevenage - aesthetics has been asked for the 2nd year to be the official sponsor and choose the winner for the "Best Smile" award.

Talking Points Seminars- Watford- an evening of informative dental seminars aimed for the whole team.

28th May aesthetics Charity Pamper Day 2009.

Our patient co-coordinator Jenna Green has been studying for the last 9 months and is due to take her final exams this month to gain her dental nursing certificate....the team at aesthetics wish her all the very best for her finals.

**June 09'**  
World Aesthetic Congress - London

**Strategic Alliance** - Introducing Mr Chris Bissell: Many of you would have heard of this famous photographer who is currently one of the judges of "Britain's Next Top Model".

**Chris contacted us because he was impressed with our practice and wanted to work with us! Watch this space...**

**Your Team**



In this issue our Front Desk Coordinator, Marian Dilley reveals a little bit more about herself...

**Q What is your age and star sign?**  
**A 28, Virgo**

**Q Where were you born?**  
**A Hitchin**

**Q Martial status?**  
**A Engaged**

**Q Favourite holiday?**  
**A Too many to choose from! But would have to say the Caribbean cruise - was amazing to see so many gorgeous places on one holiday!**

**Q Strangest job?**  
**A Working with horses! - Its not strange, and I enjoyed it- I just didn't smell particularly nice!**

**Q Three things you would take to a desert island?**  
**A I phone (for Facebook and music!), Toothbrush, and my Fiancé (who would hopefully be able to bring 3 more things with him).**

**Q Tell us something no one else knows about you?**  
**A I'm a complete adrenalin junkie! Have a passion for high performance cars- and am partial to the odd race or two!**

**Q Favourite part about working with aesthetics?**  
**A The patients, seeing the results and the team!**

Please note: aesthetics have varied opening hours including early morning and late evening appointments (8am to 8pm) so we can co ordinate your treatment schedule respecting your agenda.



aesthetics issue two spring 2009  
**in the press**

Welcome to our second newsletter. To compliment the more colourful weather we are having at this time of year, we have published a more colourful edition. Please feel free to pass on the extra newsletter copies to family & friends or download from www.aesthetics-dentistry.com



**aesthetics Charity Pamper Day 2009**

We are pleased to announce our annual Charity Pamper Day on Thursday 28 May 2009.

This will be an all day event held at aesthetics with some very special guests

already confirmed to attend on the day, such as the current Miss England and Mr Chris Bissell (photographer and judge on Britain's Next Top Model), more details will follow shortly.

**Inman Aligner  
Straighter teeth  
in 6 weeks!**

aesthetics is proud to announce Dr Singh is now 1 of only 200 dentists in UK to be certified to use this new revolutionary Inman Aligner system.

While a standard brace can take more than two years to create the perfect smile. The Inman Aligner is a great solution for adults who never considered braces due to the lengthy time commitment.

Inman Aligner is a brace with working parts that remain largely out of sight and in most cases can straighten teeth in 6 weeks, and at a fraction of the cost of traditional treatment. It is barely visible, apart from a single clear wire, and it can easily be slipped in and out of the mouth, allowing the wearer to go brace-free for important occasions such as job interviews or weddings.

While existing systems can cost up to £4,000, this one is £1,500, but for a limited time only aesthetics are offering this amazing revolutionary cosmetic procedure for a special introductory price of £997.

**INMAN ALIGNER  
COUPON**

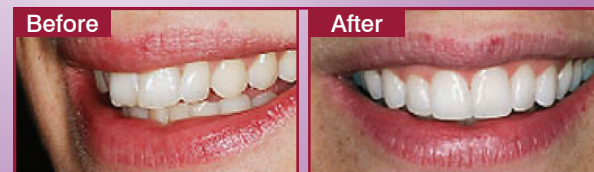
**only £997**

\* Please note some cases may take longer depending on level of crowding or the teeth to be treated. Offer ends 31/5/09

**WOULD YOU LIKE STRAIGHTER TEETH IN JUST 6 WEEKS? CALL NOW 01707 261367**

**ACT NOW & SAVE OVER £500** with our new introductory offer.

To qualify for this introductory offer please cut out and bring this coupon to your visit.



**SAVE £500 NOW!**

Photo of Miss England Laura Coleman by Fresh Academy www.freshacademy.co.uk

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



## Tips to Promote Healthy Skin

- Moisturisers prevent the skin functioning normally; it slows down the cell renewal process.
- Sleep is important for tissue renewal and overall health.
- Exercise keeps the skin healthy, it speeds up the circulation, encourages sweating which is a sign the skin is functioning properly.
- Your skin needs to be kept well hydrated, since the human body is 80% water. You can keep hydrated by drinking water, (avoid caffeine and alcohol it dehydrates your skin).
- Smoking depletes your body of essential nutrients; it also has a dehydrating effect which can make you look older than you are.
- Even when it's not sunny your skin needs constant protection. Sun is the main cause of premature aging.
- We offer free skin advice and use products by Cosmedix to treat your skin concerns in a more holistic approach.

### Veneers:

Veneers are hand crafted porcelain coverings that can straighten and whiten your teeth at the same time with minimal preparation of the natural tooth surface. They look very natural, making them a popular choice when doing smile makeovers at **aesthetics**.

## First Aid for the Tooth



**First Aid for the Tooth**

Accidents happen in life, and knowing what to do when one occurs can mean the difference between saving and losing a tooth.

### Ways to reduce the chances of damage to your teeth, lips cheeks and tongue:

- Wear a mouth guard for all contact sports. We recommend a professional made to measure guard from your dentist, to get the perfect fit and achieve maximum protection. Avoid wasting money on shop bought kits to make your own guard, as they will never fit perfectly around your own teeth and offer little or no protection.
- Avoiding biting hard boiled sweets/toffee, ice, cracking nuts, using teeth to cut sellotape or tear sewing thread, using teeth to open bottles, loosen hair grips or fix broken clasps on jewellery. All these habits will cause wear and tear and can cause permanent damage and even crack or break teeth.
- If you bite your lip or tongue, wipe area with clean cloth, and apply a cold compress to reduce swelling. If bleeding persists go to your local A + E.
- For toothache, rinse with warm salt water, ensure area is cleaned to remove food debris and kept plaque free. Take any painkiller's you would for a headache (do not exceed maximum daily dose) and if pain persists contact one of the **aesthetics** team. Never dissolve aspirin or any other painkiller against an aching tooth, as this may burn the gum tissue & aggravate the area more.
- If the whole tooth is accidentally knocked out, then hold by the crown (top part), rinse the root (bottom part) of the tooth in water. Never scrub it or remove any attached tissue. If possible insert and hold tooth in it's' socket. If not possible pop the tooth in container of milk and bring to us as quickly as possible.
- Remember pain is a signal that something is wrong, a problem may not disappear even if the pain subsides.

At **aesthetics** we always reserve time in our daily schedule for emergency patients. Call us and describe your condition in as much detail as possible.

# Hollywood comes to Hatfield

Smile makeover completed in less than a month!

This patient attended a few months before her wedding day. She wanted to straighten her teeth and make them more even. As with all treatments we offered a free chat where we could discuss her options and the investment required. We then took a mould of her teeth and produced a 'wax up' on this mould showing her what the final appearance would look like. Please remember you are in full control on what the appearance would look like, so there are no surprises at the end. The initial visit involved minimal preparations on the teeth (veneers are only 0.5mm thick) and temporary veneers were made. 3 weeks later we tried the new veneers in, showed the patient, who was thrilled and we bonded them in.



before after

*'I wanted to take the time to thank you for the work that you undertook for me to improve my smile. After an honest consultation about the various options, I chose to have 6 veneers. The work itself was undertaken swiftly and efficiently and overall I was impressed by the ease of the procedure, I am especially pleased with how natural the end result is. I was grateful for the phone calls to check that I was feeling ok the day after the procedures'.*

Ruth Heams

## How aesthetics can de-stress your visits

Here at **aesthetics** we take great pride in your comfort and endeavor to make your dental spa experience as pleasant and relaxing as possible.

### Below are ways in which we can help:

- Eat 1 hour prior to your visit to prevent the feeling of nausea during or after treatment.
- Scented diffusers are placed throughout our practice giving out fresh fragrances of aromatherapy oils, to avoid the clinical smells normally associated with dental practices.
- Either before or after your treatment you can relax in our client lounge, and enjoy one of our hot or cold refreshments.
- Our dental chairs have been specially upholstered with memory foam to adapt to your shape and comfort.
- Blankets are available if required to eliminate the chill of air conditioning.
- For added comfort during your treatment we provide heated neck pillows, followed by warm hot towels after your treatment
- Help occupy your mind during treatment, and watch digital satellite channels of your choice or listen to soothing music. Alternatively you may wish to bring in your iPod and listen to your personal choice of music.
- We provide a complimentary head, neck and shoulder



massage at your initial oral health assessment.

- We use a specially formulated gel to numb your gum, this is extremely beneficial and reassuring to help those afraid of dental injections.
- We offer specialist relaxation techniques such as Dental Hypnosis which can be carried out by Dr Singh and Smita Mistry our senior hygienist, additionally Smita is also trained in Dental Acupuncture.
- We have a delegated sterilisation bay, which runs to hospital standards, to prevent any risk of cross contamination, please feel free to request a tour of our practice from any team member.
- Ensure you allow sufficient time for your appointments. We aim to run on time, so if you arrive late or we run late it creates unnecessary stress for you and the team looking after you.
- Please turn your mobile phone off or to silent when you are with us. A client answering their phone during treatment is disruptive and extremely distracting.
- Last but not least, never be embarrassed to ask us to stop or if you need to break for a minute. Let us know if you may be feeling anxious about your treatment or don't hesitate to ask us any questions to help put your mind at ease. Remember our team always work to our clients comfort not our's.