



**COACH HOUSE**  
DENTAL PRACTICE

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# Welcome to our first ezine!



## 2012 MARKS THE 30TH ANNIVERSARY OF COACH HOUSE DENTAL PRACTICE.



During that time, the practice has seen many changes but our fundamental philosophy remains the same – to ensure our patients' dental and oral health.

**Our thanks go to all our patients for their loyalty and continued support.**



## LOOK AND FEEL HEALTHIER WITH A WHITE SMILE!

Let's be honest, even the healthy, young and attractive want to look MORE healthy, young and attractive. The problem for many of us is how to get there!

Well according to a study by Procter and Gamble it may be as simple as flashing a healthy, dazzling smile. The study asked people to rate two photos of the same subject. Respondents were not informed that a slightly whiter tooth colour had been added digitally to the teeth in one of the photos. Each participant looked at twenty pairs of images. The results? An overwhelming majority (90%) thought the enhanced photos showed a healthier, more attractive person. The reason being, was that the people surveyed felt the other image looked duller, regardless of age, gender or ethnic background.

So the whiteness of your teeth can effect how other people regard you. The other added benefit is that 92% of people claimed that a white, healthy-looking smile helped them feel better about themselves.



**SPECIAL OFFER**  
30% off a course of tooth whitening during January, February and March. Now only £275!  
Terms and conditions apply.

## NEW YEAR'S RESOLUTIONS

Did you know that most people's New Year resolutions are about improving their health but approximately one third of people have given up by the end of January? This can be because people set themselves unrealistic targets or lack the knowledge or willpower to succeed.

Maintaining good oral health is one resolution that is not only easy to keep, but can benefit your overall health too.

*By following these simple tips, you can maintain good oral health by preventing the build up of plaque and calculus, both linked to dental caries, gum disease and other general health conditions:*

- Brush your teeth at least twice a day for two minutes
- Use a fluoride toothpaste
- Change your toothbrush or electric toothbrush head when the bristles start to bend
- Floss your teeth daily
- Eat healthy meals and snacks
- Visit your dentist and hygienist regularly to ensure that your teeth and gums are healthy and that all surfaces of every tooth are free from bacterial deposits.

## Speak to our treatment coordinators!



We feel that excellent customer service, good communication and trust between our patients and the dental team are essential. To ensure that you feel comfortable and informed about all elements of your care we have appointed two treatment coordinators. Lucy and Janet seek to ensure that all potential and new patients are welcomed to the practice and are also available to answer any queries patients may have about any aspect of their treatment or treatment costs. We are delighted to offer this service free of charge. Should you wish to speak to either Lucy or Janet, our receptionist will be happy to arrange a suitable appointment for you which can be either at the practice or over the telephone.



## REFER A FRIEND

Did you know that nine out of ten new patients to the practice come as a result of personal recommendation? We are always delighted to welcome friends, colleagues or families of our existing patients to the practice, so please circulate this ezine to anyone that you feel would benefit from coming to see us.

**SPECIAL OFFER**  
Refer a friend in January, February or March and receive an electric toothbrush absolutely free!  
Terms and conditions apply.

## BUDGET FOR YOUR DENTAL CARE AND SAVE MONEY!

The state of the nation's and our own finances are never far from our minds at the moment. We, therefore, think it is worthwhile informing you of the savings our Coach House Maintenance Plan members are making and point out that you can join the plan at any time.

For a fixed monthly fee of as little as £16.43 per month, you will benefit from regular oral health checks with your dentist and visits to the hygienist. Membership is especially relevant if you are considering



treatment as you will receive a discount of between 10% to 15% on your fee. Many patients have taken the opportunity of joining our dental care plan and have been delighted with the financial benefits.

What next? Please telephone the practice if you would like to discuss this in more detail or if you would like us to send you a registration form in the post. Alternatively, you can call into the practice and we can complete a form. This will only take a few minutes and will simply require your name, address and bank account details.

## TEAM TRAINING DAYS

In order to deliver the highest quality of patient care, our entire staff are taking part in a whole day training course on Tuesday 31st January, and a morning only training course on Tuesday 28th February. Both training sessions necessitate the closure of the practice. We shall, of course, ensure that provision is made for emergencies. Information will be provided on the practice's answering machine message.



**0% FINANCE AVAILABLE. ASK A MEMBER OF THE TEAM FOR MORE INFORMATION**