

Everybody's talking about cosmetic surgery. And many of us would like to give it a go. Currently the fastest growing area of medicine in the UK, there was a 30% increase in non-surgical treatments last year. Happiness it seems is only a phone call away.

But how do you know you are in safe hands? You may not be aware that Dermot is an accredited cosmetic techniques practitioner and has been administering Botox® and other non-invasive treatments for seven years. Although these kinds of treatments are not usually associated with dental practitioners, he is in fact perfect for the job, as a highly trained facial anatomy expert with experience in administering injections painlessly everyday!

"Our work is all about improvement and change. We can change people's smile and appearance through cosmetic tooth restoration treatments such as veneers and porcelain crowns," explains Dermot. "It seems a natural progression therefore to be able to make our patients look and feel younger through associated beauty treatments."

Included in Bath Spa Dentistry's stable of beauty treatments are Botox® and Restylane®. Botox® has now become the number one non-invasive procedure to remove frowns and wrinkles, both in the United States and in Europe. Botox® can dramatically alter facial appearance in a short space of time, in most cases only a single appointment is required. Equally popular the Restylane® range is



used to lift out lines around the face and is also used to enhance the profile for the lips and cheeks. Restylane® is a safe, biodegradable clear gel based on a natural substance that is injected into the skin in tiny amounts resulting in long-lasting natural enhancement.

Teeth Whitening - would you like a brighter, whiter, fresher smile?



Zoom!®

Bath Spa Dentistry uses the latest American techniques to provide patients with white teeth almost instantly. Zoom!®, a revolutionary tooth whitening procedure, is safe, effective and very fast. So fast that in just over an hour, teeth become dramatically whiter.

Not only is Zoom® quick and convenient, it's straightforward too. After a little

preparation to cover lips and gums, we apply the whitening gel and use a light, which gently penetrates the teeth to break up the stains and discolouration.

During treatment it's simply a case of sit back, relax, and watch TV or listen to music. The gel is applied for three separate 15 minute sessions – giving a total whitening time of

Zoom!® Take-Home Whitening System

The Zoom!® take-home gel is designed to be worn between one and eight hours per application. The product is placed into slim teeth guards. Most people prefer to wear it over night while they sleep, but you can also wear it during the day for a duration of one hour if that works better for you.

A recent study showed that you can achieve an average improvement of six shades after just three applications. However, individual results may vary. The process is very predictable and successful, you can progress at a rate, which you are comfortable with, and you control the final outcome.

just 45 minutes. And the results can be dramatic, as teeth typically become at least six to ten shades whiter, sometimes more. A final 5 minute fluoride treatment completes the procedure. Zoom® patients are amazed by the results especially as in most cases teeth get even whiter after the treatment has finished.

Gift Vouchers

All these treatments are available to patients at the practice, if you would like to book teeth whitening or non-surgical beauty treatments please give us a call or speak to one of the team at your next visit. You can also give the gift of a perfect smile or a younger looking face for friends and loved ones by purchasing gift vouchers from the practice. Choose from **£50, £100** and **£200** vouchers or combine them up to any value. These are available from reception or give us a call on **01225 464346**. Visit our web site for more information and prices at www.bathspadentistry.co.uk



Welcome



Welcome to BSD News, this is the second edition of our Newsletter and we hope you enjoy reading about some of the latest developments at Bath Spa Dentistry. We have been at our current premises in James Street West for three years now, and last year was one of the busiest years for us so far. We welcomed two new members to our team: Dr Ed Boursin, whom some of you will have already met, joined us from a practice in London and Angela MacAusland has recently joined us as our new Practice Manager.

You may have noticed in the local press recently the state of the art entertainment options that are available to all of our patients. If you haven't already done so, please feel free to bring in any of your favourite CD's or DVD's when you come in for a long appointment.

BSD News is packed full of information about the practice, I hope you enjoy reading it, if you have any questions please feel free to call on **01225 464346** or e-mail me at dermot@bathspadentistry.co.uk

New Qualification Supports Dermot's Expertise in Implantology



Implants have revolutionised cosmetic dentistry in recent years as they give people looking for the perfect smile the opportunity to replace a missing tooth or several teeth – for good.

But although these replacement teeth look and feel like the real thing, placing implants is by no means easy and far too often dentists without proper training and experience get it wrong, sometimes with devastating results.

You can rest assured that if you need one or several implants, Dermot has an exemplary record in implantology and is at present the only dentist in the South West to have received accreditation recognised by the General Dental Council.

Actively involved in the placing and restoring of implants since 1987, he has recently formalised his expertise with a Diploma in Implantology; one of only 16 dentists in the UK to qualify. Dermot is now one of the lecturers and examiners for the Faculty of General Dental Practice, Dental Implantology course run from the Royal College of Surgeons in London and in Leeds. Dermot is also continuing research into dental implants by studying for an MSc at London University.

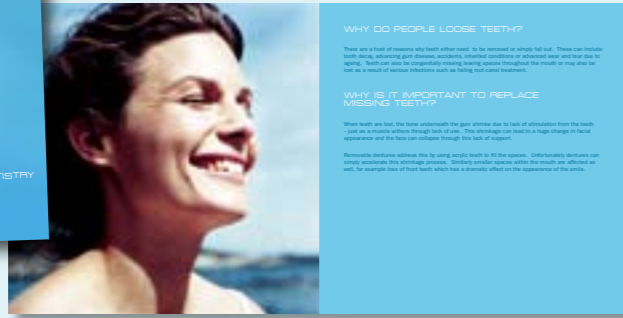
Dermot's know-how and extensive experience in the treatment of complex restorative cases, including implants, has earned him an outstanding reputation for excellence. He believes that the best way to get across to

patients just how difficult implant work can be is for them to understand fully what is involved.

He explains:

"Dental implants are tooth root shaped devices made from titanium that are inserted into the area of bone once occupied by the tooth. Over a period of time bone fuses to the implant surface and once fused, the implant is then permanently anchored in the mouth. Crowns, bridges or dentures can then be connected to the implant, which is why implants are the perfect solution if you need to replace a single missing tooth, or they can form the basis of a complete rebuild."

New Implant Brochure



We have recently developed a new brochure which clearly explains what implants are and how they can benefit you. If you are considering an implant, or have been advised that you need one and want to find out more please ask Dermot or Ed for one of the brochures. Or call the practice on **01225 464346**.

Highly respected restorative dentist Dr Ed Boursin joins Bath Spa Dentistry

Ed started his career in hospital dentistry working in various hospitals around the country where he achieved his Fellowship in Oral Facial Surgery. Two ski seasons later he returned to full time study and gained his MSc in Restorative Dentistry from Newcastle University.

He then honed his skills in advanced restorative and cosmetic dentistry for the next eight years in a London based practice very similar to Bath Spa Dentistry.

“I am very excited about joining Bath Spa Dentistry, and particularly to be working with Dermot” he adds, “Dermot is a very experienced implantologist and cosmetic dentist and I believe my skills in advanced restorative and cosmetic dentistry perfectly compliment his”.

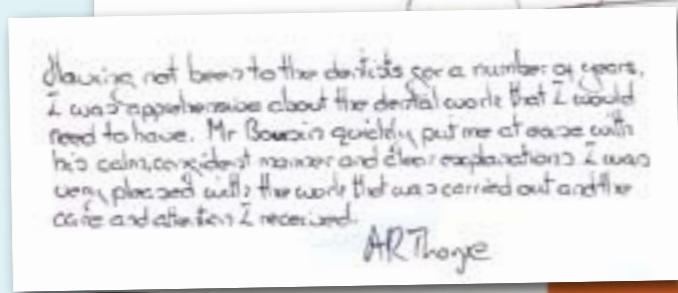
As well as his MSc in restorative dentistry, Ed also has a Fellowship in Dental Surgery from the Royal College of Physicians and Surgeons in Glasgow and has had several papers published in the dental press.

At present Ed is also continuing to refine his implant skills through attending a two year academic and clinical postgraduate course, which will lead to the registerable qualification of Diploma in Implantology from the Royal College of Surgeons, London.

Ed is already making his mark on the practice as these testimonials from patients show:



Dr Dermot McNulty
BDS DiplImpDent RCS(Eng)
welcomes
Dr Ed Boursin
BChD, FDSRCPS, MSc



New Practice Manager Angela MacAusland

Angela joined Bath Spa Dentistry in October 2006 and apart from a short career break to have children, has worked for a variety of companies in the Bath area for over 20 years. She brings lots of different working experiences with her and hopes that her knowledge of business will be an asset to Bath Spa Dentistry.

Angela commented “On joining Bath Spa Dentistry, the first thing I noticed was the professional but very friendly attitude of all the staff, not only to each other but to the patients as well, and this makes the whole atmosphere a very positive environment to be in”.

First Practice in Bath with a Velopex Dental Laser

We are also pleased to announce the arrival in the practice of the new Velopex Dental Diode Laser. The laser brings a new sophistication to dental treatment. It can be used for dental procedures and laser activated tooth whitening. The laser is ideal for soft tissue, root canal and gum treatments, where not only are bacteria killed, but the tissues are sterilised during treatment.

The laser has a wavelength that makes it ideal for minor oral surgery such as soft tissue dental cosmetic work where areas can be localised giving excellent post operative results and patient acceptance.

The unit is neat, compact and easy to use with the laser fibre delivery system allowing complete and free movement. Because the laser operation is silent patients benefit



from minimal noise and none of the vibrations usually associated with more conventional dental treatments. Patient feedback continues to be positive.

Dermot's Marathon Quest



Dermot will be taking part in the Flora London Marathon on 22nd April 2007 to raise money for the Teenage Cancer Trust, which is our chosen charity for this year. The Teenage Cancer Trust is the only charity that specifically focuses on the needs of teenagers and young adults with cancer, leukaemia and Hodgkin's related diseases. The charity's work pushes the parameters of knowledge in the

field of adolescent cancer. They strive not only to improve the quality of life for young cancer patients but also their chances of survival. Their objective is to build at least 20 specialist units in the UK at a cost of over £1 million each.

If you would like to find out more about the charity there are leaflets and sponsor forms in reception.