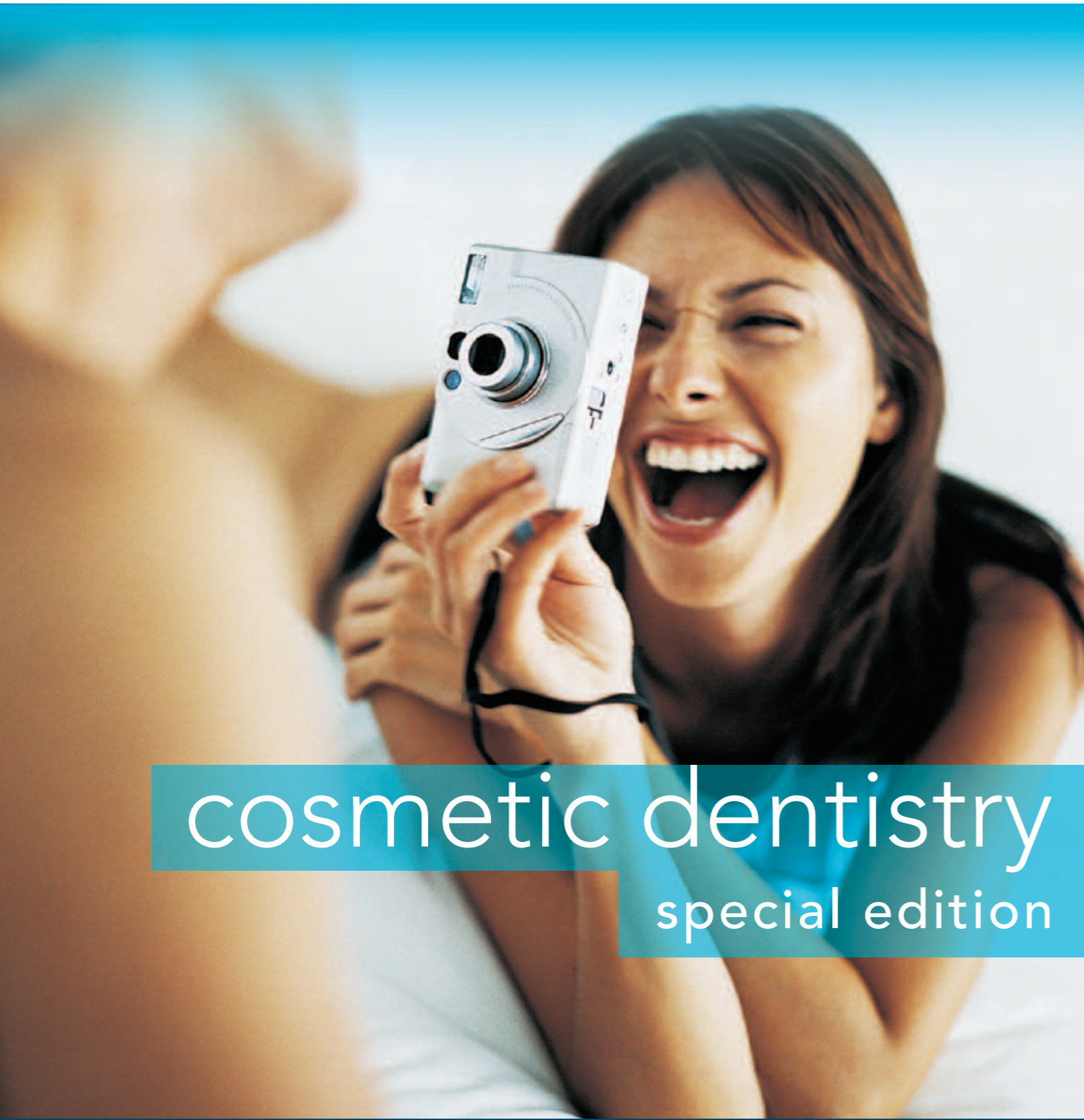


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Spring 2012 Edition two



cosmetic dentistry special edition

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RACONTEUR

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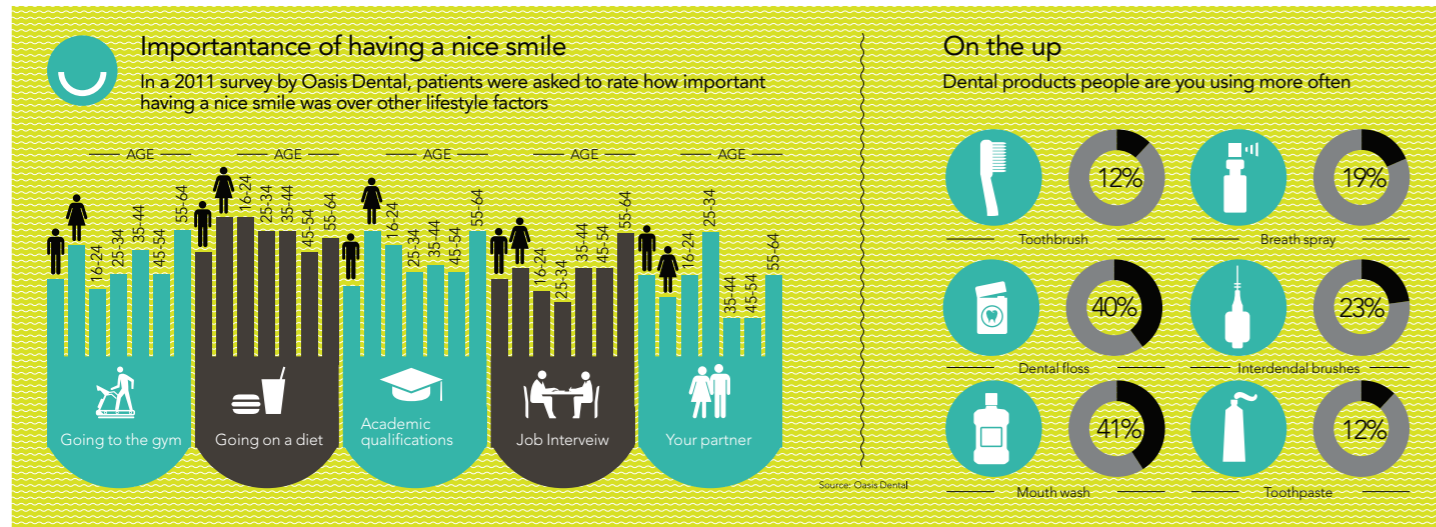
Alice Hart-Davis is an award-winning beauty journalist, the creator of Good Things skincare and is currently writing the follow-up to her best-selling teen beauty bible, *Be Beautiful: Every Girl's Guide to Hair, Skin and Make-up*.

Bella Blissett

Bella Blissett is the beauty columnist for the Mail on Sunday's *YOU Magazine*. She is the author of 'Ask: The 1000 Most Asked Questions About Beauty', has contributed to titles such as *Elle*, *Red*, *Evening Standard* and *ZEST*.

Nicola Kramer

Nicola Kramer is a freelance journalist and editor covering a range of subjects, including dental health. She has worked in the dental industry for more than 10 years and regularly contributes to a number of specialist titles.



a winning smile

The cosmetic dentistry business has weathered the storm of the recession well as patients prioritise good oral hygiene and a subtle smile aesthetic. Bella Blissett reports on the social and technological shifts driving the industry. Words: Bella Blissett

The British stereotype may be one of poor dental aesthetics and oral hygiene but in a world of struggling markets, the dental industry has proven to be surprisingly resilient as the public reassesses its priorities. According to Mintel, the number of cosmetic dentistry procedures carried out in the UK between 2008 and 2010 increased by 33.5 per cent from 223,929 to 298,868. Yet while we are willing to invest in our teeth, there has been a marked shift in the type of treatments we are spending on. Prevention and at home regimes are more of a priority and it is all about straightening and whitening rather than veneers and implants. 'ABB' – alignment using simple braces to straighten teeth, bleaching and bonding with materials to shape teeth – is the industry's current buzz phrase when it comes to meeting patient demands.

"The clinics that have fared best during the recession are those that place an equal importance upon preventative health and cosmetic treatments, improving both the functionality and appearance of teeth" says Bertrand Napier, communications director of the British

Academy of Cosmetic Dentistry (BACD). "A consumer desire for instant 'smile makeovers' has been rivalled by a desire for simple, economical solutions such as cleaning, polishing, whitening and gum disease prevention".

Along with financial considerations, it is changing cultural aesthetics that are driving this trend. In a shift that is mirrored by the cosmetic surgery industry, patients are rejecting the clichéd notion of '10 years younger' in favour of looking like themselves, albeit in a subtly enhanced version. Our appearance has become the new social currency and conforming to an understated, more 'tasteful' beauty ideal is all-important. As a result, 'minimally invasive' dentistry that celebrates 'the in-built imperfections' of the individual is the new industry ideal.

Recent months have seen a growing trend in 'invisible' orthodontics and lingual braces that allow us to improve our smile in a way that remains 'our little secret'.

"Rapid, removable orthodontic systems such as the Inman Aligner are seen as 'recession-busting' treatments in that they offer a time and cost effective method of correcting rather than masking

misalignment, offering natural results in as little as six to 16 weeks rather than the 18 month treatment time of traditional braces," says Dr Tim Bradstock-Smith, cosmetic dentist and director of The London Smile Clinic.

Martin Raymond, strategy and insight director of The Future Laboratory believes this comparatively measured approach correlates with a consumer desire for authenticity, value for money and long term benefits across all other lifestyle sectors. "The digital age has given rise to the 'social CV'. Customers are now able to evaluate brands and individual practitioners based upon blogs, social media testimonials and search engine results. Today's cautious consumer is willing to spend – but only if they trust the outcome".

The availability of information online has led to what Dr Bradstock-Smith refers to as an ever increasing 'Dental IQ' among patients. The knock-on effect is elevated consumer expectations that ensure the quality of cosmetic dentistry in the UK remains high.

As for the global landscape, Dr Bradstock-Smith, believes that the

American industry's failure to offer more low cost, 'conservative dentistry' has been its downfall during the recession. Germany continues to lead the market in innovative invisible braces and demand for these orthodontic systems has grown significantly in Asia. For the UK clinics that can keep pace with our own desire for subtly enhanced, healthy smiles, the outlook for the future is good.

"The use of advanced digital technologies means complicated procedures can now be performed simply, quickly and with the minimum amount of discomfort. This is an attractive proposition for the time and money short consumer who places a high value on preserving their natural teeth and safeguarding their long term health," says Mr Napier. "As long as there are people, there will always be a market for cosmetic dentistry".

That said, one point experts across the industry are agreed upon is that financial restrictions combined with increasingly sophisticated technology, shifting cultural ideals and an ever more knowledgeable consumer means that we are now entering the age of the 'savvy smile makeover'.

under control: safety and regulation

Safe treatment should be at the top of every consumer's cosmetic dentistry wish list. With this in mind, Nicola Kramer investigates how, and to what extent, a dental patient's well-being is safeguarded in the UK Words: Nicola Kramer

When contemplating any form of cosmetic dentistry, one of the first questions a patient needs to ask is: 'How safe is it?'

The great news for consumers in the UK is that the entire dental market, including cosmetic dentistry, is well regulated by the General Dental Council

(GDC). To this end, since 2008, every member of the clinical dental team has had to register with the GDC to be able to work in the UK.

Each dental professional must operate within their scope of practice, which is specified by the GDC, and adhere to its

Standards for Dental Professionals guidance. Any team member working outside of that scope of practice will face sanctions and, if a patient lodges a complaint about the conduct of a dental professional, their actions will be measured against these standards.

Elynn Gilvarry, chief executive and registrar of the GDC, said, "Everything we do is with patient protection in mind. Dental professionals are required to observe high standards to ensure dental treatment is safe. I would advise any patient or member of the public to log on to our website at www.gdc-uk.org to check that their dental professional is registered and to read the leaflets we provide. They can also contact our customer advice team with any questions they might have."

While dentists are currently the first port of call for consumers, the Office of Fair Trading is considering whether patients should have direct access to dental hygienists and therapists. This would essentially allow patients to receive hygiene treatment without having to see a dentist first. If direct access is allowed in the future, such practice will be held to the same high standards the GDC already expects of its registrants.

Beyond 'traditional' aesthetic dentistry, cosmetic injectable treatments such as Botox® and dermal fillers are also a growing offering in some dental practices. The website www.TreatmentsYouCanTrust.org.uk helps consumers to make an informed decision, allowing them to search for dentists registered

with the scheme who meet the strict standards and training principles set by the Independent Healthcare Advisory Services in addition to guidelines from the GDC. Registered dentist and clinical director of Destination Skin, Dr Toni Phillips, commented, "Aesthetic treatments are a significant area of growth in the treatments dentists are providing, making the need for ensuring patient safety increasingly important. www.TreatmentsYouCanTrust.org.uk ensures that dentists are able to demonstrate their commitment to maintaining high standards to inspire their patients with confidence. All dentists registered with the scheme meet the strict standards and training principles set by the Independent Healthcare Advisory Services in addition to guidelines from the General Dental Council."

Through various forms of regulation, cosmetic dentistry consumers in the UK can feel confident that their interests are being put first.

“Dental professionals are required to observe high standards to ensure dental treatment is safe”



The entire UK dental market, including cosmetic dentistry, is well regulated by the GDC



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Our national scale allows the support and supervision of high clinical standards and improves access to innovation and continuous clinical development.

We operate over 200 practices with over 850 dentist providing quality dental care to 2 million patients.

- All Oasis dentists and clinical teams are registered with the General Dental Council
- Oasis were at the forefront of the recent HTM 0105 legislation – governing decontamination and sterilisation standards.
- All Oasis practices were externally audited in 2011.
- All Oasis practices are registered and compliant with the Care Quality Commission

THE DENTAL PEOPLE
OASIS

the art & science of cosmetic dentistry

Technological innovation is transforming the cosmetic dentistry industry. So will this negate the need for practitioner creativity – or challenge dentists to further their level of dexterity? Bella Blissett unravels this relationship between the two and discovers what the future holds for the patient

Words: Bella Blissett

If the recession has made us value our teeth all the more, the perfect synergy between shifting consumer desires and scientific development will define the cosmetic dentistry industry in years to come. Invisible aligners, intraoral scanning methods and even one day implants mean that we'll soon be able to achieve the natural, understated smile we want in a way that's faster, less invasive, more accurate and discreet.

But as cosmetic dentists harness this cutting edge technology, to what extent is the future defined by science and how much will it rely on the artistry of the top practitioners themselves?

"Science is advancing very rapidly, giving rise to a greater variety of high quality treatments," says Dr Tif Qureshi, president of the British Academy of Cosmetic Dentistry (BACD). "Yet no matter how impressive technology becomes, without skilled practitioners there will be no way to implement it".

Something industry experts are unanimous about is the impact the latest CAD/CAM (camera-aided design and computer-aided manufacturing) technology has had on both practitioners and pa-

tients. Software such as Cerec 4.0 allows the dentist and patient to collaborate in 'designing' a new smile, making subtle alterations to images of the mouth on screen.

This, says Martin Raymond of The Future Laboratory, is crucial given that today's consumers are considering the psychology – as well as the health benefits – of changing their smile. CAD/CAM technology adds an element of predictability that allows the patient to evaluate the possible social and professional implications of how their teeth will look alongside the costs, providing reassurance before they make the investment.

And if financial considerations are ever present in our minds, 'faster' is the word tripping off patient's lips as they enter the dentist's surgery. Certainly, science is facilitating our desire for results within weeks, months – or even a single day.

"One of the key technologies showing dramatic advancement is the use of rapid prototyping for state of the art lingual braces such as Incognito," says Dr Simon Manara of London Orthodontics. "In the past, we relied upon putty moulds

to gather information about the patient's teeth. The use of three dimensional optical scanning devices has made such a marked difference to the accuracy with which we're able to make custom made brackets for the back of each tooth."

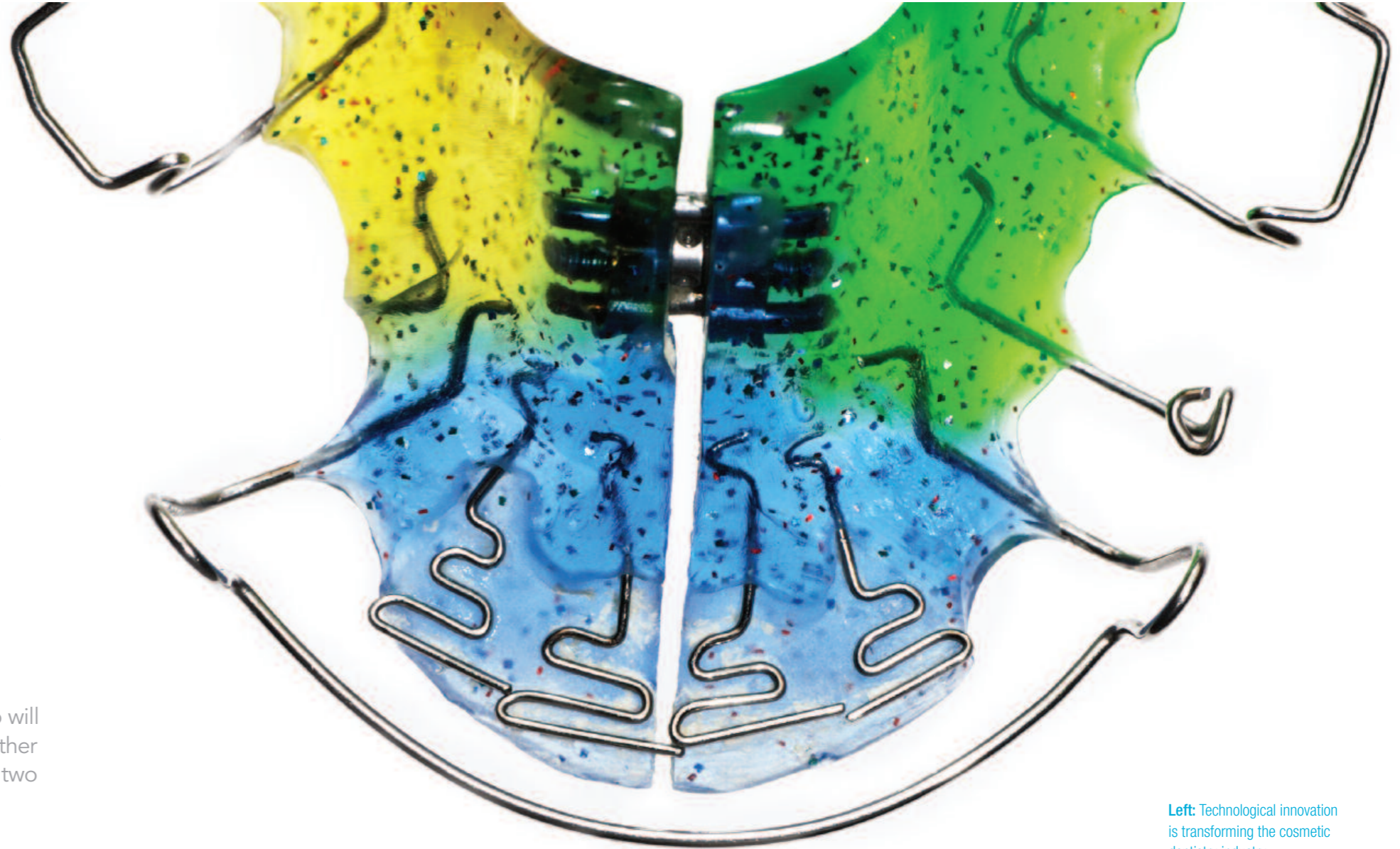
Elleven Orthodontics is even employing the use of robots to create the invisible SureSmile brace. Although SureSmile archwires don't actually move the teeth any faster than conventional archwires, the 3D imaging

“One of the key technologies showing dramatic advancement is the use of rapid prototyping for state of the art lingual braces

It is easy to see why the industry remains optimistic about the future

technology used to create the computerised treatment plan is said to reduce treatment time by up to 30 per cent. Instead of a continually evolving plan with frequent adjustments, the teeth move along a more direct path to their target positions.

If speed rather than ultimate discretion is your priority, the new Inman Aligner does mean enduring a visible wire at the front of the teeth. Yet it can be removed while eating and thanks to a spring action coil that exerts pressure on the teeth, it squeezes them into alignment, correcting protrusions in 12 to 16 weeks. The price and treatment time of having veneers is also falling as science improves. Dr Gertrude Huss of the Hill Clinic is one of several specialists using Edelweiss veneers. Made from a laser-treated composite, they are prefabricated veneers that can be matched and adapted to each patient. So instead of waiting two weeks for your brand new veneers to be manufactured by a laboratory,



Left: Technological innovation is transforming the cosmetic dentistry industry

you can walk out of the dentist with a new smile in under three hours. Unlike traditional porcelain versions, the composite is also easily repairable and a significantly cheaper option.

Even acquiring completely new teeth can now be achieved in a matter of hours – rather than months – using the All-on-4 implant technique. "In the past, up to eight parallel implants were needed to replace a full set of teeth. After the initial implant surgery, temporary or existing dentures had to be worn for six months, while osseointegration took place and the implants became secure in the bone," explains Dr Huss.

"Now by placing just two implants at the front and two angled at the back, we can create a secure enough attachment between implant and bone that allows us to attach the new teeth immediately".

Add the financial savings to the fact that previously gag-inducing dentist appointments are becoming less painful and more pleasant overall and it is easy to see why the industry remains optimistic about the future. New intraoral scanning devices such as Straumann's CADENT iTero are gradually displacing

the discomfort of the old solid putty mould system and making for a more time efficient service. Impression free dentistry means a new generation of patients will have their records stored on an online 'Cloud' accessible to their relevant practitioner(s).

"Digital technology means live off site consultations will also become the norm," adds BACD communications director, Bertrand Napier. "And when the patient is in the dentist's chair, new pain control systems such as the Dental Wand – a computer controlled local anaesthetic that reduces discomfort by producing a more even flow rate during injection – will make the experience ever less threatening. Scientists in America are even trialling a local anaesthetic nasal spray that numbs the upper jaw".

Yet if digitisation is to become evermore widespread, will computer intuition replace the creativity of the dentist?

Orthodontist Dr Moira Wong of 42 The Dental Practice rebuffs the notion, arguing that digital imagery and electronic data storage will facilitate further collaboration between dental specialists – including the growing

“Biotechnologists are even working on a vaccine against tooth decay

number of experts now using their understanding of bone structure to perform Botox® and hyaluronic acid fillers.

This will tie in with the launch of increasingly advanced, imperceptible dental materials and composites. Later this year, Dr Mervyn Druian at The London Centre for Cosmetic Dentistry will introduce a revolutionary veneer that is as hard as a diamond yet as thin as a contact lens. Biotechnologists are even working on a vaccine against tooth decay and the inevitable quest to grow functional teeth using stem cells continues – even if we're unlikely to see the results inside the next decade.

"The biggest trend we'll see in the near future is 'progressive dentistry' replacing the 'instant smile makeover' and widespread use of veneers. Practitioners will combine technology and artistry to make infinitesimal changes to teeth in stages, allowing the patient to see that they need less – rather than more – treatment to achieve natural results," says Dr Qureshi.

Digital technology may reduce the margin of human error, but it requires practitioners to transfer their practical skill to computer based image alteration methods – in much the same way that magazine art departments have had to adjust to Photoshop.

"Essentially, cosmetic dentistry is a head, hands and heart profession that requires practitioners to demonstrate artistic flair similar to that of a sculptor. Complex new machinery will require dentists to adapt and further their education and rise to a greater level of skill than ever before," adds Dr Qureshi. Which can only be a good thing for us, the patients.

a healthy attitude

With cosmetic dentistry an increasingly popular option for patients wanting to improve their appearance, Nicola Kramer looks behind the treatment methods and discovers that good oral health is always the first step to aesthetic success. Words: Nicola Kramer

Living in an age where beauty is so revered, many people are turning to cosmetic dentistry in search of the 'perfect' smile, but there is more to a winning outcome than white, straight teeth.

The truth is that good oral health is the foundation of any successful dental treatment, and an effective home care regime between regular appointments with the dentist and dental hygienist is essential to supporting cosmetic dentistry. However, us Brits are notoriously bad at neglecting our teeth and a recent survey of the nation's brushing habits by the British Dental Health Foundation (BDHF) showed that nearly half of the population has admitted to recurrently neglecting their tooth brushing.

Professor Damien Walmsley, scientific adviser of the British Dental Association, says, 'It is not just a case of going along and having the treatment; the package should be continuing care and continuing to look after yourself.'

There are two diseases that dentists and hygienists worry about on a day-to-

day basis – tooth decay and gum disease.

Tooth decay is caused by oral bacteria turning sugar into acid, which attacks the teeth. Gum disease is the result of dental plaque, a home for millions of bacteria, being left in the mouth. Patients with gum disease often have no symptoms, however gums bleeding during cleaning or mobile teeth are signs that there may be a significant problem.

Dr Matthew Perkins, a specialist periodontist and implant dentist, says, "Periodontitis (gum disease) is common and now being linked to a range of other illnesses such as heart disease and diabetes. Thorough home care will help to prevent gum problems, but it is important to see your dentist or hygienist regularly."

Cosmetic dentistry can look fabulous and give patients a real boost, but it is important that the teeth and gums are looked after properly. Regular care will ensure that patients' new smiles will stay looking beautiful for longer and decrease the chances of problems in the future.

Dental experts advise some very

Below: Good oral health is the foundation of any successful dental treatment



“Failing to take care of your mouth will not only cause oral health problems, it will affect your whole body”

simple steps to maintain your oral health including brushing for at least two minutes a day with an electric toothbrush, interdental cleaning (flossing), using a mouthwash and avoiding acidic and sugary foods which damage the teeth. And if you need even more convincing, studies have shown that looking after you oral health can improve your general health too. Dr Nigel Carter, chief executive of the British Dental Health Foundation, commented, "People need to be aware that failing to take care of your mouth will not only cause oral health problems like decayed teeth, gum disease and bad breath, it will affect your whole body. Brushing twice a day with fluoride toothpaste, cutting down on sugary foods and drinks and visiting the dentist regularly will reduce your chances of developing general health conditions as well as improving your smile." Advice we can ill afford to ignore.

Oasis top tips for keeping healthy teeth and gums.

- Brush regularly, twice a day; in our annual patient survey we found that almost a quarter of UK adults still only brush their teeth once a day
- Change your toothbrush every 3 months; regular brushing is much less effective if your toothbrush is worn out.
- Brush for at least 2 minutes; we found that many of you are brushing for less than a minute – which just isn't enough to get a really good clean
- Have a regular check-up with your dentist – it's the only way to remove the build up of plaque and tartar which can result in gum disease and tooth decay. The check-up, is also your dentist's opportunity to pick up signs of early tooth decay and many other aspects of your overall health, including mouth cancer.



the power of a smile

Words: Alice Hart-Davis

SHIFTING PERCEPTIONS

If you had interviewed people 20 years ago about their smile, I am not sure they would have understood the question, at least, not in the way that we do today. As a nation, we used to be downright suspicious of anyone with anything resembling a gleaming, big toothed Hollywood smile, but how times change.

According to a recent YouGov survey, 45 per cent of adults in the UK are unhappy with their smile; 56 per cent would consider treatment to improve their teeth, and a quarter make a direct link between their teeth and self-esteem.

Along with a general improvement in 'grooming' – paying closer attention to our hair, nails, skincare and wardrobe – we are much keener on brushing up the look of our teeth. We don't want suspiciously perfect, but we want better and our views of what constitutes the perfect smile have evolved too.

"UK dentistry went through a phase of patients wanting big white smiles but to me, a perfect smile is when everything is balanced and in proportion and suits the individual," says Dr Mervyn Druian of the London Centre for Cosmetic Dentistry.

Dr Tim Bradstock-Smith of the London Smile Clinic has noticed this shift too. "Gone are the days when patients ask me for a beaming white Hollywood smile," he says, "Now, a 'perfect' smile is one that is clean and healthy with bright and natural looking teeth."

Apparently it is all in the detail and it is a look Dr Bradstock-Smith calls 'imperfect/perfect'.

"Natural teeth have highly complex surface anatomy, texture, colour variation, translucency and all sorts of imperfections," he points out. "We won't mimic the unsightly flaws but we like to keep some 'perfect imperfections' in there."

Achieving this look means less indiscriminate use of veneers and a more thoughtful approach involving restoration and orthodontics, adjusting teeth with braces or the new breed of fast acting invisible aligners, along with whitening.



Alice Hart-Davis explores the concept of the perfect smile and asks why teeth are so important in modern culture

MAKING AN IMPRESSION

That people will judge you by your smile is now a given. "We live in a society where first impressions count," says Dr Uchenna Okoye, who runs the London Smiling Clinics. "Today, your smile is an accessory. Research has shown that people who have great smiles are thought to be more intelligent, better educated and more successful than people with bad teeth."

Smiles are powerful when it comes to business. "In terms of fast track bonding and rapport building in business, they are as important as a handshake," says body language expert Judi James.

People might think that cosmetic dentistry is only for celebs, but, as Dr Okoye points out, a smile is a tool

that we use for better communication. "One thing that has changed greatly in the past 10 years is that anyone who is front facing, whether they have a job in sales, or are teaching, wants something extra to help them make a good impression," she says. "I've seen a huge increase in patients who are afraid of

Research has shown that people who have great smiles are thought to be more intelligent, better educated and more successful

losing their job to someone younger. Once their smile is improved, they look younger, feel better and are more confident."

Dr Susan Tanner of Dawood and Tanner, a practice that specialises in complex implants, knows well the more far reaching consequences of dental work. "We see this sort of blossoming transformation nearly every day," she says. "When we give someone back the confidence to smile, whether by eliminating a stained filling in a front tooth or by giving them a full arch of implant restorations, it seems to transform the way they use their facial muscles. It is a

great source of pleasure to us. I can't tell you how many times patients come back after treatment having reinvented themselves. It sounds like a cliché, but we really do have patients who have married, got the new job, or even started a singing career after dental work."

A survey carried out by toothpaste maker Biorepair revealed that Britons smile, on average, 26 times a day – that's around half a million smiles in our adult lifetime – but that almost half of those smiles are false. But can we spot the real from the fake? "There are always some charmers who employ their skills for coercion and manipulation," says Judi. "When someone has a good smile we are hard-wired to sustain that facial expression, just as we are to keep a small child looking happy. If someone has been performing genuine looking smiles in a transaction we might feel pressured to keep them happy, even if it means negotiating a 'lose' for ourselves."

Our smiles might be changing for the better, but human nature changes little. You have been warned. Keep smiling – but keep your wits about you.

“A perfect smile is when everything is balanced and in proportion”

secret smile

How Invisalign clear aligners are subtly transforming teeth across the nation

What do you notice first about others? Chances are it is their smile. The teeth and mouth give us insights about other peoples' personalities. An open and wide smile means you are probably flexible, sociable and confident, but if you have crooked teeth or an unattractive forward or backbite you might not be allowing yourself to shine.

However there are many exciting technological advances in dentistry that are helping to change that. "The biggest growth industry in dentistry is adult orthodontics", says Dr Graham Tinkler who has two dental practices one in Holborn and also Berkshire. "And this is mainly due to the development of clear aligners."

Once the domain of an awkward teenager, aligners have evolved offering effectiveness with transparency. "Now dentists can tilt or rotate the teeth in any direction discreetly with Invisalign, aligners that are practically invisible", explains Dr Tinkler. "They do pretty much everything that a fixed brace can do".

Little wonder cosmetic dentistry in the UK is growing and is now worth £792 million (Mintel 2010); and with rugby player Mike Tindall as one of Dr Tinkler's

happy Invisalign patients, men are getting in on the act to, with 30 per cent of the 1.6 million worldwide users of the system being male.

But what about the more old fashioned treatments? "Metal braces can be difficult to clean around so can be problematic for oral hygiene," says Dr Tinkler. "They stay in your mouth for 18 months so it is difficult to floss and clean correctly which potentially makes decay and gum disease more likely, a combination that can often lead to bad breath."

And nowhere would it be less desirable to have halitosis or make a bad impression than at work. With good reason; research, published in the American Journal of Orthodontics and Dentofacial Orthopedics 2011, has shown that people with straight teeth are rated more popular, intelligent and with better leadership qualities, than those with a crooked smile; all aspects that are imperative for selfpromotion in the workplace, especially in the current economic climate. Whether it be a job interview or a meeting: "Projecting a good image is key," according to Dr Julian Gabarre who specialises in psychology in the workplace. "In difficult situations, a

smile can be our best ally."

"My philosophy is to use the patient's own teeth and make them the best they can be," Dr Tickler adds, "And straight teeth really is the icing on the cake for many people."

“**Now dentists can tilt or rotate the teeth in any direction discreetly with invisalign, aligners that are practically invisible**

Right: The Invisalign clear aligner is a revolution in cosmetic dentistry, allowing the teeth to be straightened more discreetly than traditional braces



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