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January 2014

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7 Steps to a Better Smile

It's probably no surprise that a bright, white smile can make you appear younger and more attractive. In fact, according to the Academy of Cosmetic Dentistry, a whopping 96 percent of respondents surveyed believe an attractive smile makes a person more appealing.

But good dental health goes beyond the way you look. The mouth is the gateway to the body, which means the state of your teeth and gums affects your overall health. By following these steps to a better smile, you'll be taking important strides for the rest of your body, too.

1. Brush regularly. Brushing is the cornerstone of dental hygiene. It removes food particles that bacteria feed on, cleans teeth, and freshens breath. A toothpaste with fluoride helps strengthen teeth, but you must brush for at least two minutes twice a day.

2. Floss daily. Flossing removes the bacteria from in between your teeth that your toothbrush does not reach, which helps prevent gum disease.

3. Visit your dentist. Visit your dentist at least twice a year for

Q. Dear Caroline,
My parents recently gave me an electric toothbrush as a gift. Could you tell me whether these brushes really work better than conventional toothbrushes?
Thanks,
Befuddled Brusher

A. Dear Befuddled Brusher it looks like your parents have been brushing up on their dental hygiene knowledge. Studies published in both the British Journal of Dentistry and the American Dental Journal agree that electric or powered toothbrushes are more effective at removing plaque and reducing gingivitis than manual ones. None of this means, however, that the manual

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Staff News



Iosis Christmas Party

The staff and families at Iosis Dental and Implant Clinic Winchester and Godalming joined together for their Christmas Party at Audleys Wood Hotel in Basingstoke. It was a great evening and there were a few sore heads in the morning!

Wedding Fayre
New Place De Vere Hotels
Sunday 2nd February 2014

thorough dental cleanings. Your dentist can spot the early signs of gum disease, which is more easily treated when caught in the beginning stages. [Book here](#)

4. Eat a healthy diet. Include plenty of dairy and other calcium-rich foods, like sardines and kale, in your diet. Calcium helps maintain strong bones and teeth, and the vitamin C in citrus fruits boosts gum health.

5. Don't smoke or use smokeless tobacco. People who smoke are four times more likely than nonsmokers to have gum disease, according to a study by the Journal of Periodontology.

6. Whiten teeth. While the benefits are solely cosmetic, with today's products, whitening is a very safe procedure that will not harm your teeth as long as the products are used as directed and you are under the care of a dentist. Check out our offers [here](#)

7. Consider cosmetic procedures The first thing a person sees when they meet you is your smile, and having crooked, stained, or missing teeth can affect your confidence. There have been great advances in cosmetic dentistry over the past decade, and it is possible to fix most cosmetic problems. Veneers for improving the appearance of crooked, stained, or oddly shaped teeth and orthodontics for straightening teeth are only two of the many cosmetic procedures offered. [See all of our treatments here](#)

toothbrush is obsolete - rather, it means that most people in studies do a better job of cleaning of their teeth with an electric toothbrush. As your parents now know, electric toothbrushes can be pricey, so you might want to check with your dentist or hygienist first if you are thinking of buying one. I hope this has helped answer your question.

Best regards
Caroline
Hygienist at Iosis
Dental Clinic

Heading



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[More Information](#)



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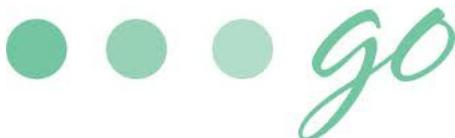
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Spreading the Cost

One of the stumbling blocks when deciding to have more advanced treatments including cosmetic

treatments carried out can be the costs, or the ability to pay for it all in one go. To help with this we offer an interest free repayment plan, enabling you to spread the cost of treatment over and up to 18 months. Please ask for more details. [See terms](#)

We hope you enjoyed reading our
Newsletter, our next Newsletter will be published
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