

# brighter smiles

THE DIANA DENTAL NEWSLETTER

Our mission:  
to improve your confidence  
by improving your smile

Autumn 2018

## Welcome Autumn!

8 pages of fun, happiness and health

### HOW STRAIGHT TEETH HELP

Health Benefits of a Straighter Smile

### INVISALIGN IN A NUTSHELL

Everything You Need to Know...

### THE PATIENT'S VIEWPOINT

Find Out What Our Patients Think About Invisalign



## Welcome to the Autumn Issue of the Diana Dental Newsletter!



Welcome to our Autumn newsletter

We hope you have had a lovely summer enjoying all this gorgeous weather we have been having! A few of the staff members have attended festivals, weddings and plenty of BBQS over the last three months!!

In this edition we've decided to focus on Invisalign after successfully treating so many happy patients that we've recently gone up a tier and are now a "Gold 2 Invisalign Provider!"

Well, the weather we've been experiencing suggests a change may be on the horizon and it's probably time to say "Goodbye Summer, Hello Autumn!" (Let's just hope it isn't too much of a wet one!)

We hope you enjoy this edition of our newsletter and wish you all the very best in the coming months!

From all the team at Diana Dental

# WELCOME, LAUREN!

We recently welcomed Lauren to our team. Lauren is keen to expand her skills here at DD and we are very excited to have her on board...

Here's a little bit about Lauren.....

Favourite Car: Astra GTC

Favourite Film: Home Alone

Favourite Song: Chris Brown – "With You"

Favourite Food: Salmon

Favourite Holiday: New York

Favourite Drink: Gin



# GOODBYE HEATHER, HELLO BABY!

In October, we'll also be saying "goodbye" to our lovely therapist, Heather, as she begins her maternity leave.

All the team are so excited to have another little DD baby arriving shortly! We wonder if we will be welcoming a girl or a boy?



# EXCITING NEWS AT DD!

As you (hopefully!) already know, at Diana Dental we are always trying to improve the services that we offer...

We'd therefore like to let you know about a change we are making which will result in:

- Shorter waiting times for routine appointments
- Less time to wait for important and complex dental treatment

Sharon who has been working with us on a Tuesday is now also going to be joining us on a Monday.

In September Sharon will be attending the Invisalign training sessions and will then be able to offer this to her patients.



## WHAT DO YOU FIND SCAREY?

Below is a list of the top ten things people are scared of! Fear of Dentists (or "Odontophobia" to give it its proper title) comes 45th down the list! (although we'd like to think our patients would rank it even lower! ;)



1. Arachnophobia – spiders
2. Acrophobia – heights
3. Nyctohylophobia - fear of the dark
4. Thanatophobia - fear of death
5. Hippopotomonstrosesquippedaliophobia – fear of long words
6. Coulrophobia – clowns
7. Claustrophobia - confined spaces
8. Necrophobia - dead things
9. Phobiophobia - the fear of fear itself
10. Pyrophobia - fear of fire

Do any of your fears appear on this list?

## WORK ANNIVERSARIES

We seem to have quite a few work anniversaries at Diana Dental these days!

Lucy our lovely dental nurse celebrated her 1 year anniversary in August.

Kim our lovely senior nurse will be celebrating her 4 year anniversary in October.

And Stacey (the dreaded manager!) will also be celebrating her 11 year anniversary in October.

Where does the time go...?!

Happy anniversary girls!!!



# HEALTH BENEFITS OF STRAIGHT TEETH

You may be surprised to know that the benefits of having properly aligned teeth extend far beyond a confident smile...

According to the **American Dental Association**, straightening your teeth can actually significantly affect your overall dental health. Think about it — a smile can hardly be perfect if it's not a healthy one. Fortunately, with Invisalign®, having a confident smile and reducing your risk for tooth decay and gum disease go hand in hand.

## Healthier Teeth and Gums

Swollen, red gums can often be the result of having teeth that are crowded or too widely spaced. Unfortunately, these are also signs of periodontal disease. When teeth are properly aligned, it helps the gums fit more securely around the teeth, allowing for the strongest and healthiest defense against potential periodontal problems. That's where Invisalign comes in. The comfortable and clear aligners gently and gradually begin to move your teeth into the proper position — without unsightly brackets and wires.

## Easier Cleaning

One of the biggest challenges of having braces is removing all the food that gets trapped in the brackets and wires. This can often lead to plaque buildup and eventually tooth decay. With Invisalign, the aligners are removable, so it's easy to continue brushing and flossing your teeth the way you normally do.

## Better Overall Health

Think of your teeth as a window to the health of your body. Your teeth and gums — and how they look to others when you smile—say a lot about your overall health. If you're taking good care of both, you're probably taking good care of the rest of you.

Tooth decay and gum disease are caused by bacteria. Left untreated, they can cause mouth sores, tender or bleeding gums, bad breath, and possible tooth loss.

Studies by the American Dental Association have shown that oral infections can also lead to other more serious ailments such as heart disease, stroke, pneumonia and diabetes.

Invisalign aligners make daily oral hygiene easier, thus reducing the risk of possible problems. And correctly-aligned teeth can also alleviate the issues that can be caused by an improper bite, speech or chewing difficulties, jaw problems, and increased wear on the tooth enamel.

Invisalign effectively addresses all of these orthodontic issues, so you'll have the confidence of a great smile and increase the likelihood of improved oral health.



# HOW TO LEAVE US A REVIEW ONLINE

Your feedback is very important to us! It tells us when we are getting it right and - also importantly - if we haven't met your expectations!

Sharing your experience is not only helpful to us, but also to other patients who might be considering using our practice for treatment... (especially if they are nervous about seeing the dentist.)

There are lots of ways to review us... Google, Facebook, or with a direct testimonial. But we're now making it even easier by teaming up with Trustpilot! It's easy as you don't need a Gmail or Facebook account to post a review about us.

To do this simply go to:

<https://uk.trustpilot.com/review/dianadental.co.uk> and rate us!

We'd be really grateful if you could spare 1 minute 30 seconds (we timed that's how long it takes) to rate our practice/team and services and we'd like to say a big "thanks!" for doing so!



# INVISALIGN IN A NUTSHELL

Invisalign was developed by Align technology alongside leading orthodontists in 1997. Invisalign will straighten your teeth using a series of custom made aligners. Comfortable, clear and removable - Invisalign will transform your smile without disrupting your life. Something that over 3 million people worldwide have already discovered!

## The aligners

- > Are comfortable and nearly invisible - it can literally be our little secret!
- > Gently and continuously move your teeth in small increments.
- > Are worn for approximately two weeks. Then you switch to a new set of aligners.
- > Are removable so you can eat whatever you want, take them out for a special occasion and maintain good oral hygiene

By using advanced technology, we can treat a broad range of dental issues with Invisalign, including:

- > Over crowded teeth
- > Widely spaced teeth
- > Cross bite
- > Deep bite
- > Under bite

Here are some of the frequently asked questions we get from our patients:

### **What is your level of experience in treating patients with Invisalign?**

Zoe has been treating patients for a number of years using Invisalign and we are now a Gold 2 provider

### **Have previous patients enjoyed any Invisalign benefits in particular?**

Yes! Our website has testimonials, videos and photos of patients who we have treated using Invisalign.



### **How long should I expect to be in treatment for?**

Even before you start your treatment you will know how long it will take, the average treatment time is between 9 and 18 months.

### **How much does your practice charge for Invisalign?**

The initial consultation with our treatment coordinator is free of charge, you will be able to a simulation which will be provided with a full, written quote once we know what Invisalign system will give you the best results.

### **How do I pay?**

We can offer a range of finance options for you if you need us to with little or no deposit too.

### **Do I need to have seen a dentist recently?**

Yes as we need to ensure that all of our Invisalign patients are dentally healthy before we proceed. The reason for this is simple, you will get the best and most long lasting results from Invisalign if your teeth and gums are healthy and stable. We always say that if you build a house the foundations have got to be solid, otherwise the house won't last and won't look as good as you want it to. There are long-term implications for treating a patient with Invisalign who isn't dentally fit.

If you have your own dentist that's fine we will just need to confirm everything is healthy!

We want to look after you in the best possible way and make sure that the investment you make in your new smile will give the best possible result which will last.

# PATIENT VIEWS: INVISALIGN

We often talk about the benefits of Invisalign and other dental treatments, but sometimes it's just as useful to find out what people who've actually gone through a treatment think of it... Here are some experiences from our patients at Diana Dental who've had their teeth straightened using the Invisalign system.

*"I've always been self conscious about my smile but never got around to doing anything about it as the thought of a metal brace in my 30's just wasn't an option for me. Having been recommended Diana Dental from a friend a couple of years ago I decided to just enquire and see if there was anything they could do and when they suggested a clear brace that no one would be able to tell I was wearing, for me it was a no brainer. It's taken 2 years to get my smile looking perfect and my confidence levels have shot through the roof as a result, no longer self conscious I can't wipe the smile off my face. You can eat what you like and experience very little pain it's honestly been one of the best investments I've made.*

*The staff at Diana Dental are super friendly and make you feel at ease from the moment you walk through the door. They are very honest about what you can expect to achieve and explain the financial options clearly to find what works best for you. They are there every step of the way and their friendly atmosphere means you are never nervous about sitting in that dentist chair. Invisalign braces were the perfect choice for me and I couldn't recommend Diana Dental enough to take you on the journey to a super confident smile. I can't thank them enough."*

Donna

BEFORE



AFTER



## Invisalign testimonials

*The problem that I had before I visited Diana Dental was spacing in between my front teeth.*

*I had Invisalign treatment because it was quick and easy to fix and get rid of something which I hated. My experience of working with Diana Dental and the quality of care there was excellent.*

*The major benefit I have found now is that I can actually smile! I would advise anyone considering treatment to just go for it - it is definitely worth the money and for me it didn't take as long as other methods would of done, I am delighted!*

K. Barber.

*I suffered from unstraight teeth which were affecting my confidence and I used to feel self-conscious about my teeth. I decided to have Invisalign treatment to improve my smile and my confidence and I have benefitted from this since having the treatment. I found Diana Dental very friendly and professional, the service has been excellent.*

*I would recommend this treatment and if anyone is interested in it then go for it 100%, I am really happy with the result and how quickly it took and I have loved the care I have received at Diana Dental.*

Anon.



See your smile transformation  
**before you commit to Invisalign.**



**Book now** for your no-obligation, Free Smile Evaluation to see what your new Invisalign smile will look like.

And with our new iTero scanner, you no longer need to have your dental impressions taken.







Address: 14 Diana Road, Birches Head, Stoke on Trent, ST1 6RS  
 Phone: 01782 205003  
 Website: [www.DianaDental.co.uk](http://www.DianaDental.co.uk)  
 E-mail contact: [Info@DianaDental.co.uk](mailto:Info@DianaDental.co.uk)  
 Opening times: Mon: 8.45am - 7.00pm, Tues/Wed/Thur: 8.45am - 5.00pm, Fri: 8.45am - 4.00pm



**We improve your confidence by improving your smile**