

WORD OF MOUTH

MAGAZINE



**Oral Health
Foundation**
Better oral health for all

ISSUE 88 | FEBRUARY 2020 In this issue, we have plenty on safe cosmetic dentistry, Pet Dental Health Month and much more that can help you achieve a healthy smile.

Editor's Welcome

Hello and welcome to a brand-new issue of Word of Mouth – the Oral Health Foundation's digital magazine.

For those of you that don't know, February is Pet Dental Health Month.

Great oral health isn't just for owners – it's for pets too! In this issue you will find some great advice about how you can help your pet develop and maintain great oral health.

Cosmetic dentistry is also a hot topic in February. Firstly, we talk about the issue of illegal tooth whitening and why it's crucial to never have it done by untrained persons.

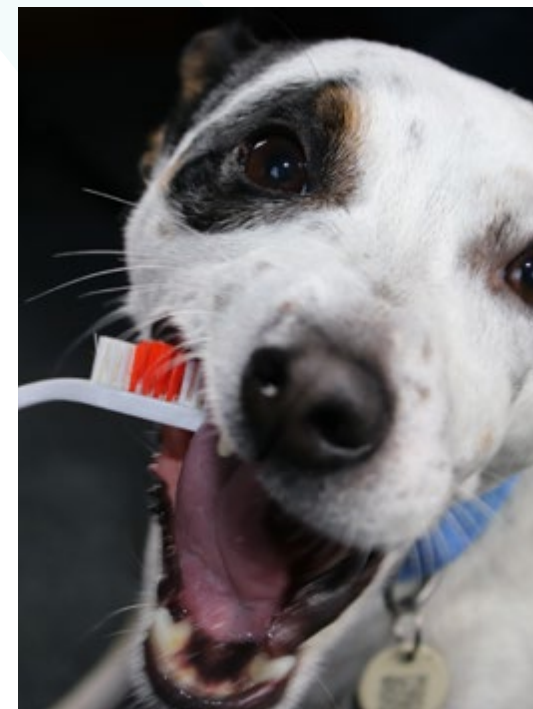
Secondly, we launch our new Safe Brace campaign. Created in partnership with the British Orthodontic Society, we promote the benefits of safe orthodontic treatment and the need to always consult a trained professional face-to-face.

You will also find information about Valentine's Day, water fluoridation and much more that will help you achieve a healthy smile.

Please enjoy this edition of Word of Mouth and thank you once again for the fantastic support you've shown over the year.



David Arnold
Editor, Word of Mouth



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Pet Dental Health Month - healthy smiles for owner and pet 2020

The health of your mouth can have a significant impact on your general health and wellbeing – for pets, it's no different!

Just like us, pets can also suffer from a broad range of oral problems. In fact, over 80% of dogs suffer from some kind of gum disease while around 70% of cats are affected by dental disease by the time they are three-years-old.

So, knowing how to look after their teeth is an important part of keeping your furry friend healthy.

At our charity we recently had a visit from an energetic Jack Russell called Charlie! As you can see by the pictures, his owner, Gill, takes good care of his teeth!

We've got some great advice to help you do the same and help your pet gain better oral health.





However, you should be wary of giving pets hard toys, raw bones or anything else they may find difficult to chew. They can increase the risk of tooth fractures and breaks.

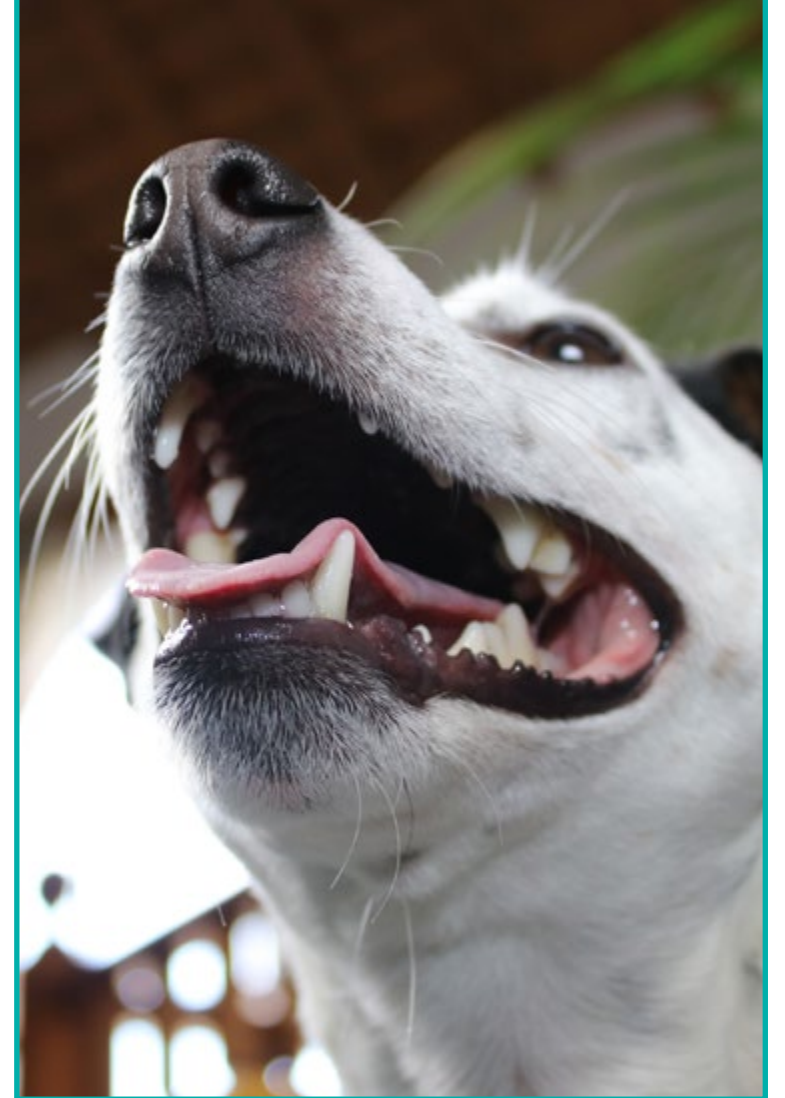
Visiting the vet

Similarly to the dentist, your vet isn't just there for when your pet has an issue.

The best cure is prevention and visiting the vet regularly will help you avoid any potential problems before they arise.

They may recommend a professional cleaning for your pet once a year, but they will be in the best position to tell you how often you should visit.

Your vet is also the best person to ask for guidance on how to maintain great oral health in your pet(s) between visits. Don't hesitate to ask any questions because keeping on top of your pet's oral hygiene can have positive effects overall.



Regular and effective brushing

Being proactive and having a great home care routine is great for helping your pet keep dental disease at bay.

Owners who regularly clean the teeth of their pet will find that they stay healthier for much longer.

Daily brushing, with a soft toothbrush and a toothpaste made for pets, will also help them gain fresher breath – something that I'm sure many of you will appreciate!

You should avoid using your toothpaste because the fluoride in it can be harmful to pets when ingested.

If in doubt, ask your vet to recommend a suitable toothpaste for your pet.

Feeding time

Another similarity you share with your pet is that you both need a healthy balanced diet – not just for their oral health but for the benefit of their whole body!

Dental chews can be very effective in reducing the build-up of plaque especially – just make sure that they are formulated for this purpose by always reading the labelling before you buy.



Introducing Safe Brace - helping Brits get the smile they deserve

The Oral Health Foundation and the British Orthodontic Society jointly launch Safe Brace (www.safebrace.org).

The joint campaign aims to provide Brits with a trusted space they can go to for expert advice on getting braces and orthodontic treatment.

The launch of Safe Brace comes following a statement from the [General Dental Council \(GDC\)](#), which stresses the importance of always seeing a trained professional face-to-face when seeking dental treatment.

Dr Nigel Carter OBE, Chief Executive of the Oral Health Foundation says: "We are highly concerned by the growth of companies offering orthodontic treatment online. Many of these providers lure people in with cheap prices and the promise of fast results.

"Straightening teeth is a highly complex medical procedure and should only be carried out by a dentist or orthodontist. These face-to-face appointments are essential. They allow for a patient to be fully assessed by a qualified professional who can help guide them arrive at the most appropriate treatment for their needs. Importantly, the dentist will also be able to monitor a person's progress throughout the course of their treatment and make adjustments to the appliance when needed.

"By visiting a trained clinician, patients will get a full examination and have a range of different treatment options explained to them. This will put the patient in a great position to get the best results in a safe and effective environment. It will also mean that the treatment is more likely to meet a patient's expectations.

"The consequences of ill-fitting braces are hefty and can leave a person with permanent damage to their teeth, gums and jaw. As part of Safe Brace, we will be working alongside the British Orthodontic Society to protect the health of all people undergoing dental treatment."



Recent statistics from the British Orthodontic Society highlight the rise in demand for orthodontic treatment in Britain.

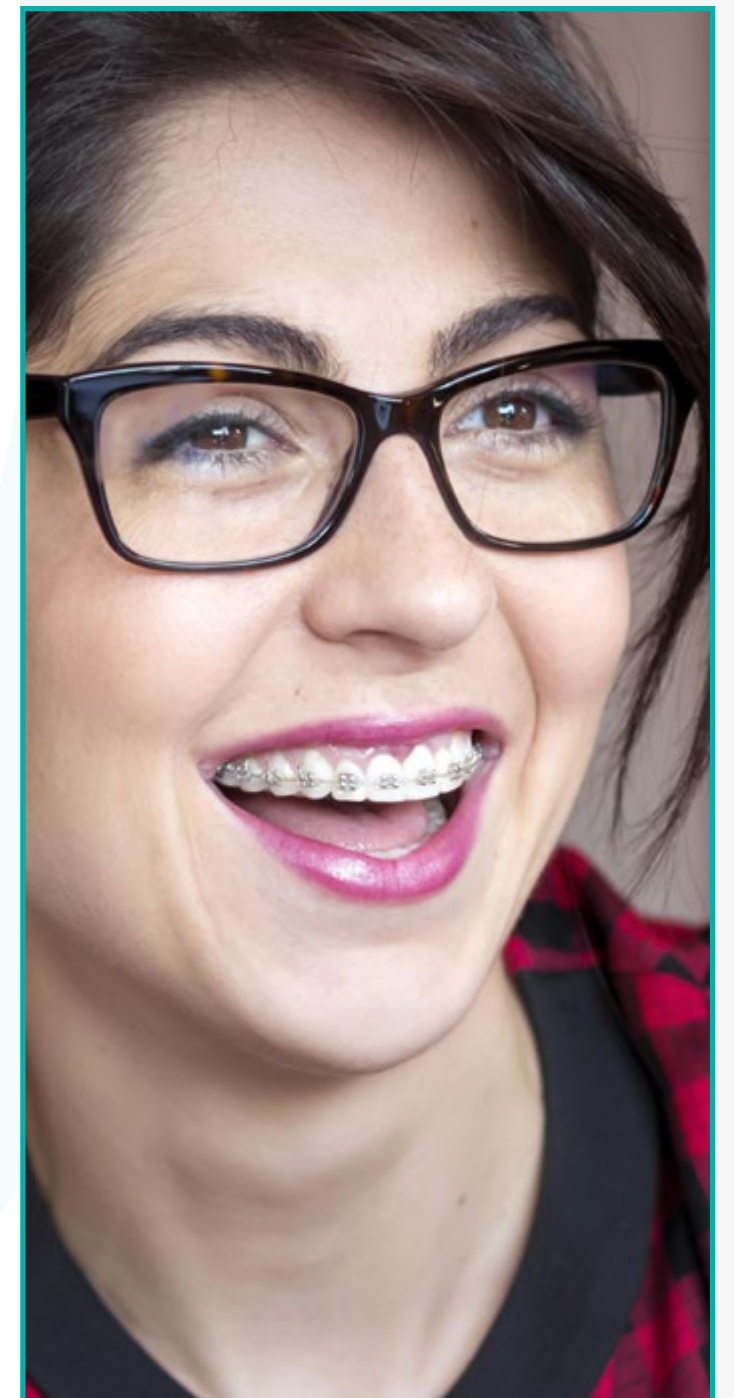
According to the charity, three in four (75%) of orthodontists report an increase in adult private patients.

Professor Jonathan Sandler, President of the British Orthodontic Society, said: "In my professional opinion, if you embark on any orthodontic treatment without a suitably trained clinician taking the time to examine you and make appropriate recommendations, you could be in danger of having serious conditions missed, as well as inappropriate and dangerous treatment carried out.

"For me, one of the issues with 'DIY Braces' is that it offers just one narrow solution when there may be a more appropriate one for the patient. The value of informed choice cannot be over-estimated."

Anybody practising dentistry while not registered with the General Dental Council could be subject to prosecution for illegal practice. Patients with concerns should report the matter to the General Dental Council and the Care Quality Commission.

For information on how to achieve safe and effective orthodontic treatment, visit www.safebrace.org.



Puzzle Page

Check out our selection of fun oral health related puzzles!

A	F	C	L	E	A	N	W	X	S
E	G	Y	O	U	Q	A	H	J	E
D	B	A	C	T	E	R	I	O	I
X	V	B	E	P	H	A	T	R	Z
T	X	M	N	L	B	C	E	J	S
K	C	R	O	W	N	V	X	E	U
I	O	V	N	E	R	V	E	C	G
U	E	X	V	W	J	E	K	P	A
T	O	O	T	H	P	I	C	K	R
S	D	A	J	L	M	X	O	V	Q

WORDS
BACTERIA
CLEAN
CROWN
NERVE
SUGAR
TOOTHPICK
WHITE

COLOUR
ME IN!



BETTER ORAL HEALTH FOR ALL

Everybody deserves to have good oral health.

The Oral Health Foundation helps everybody to achieve a healthier life through better oral health.

Our vision is a world where everybody has a healthy mouth. With your help, we are making progress. We are determined to succeed.

WWW.DENTALHEALTH.ORG



Oral Health
Foundation
Better oral health for all

Health charity voices concerns regarding illegal tooth whitening

The Oral Health Foundation is advising people to avoid having dental treatment outside of the dental surgery, following a new BBC report.



Official figures show the number of illegal teeth whitening procedures in the UK have risen by 26% in the last year.

Despite the treatment being offered in beauty salons and kiosks across the UK, teeth whitening can only legally be carried out by a trained dental professional, such as a dentist or hygienist.

Dentist Dr Ben Atkins, President of the

Oral Health Foundation, says the potential consequences of having dental treatment by those unqualified to do so are “severe” and could have “lasting consequences” on a person’s health.

Dr Atkins says: “While cosmetic treatments like tooth whitening and orthodontics may seem like relatively easy procedures, they are quite the opposite. These are medical procedures and should only ever be carried out by a dental professional.

“The potential repercussions of having these treatments by a non-trained dental professional can be extremely dangerous. There could be a greater risk of infection and cross contamination, as well as damage to the gums, mouth and even the jaw.

“These are the kind of consequences that last a lifetime, cause unnecessary pain and suffering, and are highly expensive to correct.”

“Never gamble with your health. Always see a trained and qualified professional for dental treatment of any kind.”

The BBC investigation into illegal tooth whitening procedures has uncovered several companies who are offering training to unknowing beauticians.

Many courses being sold to beauticians only last a few hours, with one beauty school claiming to have trained thousands of candidates, providing them with fake qualifications.

The General Dental Council said that it launched 126 prosecutions against illegal teeth whiteners since 2015. It lacks the powers to prosecute those performing the training as exposed by BBC.

One beautician who had undergone similar training says: “I may as well have burnt the money I spent. I was struggling as a beautician as it was and I nearly went bankrupt.

Top tips on safe tooth whitening

1. Don't buy from overseas

No matter how tempting the prices may be, don't purchase products from abroad. It is difficult to guarantee the product ingredients, and this puts your safety at risk. It is much harder to police companies and products online, so you cannot be sure they are regulated and of the highest standards.

2. Talk to your dental team

When it comes to tooth whitening, there really isn't a better source of information than your dentist. Not only are they fully-qualified and licensed to perform the treatment, but they will be able to take your dental needs into consideration.

3. Don't gamble for a cheaper price

Any beauticians that claim to offer a tooth whitening service are breaking the law. When tooth whitening goes wrong, it can result in long-lasting or permanent damage – it is not worth saving a few pounds to put your health at risk.



“I think as a direct result I lost all my confidence. I went through anxiety and suffered depression. It’s disgusting people like me are being misled.”

Dr Nigel Carter OBE, Chief Executive of the Oral Health Foundation, says: “Having cosmetic treatments like teeth whitening conducted cheaply and quickly isn’t as consumer-savvy as many are led to believe.

“The lasting impact of having treatment done by someone who isn’t qualified can be devastating.

“Dentistry is not something that can be picked up in hours, days or months. The chemicals used to whiten teeth are toxic and, if not used safely, can cause permanent damage to teeth and gums.

“There is a lot that can go wrong in dentistry and professionals are the only ones who are suitably trained to make these potential risks less likely and deal with any issues in a suitable and timely manner should they occur.

“Beauticians across the UK must be made aware that conducting teeth whitening is illegal and that by doing so they are putting lives at risk.”

For more information on tooth whitening, please visit www.dentalhealth.org/safetoothwhitening.

Alternatively, contact the Oral Health Foundation’s [Dental Helpline](tel:01788539780) for free confidential advice by calling 01788 539780.

IS YOUR MOUTH ON YOUR MIND?

Your oral health matters to us.
Put your mind at ease and reach
out to one of our dental advisors.

We’re here to help.

 **Dental
Helpline**
01788 539780
Oral Health Foundation

Anything you want to know about your dental health, our experts are awaiting your call.

Our free and impartial advice centre is open between 9am and 5pm, Monday to Friday. If you need urgent advice on any oral health issue please give us a call on 01788 539780 (local rate call in the UK), alternatively you can email helpline@dentalhealth.org

Leading charity supports drive to widen **water fluoridation**

The Oral Health Foundation is calling on the Government to act after a renewed push for community water fluoridation by NHS England and the Community Water Fluoridation (CWF) network.

The Oral Health Foundation, along with the wider CWF network, believe that community water fluoridation is the single most effective public health measure to improving the oral health of children and tackle oral inequality among disadvantaged communities

Currently, only six million Brits are supplied with fluoridated water and some 300,000 are supplied with water with naturally occurring fluoride present. This accounts for less than



10% of the population and is not enough to bring about change to the alarming rates of tooth decay and tooth extractions amongst children.

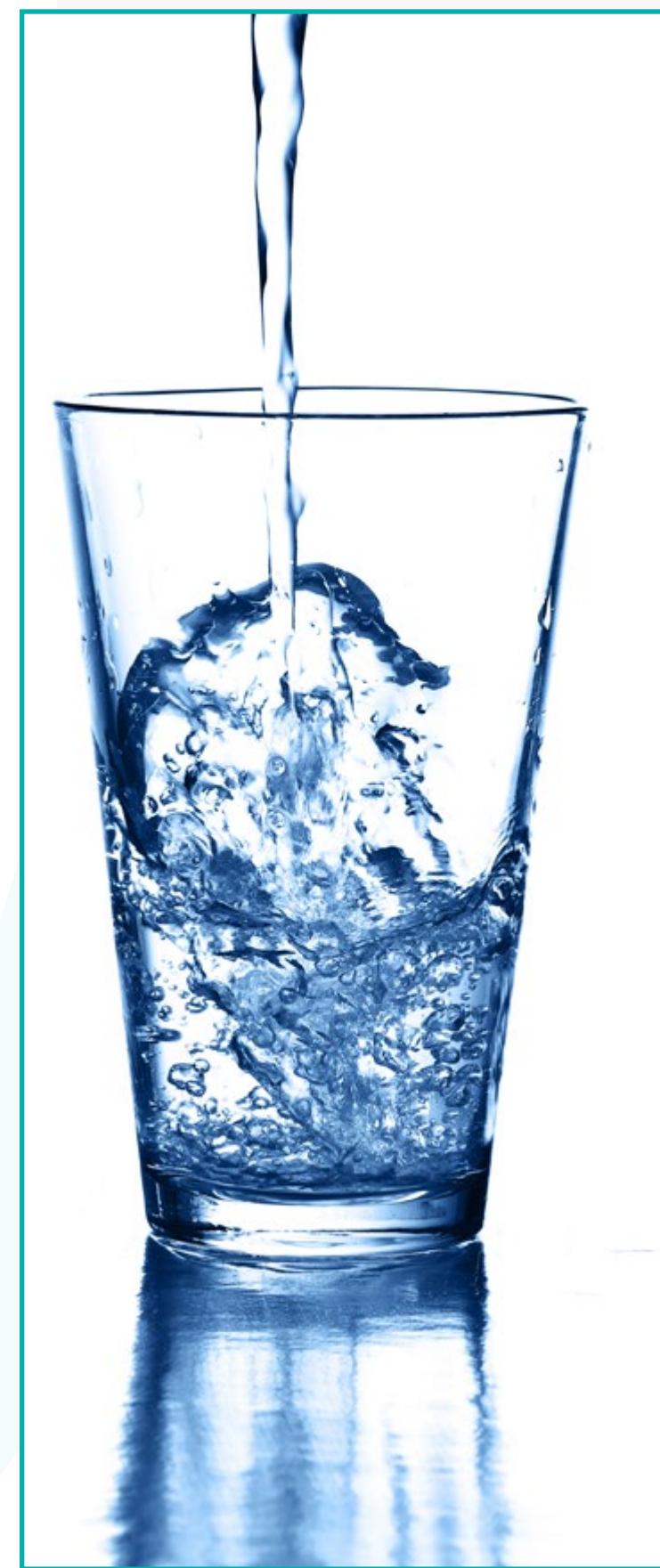
Tooth extraction remains the number one reason for hospital admissions of five-to-nine year olds in the UK while one in seven children under the age of three years old have tooth decay. Fluoridating water supplies would not completely solve this problem, but it would make a significant impact in turning the tide on children's oral health.

Dr Nigel Carter OBE, Chief Executive of the Oral Health Foundation, believes that community water fluoridation could save millions of children from a lifetime of dental pain and suffering.

Dr Carter says: 'We're delighted that NHS England and the Community Water Fluoridation network, along with several MPs, are raising the issue of water fluoridation again. The addition of fluoride to water has been researched for over 60 years, and has been proven to reduce decay by 40-to-60%.

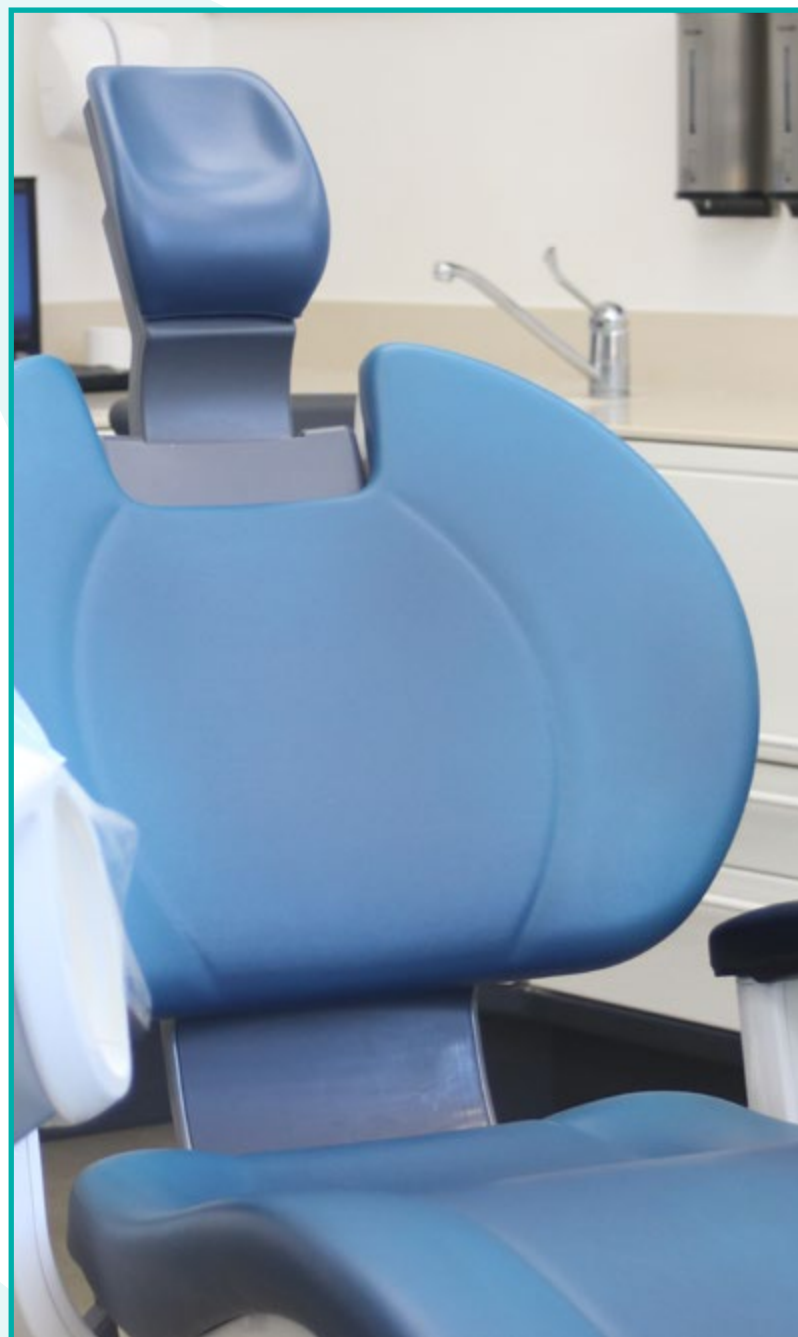
We hope that more Local Authorities and the Central Government will get on board with water fluoridation and would love to see a future where everyone in the United Kingdom can benefit from it. We wait in anticipation for progress to be made towards that goal but while we do, we would encourage everyone to brush their teeth with a fluoride toothpaste. This give your teeth the boost of fluoride that they needs.'

For more information on the benefits of [fluoride for oral health please visit our A – Z of Oral Health Information.](#)



Finest Dental going into liquidation leaving patients in the dark

Countless patients have been left out of pocket and without crucial treatment as the Finest Dental chain of dental practices places itself into liquidation.



The Oral Health Foundation's Dental Helpline has had a spike in enquiries from worried patients across the UK who have been affected by this situation.

This uncertain situation has resulted in patients being left in pain, discomfort and in some cases unable to eat.

Many who are in need of urgent dental care or have already paid for treatment they are yet to have are struggling to contact practices part of the Finest Dental chain.

The Oral Health Foundation is giving the following advice for patients who are being affected by the developing situation with Finest Dental.

What should you do?

The situation at present is that the Finest Dental chain of dental practices are seeking liquidation and will most likely

cease trading.

It is likely that this will happen after a High Court hearing which will take place on 1 April 2020.

If you are a patient at one of their practices, we recommend you try to contact them.

The company has posted a message on its website with information for patients who no longer want treatment and have requested refunds.

Once the company is placed into liquidation, an administrator will be appointed to tend to outstanding affairs. This is likely to include tending to patients who have made payments.

The details of the administrator should become available from Companies House and on the official public notices website The London Gazette after the hearing.

You will need this information if you're looking to make a claim.

To give you a better chance of being reimbursed for treatment you've paid for, you may need to register as a creditor.

When you do this, you're added to the list of all the people that Finest Dental owes money to. Unfortunately, major creditors, such as banks, tend to be paid first, so there is a chance you may not get your money back.

If you have paid with a credit card or via a finance company: You can apply for a 'Section 75 claim' from your provider. This is for those who have paid for work costing more than £100.

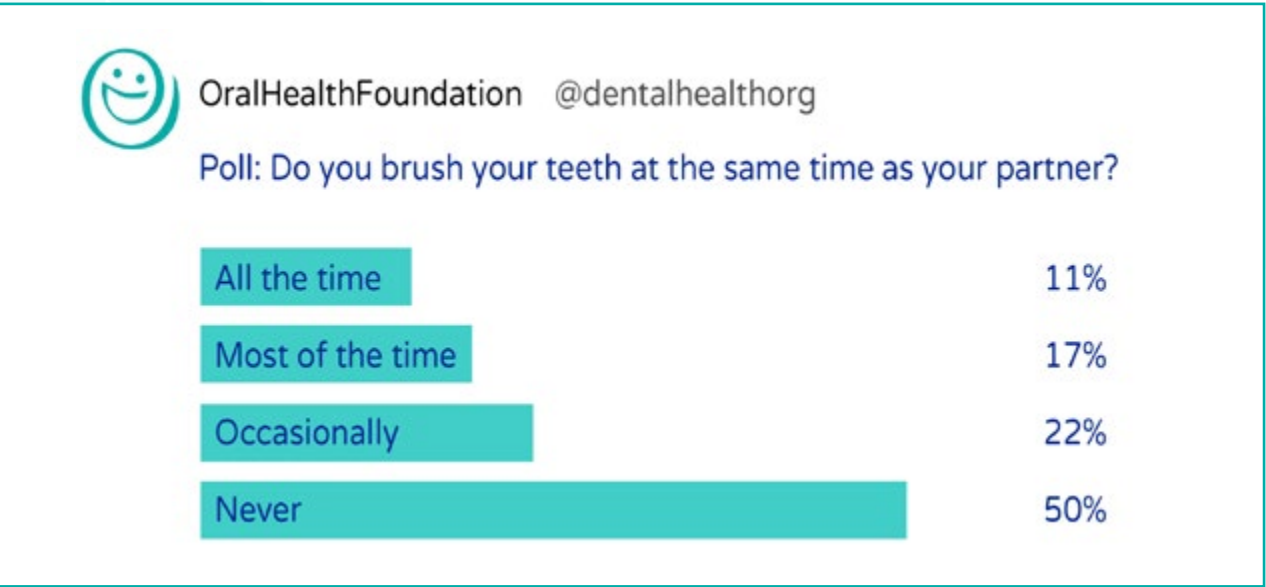
If you have paid with a debit card: You can ask for a 'chargeback' from your bank or card provider if you paid with a debit card. In this case, you may need to talk to a manager, as many bank staff will be unaware of this scheme.

Brush together & stay together

On Valentine’s Day, we looked at something we should all be doing twice a day for two minutes with a fluoride toothpaste... brushing your teeth!

The Oral Health Foundation wanted to learn how many of you share this very personal routine with a partner.

That’s why we reached out to our followers on Twitter. Here are the results...



Only one in four couples regularly brush their teeth alongside a partner. While, half of all couples never do.

Now, it might not be the typical scene that comes to mind when you think of a couple in love but brushing your teeth with your partner does come with its benefits.

In the TV show House M.D., which tells the story of an antisocial maverick doctor from New Jersey, the lead character Dr Eric Foreman says this on the matter:

“Brush your teeth next to the same person every single day for 30 years. That’s love.”

The Oral Health Foundation agrees. Here are our five reasons why you might want to start brushing your teeth as a couple.



1. **Eye contact and “the spark”** - Tooth brushing is usually a fairly quiet activity. But there’s more to great communication than words. For two minutes twice a day, use this as a chance to gaze into your partner’s eyes. It’s amazing how prolonged eye contact can help strengthen your connection.
2. **It helps make brushing fun** - Let’s be honest, trying to speak with a mouth full of toothpaste is almost impossible to do without making a fool of yourself which is often followed by a good chuckle. Also, it can often lead to some cute and fun goofing around.
3. **You can make sure you both are brushing correctly** - This one is important. By brushing together, you can make sure you’re both brushing with correct technique and not in a way that actually harms your teeth (such as scrubbing with an electric toothbrush). If you’re not sure what correct brushing technique is here’s a reminder:
 - If you are using a **manual brush**, use small, round movements. The bristles of the brush should point towards the gum. Don’t forget to brush all the different sides and tops of your teeth.
 - If you are using an **electric or ‘power’ brush** the important thing is to make sure you don’t apply pressure and let the brush do the work. A brush is already doing a lot of the cleaning and scrubbing action therefore if you press down or move the toothbrush too vigorously you can cause

wear away your teeth, particularly around their necks where softer dentine is often exposed. To avoid this, just hold the toothbrush in place over your teeth and move from tooth to tooth making sure you brush each quadrant of your mouth for 30 seconds each.

4. **It helps make it routine** - By brushing together, it helps cement it as a good routine and add that extra layer of accountability so that you don’t end up forgetting to brush or that try and cut corners and brush for less than 2 minutes. It also may help encourage other good oral health routine habits such as interdental brushing or flossing.
5. **Seal it with a kiss** - You know the feeling of getting into a bed with freshly laid clean bedsheets? Well kissing with a freshly clean mouth is your mouth’s equivalent. It feels extra nice, is a lovely way to end your night, and is a fitting reward for keeping your oral health in tip-top shape!

Above all, whether or not you brush with or without your partner, the important thing to remember this Valentine’s Day is that oral health really does matter and it’s important to look after your teeth and mouth.

A good oral health routine not only keeps your breath fresh and your smile free of tooth decay, it also helps stave off heart disease, diabetes and also strokes. It all means a happier healthier and longer life spent together.



SAFE BRACE

Always see a trained clinician if you are considering orthodontic treatment.
Never gamble with your oral health.

For more information about our brand new campaign visit www.safebrace.org.



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