

Chapel Road Orthodontics celebrated the first **NOW** during the week of 22 - 28 March 2010. During **NOW**, we organised a series of events within our local community to educate the general public on the importance of good oral health and the benefits of orthodontic treatment.

We would like to give special thanks to June Morris and Heidi Claisse from Bexley and Greenwich Primary Dental Care Service.

A new website www.nowsmile.org has been created and your patients can log on **NOW** to find out more.

Dental technicians Anne Heffernan, June Morris and Heidi Claisse with Merton Court School pupils Victoria Massey and Henry Harris, both 10, and 11-year-old Amelia Peters RE15739

For financial news from your area, visit our award-winning website at newsshopper.co.uk/money/

Orthodontists brace themselves for promotional week in borough

STAFF at a Bexleyheath orthodontics practice have been out and about in the borough celebrating the first National Orthodontic Week.

Orthodontics is a specialist kind of dentistry which deals with the growth of teeth and jaws.

Nearly a million people started some kind of orthodontic treatment in the UK last year and Britain is one of the few countries where treatment for the under-10s is usually free.

Chapel Road Orthodontics marked the week, launched by the British Orthodontic Society, by getting out into the community to tell people more about the importance of oral hygiene and the benefits orthodontics can bring.

With support from June Morris and Heidi Claisse from Greenwich and Bexley Primary Dental Care Service, practice staff visited primary schools, including Barrington Primary School, Bexleyheath, and Merton Court School in Sidcup.

They also held a promotional event in the Broadway shopping centre which included a celebrity smile competition.

New website nowsmile.org provides a host of information and advice about orthodontic treatment and where to get it.

Buy our photographs at newsshopper.co.uk/photosales

Confidence in your smile



Message from the Principal

The pace of change is really fast in Orthodontics at the moment. I am very excited about both the new Lingual brace that we now have available and the quality of the Damon non extraction cases that we have coming through.

The new Lingual brace is an answer for those adults who need minor anterior tooth movement but want a brace that is completely invisible. It promises to be far superior to plastic aligners or other removable appliances.

Our web site now shows no fewer than 11 non extraction Damon case histories in detail – a unique resource for anyone wanting to see how braces work (see www.chapelroad.co.uk – case histories – Damon)

Amazing to think that only a few years ago, my extraction rate was the national average 70% of cases but it has now fallen to only 20%, thanks to the enthusiastic application of this latest in low friction technology.

It is truly an exciting time to be in Orthodontics.

A huge thank you, as ever, to all those who have kindly referred patients to us in recent months (in record numbers) and I hope we provide them with the good service that they deserve.

Regards,

Dr David Horobin

Practice Website

Our Practice website provides useful information to both General Dental Practitioners and their Patients.

Please visit www.chapelroad.co.uk for:

- Patient Information
- Online Patient Referrals
- Up to date 'Case Studies'
- Patient Reviews via 'Dentist Finder'
- Practice Blog



Practice Referrals

Once again, thank you for ongoing support and new patient referrals.

Please note: We currently have no new patient waiting list and welcome NHS/Private New Patient Referrals and X-Ray Referrals.

Dental Nurse Education - Can we help your nurse?



Nurses from several practices have recently gained experience in the taking of Digital OPG and Cephalometric radiographs on our new equipment. The NEBDN certificate in Radiography requires such experience and we're delighted to be of assistance.

If you would like to take advantage of this free services, please contact Jenny Thompson or Hannah Metcalfe on 0208 303 6836 or email hannah@chapelroad.co.uk

(Image on the left our Orthodontic Nurse Natasha with Nurses from two local practices)

CONGRATULATIONS - A highly qualified Team

Chapel Road Orthodontics invests in ongoing training and encourages further education, which means that your patients are in 'highly qualified hands'.

This year we have two nurses, Sarah and Natasha who have successfully passed their Specialist Orthodontic Dental Nurse Examinations. Julia is also due to complete the course later this year. I am delighted to congratulate the following nurses; Anne, Julia, Marie and Louisa who have also successfully completed their Impression Taking Examination in March.

DAMON[®]SYSTEM

More than straight teeth™

The NEW DAMON CLEAR bracket system is now available at Chapel Road Orthodontics! The Damon System is not just a new product; it's a whole new way of treating patients.

Conventional braces are tied in with elastics, which cause friction and pressure, making treatment slower and less comfortable. Damon braces use a slide mechanism to hold the wire, which allows teeth to move more freely, quickly and comfortably. Above all, it is the way that this low friction system allows far more cases to be treated without extractions, which makes the Damon System unique.

We offer our patients the very latest Damon System appliances including the Damon 3MX, Damon Q and the New Damon Clear.

Patient benefits

- Non-Extraction Treatment in most cases
- Improved facial proportion and appearance
- Damon Clear is aesthetically pleasing
- Reduced treatment time
- Greater comfort



Damon Clear combines the properties of passive self-ligation technology with the aesthetics that today's image-conscious patients demand. The result is a crystal-clear appliance that surpasses expectations in beauty and functionality.



Chapel Road Orthodontics is pleased to launch In-Ovation L^{MTM} - a superb alternative to aligners for patients requiring 6 mm of movement or less. Completely invisible, L^{MTM} self-ligating "quick clips" work within a few short months to give our patients the perfect smile they have always wanted.

A breakthrough in cosmetic orthodontics for patients seeking fast, cosmetic correction of minor misalignments and yet are not willing to wear conventional braces.

Patient benefits

- In-Ovation L^{MTM} is 100% invisible
- Superior to Aligners
- Reduced treatment time
- Greater Comfort



DAMON³MX

Case Study

At 16, Callum was concerned about two upper canines which had failed to erupt and were impacted in the roof of the mouth. The buried canines were exposed surgically and the deciduous canines extracted. The canines then grew slowly into the palate. Dr Horobin used the Damon 3MX appliance and the treatment took 17 months to complete.

Full case study available at www.chapelroad.co.uk – case histories.

