

Transforming smiles with pain-free care

Nowadays, we rarely see a celebrity picture in a magazine or on social media without their 'perfect smile' as the centrepiece. It's no wonder therefore that the demand for straight, white teeth has grown in popularity – with almost two-thirds of Brits considering cosmetic dentistry like tooth whitening and orthodontics.

While the dental profession welcomes the increase in patients through the door, they are at pains to stress that there is far more to a nice smile than what it looks like, and that starts with good oral health. After all, there's no point in having cosmetic dentistry to achieve the perfect smile if your teeth then fall out due to neglect!

Despite this truth, a recent study showed that over a third of people in the UK said they had never visited a hygienist and prioritised beauty treatments over maintaining their smile. Perhaps testament to this, according to the Oral Health Foundation, one-third of British adults have tooth decay and two-thirds have visible plaque.

Tooth loss, pain, bad breath, difficulty eating and swallowing, as well as a nose-dive in self-esteem, are what one might expect if conditions such as tooth decay and gum disease are not prevented and then left untreated.

And it doesn't stop at the mouth. Did you know that gum disease can be linked to other diseases in the body, such as diabetes, heart attack, stroke, and dementia, as well as pregnancy complications? That's not all – the list goes on...

Yet it's simple to achieve and maintain good oral health. All you need to do is make good food and drink choices, brush twice a day with a fluoridated toothpaste for two minutes (which removes 60% of the bacteria in your mouth), clean between your teeth every day and visit the dentist and hygienist at regular intervals to ensure your entire mouth stays clean and healthy all year round.

So, why aren't more people visiting their hygienist?

A big part of the problem is dental anxiety – caused in no small part by a very understandable fear of pain, worry that an injection might be needed, and the thought of that dreaded drill.

New technology = incredible results

The great news is that NEW Guided Biofilm Therapy (GBT) has transformed the patient experience, by exchanging old-school 'scale and polish' methods for a revolutionary system that offers a lifetime of pain-free and fear-free oral healthcare for all ages.

This Swiss innovation uses airflow technology to remove all bacteria (biofilm) in your mouth that contribute to tooth decay and gum disease,



while reducing your time in the hygienist's chair from 20 to just 7 minutes. These procedures are so gentle they can be used on natural teeth, restorations, orthodontic braces, implants, the tongue and gums.

Scientifically backed and minimally invasive while being maximally preventive, GBT removes all stains resulting from coffee, tea, wine and tobacco use. It is also highly beneficial before tooth whitening, to achieve even better results.

Added to all that, patients in the UK are now able to have greater control of their oral health since legislation was passed to allow appointments to be booked directly with hygienists, rather than needing to be referred by a dentist.

How GBT will work for you

The first step involves the dental hygienist checking your mouth to identify any dental decay or gum disease. This allows the hygienist to assess your treatment needs.

Next, teeth are 'disclosed' using a dye that makes biofilm visible. You are then shown any problem areas, which will help to personalise your oral hygiene routine. The colour will also guide the biofilm removal. Colour removed = bacteria removed.

You need to do your bit between appointments too, so you will also be



shown how to maximise your at-home oral hygiene with a personalised routine to emphasise prevention. This may include brushing technique and how to clean effectively between your teeth.

Then we come to the main event – the clean. Depending on your needs, a combination of up to three cleaning systems are used to gently remove biofilm, staining and light deposits. These procedures are so gentle they can be used on natural teeth, restorations, orthodontic braces, implants, the tongue and gums.

We're nearly there. A final inspection ensures all biofilm and deposits have been removed and checks one last time for any decay. Teeth are then protected with a fluoride seal.

Last but not least, based on your oral hygiene and a risk assessment, your next appointment will be scheduled. This is usually between 3 to 6 months.

To experience the wonder of EMS' GBT, first ask your own dental hygienist or dentist if they can offer this to you or email info@ems-unitedkingdom.com to find out where else you can access this professional service.

For more information visit :
www.londonhygienist.com/guided-biofilm-therapy -

where Anna Middleton, founder of London Hygienist, explains more about the GBT process.

GBT will leave you feeling and looking good. What more could you ask for?