

THE MONTHLY TOOTH

Monthly Newsletter from Ewan Bramley Dental Care

WE SAY GOODBYE AND GOOD LUCK TO KATE & LISA!

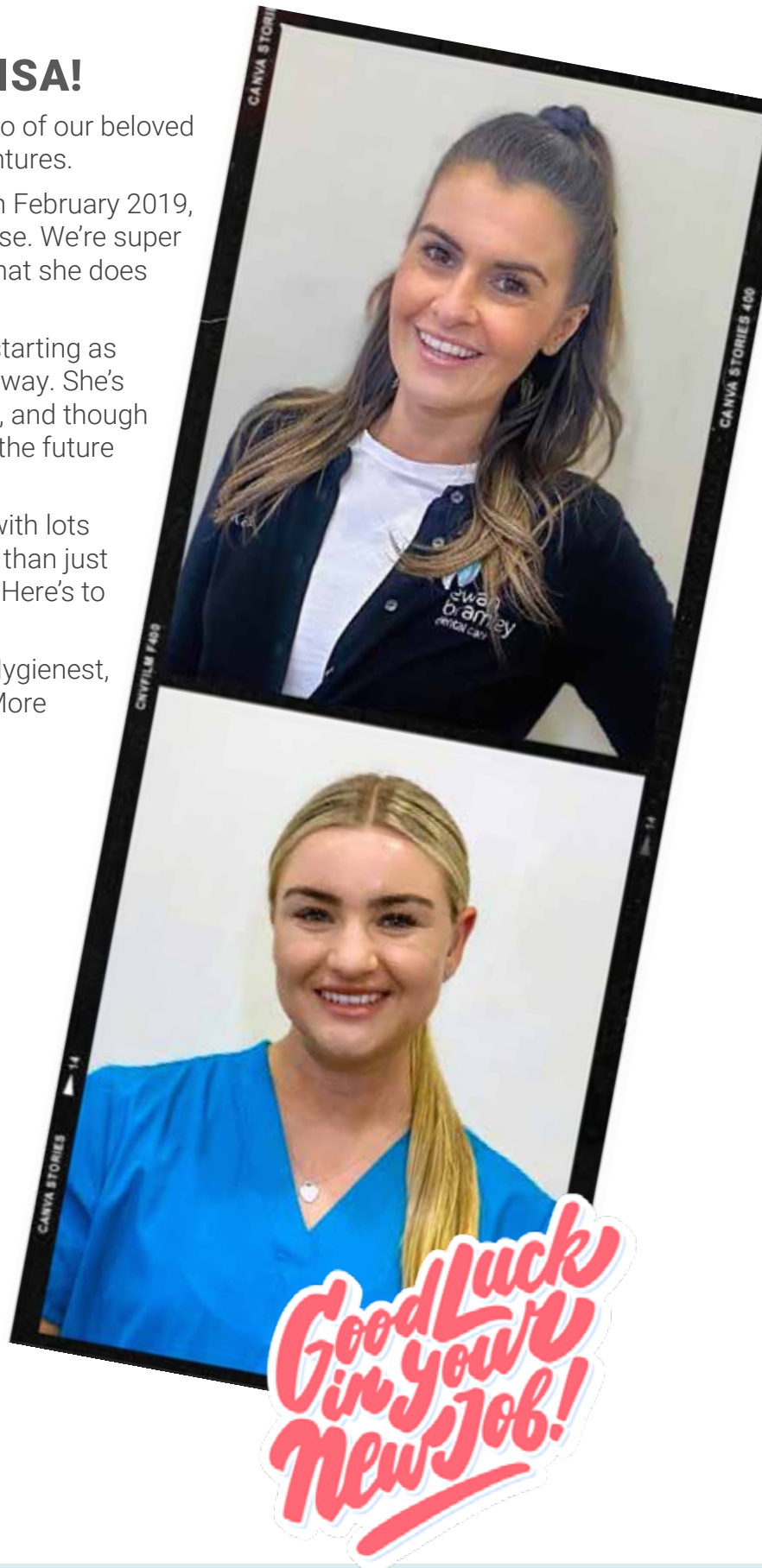
We've got a bittersweet update to share—two of our beloved team members are moving on to new adventures.

Kate, who joined us as a receptionist back in February 2019, has blossomed into an incredible dental nurse. We're super proud of her growth and can't wait to see what she does next!

Lisa has been with us since January 2016, starting as a hygienist and becoming a mum along the way. She's given so much to our clinic and our patients, and though we'll miss her dearly, we're excited for what the future holds for her.

Please join us in sending Kate and Lisa off with lots of love and best wishes. They've been more than just coworkers; they're part of our dental family. Here's to new beginnings for them both!

And a warm welcome to Heather, our new Hygienist, and Lauren our new Trainee Dental Nurse! More about them next issue.



IN THIS ISSUE:

1 - Smile transformations and a happy birthday to one of our team!

2 - Understanding sensitive teeth: causes, prevention and care.

3 - Business of the month is Frank Brands, your local Brand Identity expert and Graphic Designer

4 - What's going on next month? We have some great food and great music lined up for you

5 - If you are thinking Dental Implants may be the solution for you, read our back page article for more information!

EWAN BRAMLEY NEWS



SMILE TRANSFORMATIONS

Here are some of our favourite smile transformations from last month.

The patient to the left had a simple treatment of whitening and composite bonding which has given them a fresh tidy smile!

This patient went through clear aligner treatment finished off with whitening and composite bonding. The clear aligners have given them not just a straighter smile but a wider smile. The patient is so happy with the outcome.

Remember, our treatment consultations are completely FREE. So if you are interested, book with our reception team.



HAPPY BIRTHDAY EVE!

Our lovely Eve celebrated her birthday on 18th April. We hope she had an amazing day and celebrated in style.

Please send her lots of well wishes when you next see her!



UNDERSTANDING SENSITIVE TEETH: CAUSES, PREVENTION AND CARE

We're focusing on a common dental concern that many of you have expressed: sensitive teeth. Tooth sensitivity can be uncomfortable and a hindrance to enjoying your favourite foods and drinks. Let's explore what causes sensitive teeth, and more importantly, how you can prevent and treat this discomfort.

What Causes Sensitive Teeth?

Sensitive teeth occur when the underlying layer of your teeth, the dentin, becomes exposed due to receding gum tissue or worn tooth enamel. The dentin is home to tiny tubes (tubules) that lead to the tooth's nerve centre (the pulp) and are filled with nerve endings that are extremely sensitive to changes in temperature and acidity.

Common Triggers

- Hot Foods and Beverages: Can cause a sharp, temporary pain.
- Cold Foods and Beverages: Often trigger a prolonged, intense ache.
- Sweet and Acidic Foods: Can lead to discomfort.
- Cold Air: Exposing teeth to cold air can be painful.

Prevention and Care

Good oral hygiene is key

The first step in preventing tooth

sensitivity is to maintain excellent oral hygiene:

- Use a Soft-Bristled Toothbrush: Hard bristles can wear down tooth enamel and harm gums.
- Gentle Brushing: Avoid aggressive brushing, which can further expose sensitive areas.
- Fluoride Toothpaste: Helps remineralise the teeth and reduce sensitivity.
- Regular Dental Check-ups: Essential for maintaining oral health and preventing conditions that could contribute to sensitivity.

Watch your Diet

What you eat significantly affects your teeth:

- Avoid Acidic Foods and Drinks: Such as lemons, oranges, and carbonated drinks as they can wear down tooth enamel.
- Use a Straw: This can help minimise contact between acidic beverages and your teeth.
- Rinse After Eating: Rinsing your mouth with water after having acidic foods or drinks can dilute the acids.

Consider Teeth Desensitising Products

Several over-the-counter products can help reduce tooth sensitivity:

- Desensitising Toothpaste: Contains compounds that help

block transmission of sensation from the tooth surface to the nerve.

- Mouthwashes with Fluoride: Can help reduce sensitivity.

Professional Dental Treatments

If your sensitivity is severe, it may be time to visit us for a consultation. We can offer professional treatments such as:

- Fluoride Gel or Varnish: Applied by a dentist to the sensitive areas of your teeth.
- Bonding Agent: Applied to exposed root surfaces.
- Surgical Gum Graft: If gum tissue has been lost from the root, this will protect the root and reduce sensitivity.

Sensitive teeth can be a pain, but they don't have to be a permanent discomfort. By understanding the causes and embracing proper oral hygiene, you can significantly reduce or even eliminate tooth sensitivity. Remember, the team at Ewan Bramley Dental Care is here to help you with personalised advice and professional treatments.

Contact us to book a checkup with one of our dentists. Call us on 0191 259 6506 or email us at reception@ewanbramley.com

BUSINESS OF THE MONTH

If you're an ambitious business owner but are struggling to attract customers and growth, then grab a free chat with Frank - your local business brand expert.

Frank just loves to help ambitious small businesses achieve strategic, breakthrough growth results, unlocking new levels of success - via an enjoyable, predictable, reliable and proven system of Business Brand Transformation.

Think logos, brand identity, websites, brochures, stationary, PPTs, and everything in-between.

Frank's had a successful 29-year career in London and Dubai across branding and design, working with huge businesses like British Telecom, Qatar Airways, Emaar Properties, Etisalat, Thai Airlines and many more. Frank has just returned from 22 years in Dubai to settle with his family in North Shields.

Frank dropped out of his corporate career 13 years ago to start Frank Brands, and now works 121 with small and medium size business owners.

He's bringing all that global creative and strategic expertise to help local businesses rebrand and reposition their companies to maximise impact, engagement, sales and growth.

Over the last 13 years, Frank Brands has successfully transformed 100s of businesses that struggle to articulate how amazing and valuable they are.

He is committed to helping local business go from good to extraordinary using a tested branding process to reliably generate demand for their services and solutions and succeed in the market.

He will define and develop impactful, durable, attractive, expert branding, websites, and marketing collateral that deliver real bottom-line value and drive growth and business profitability.

Powerful business brands with strong, clear identities and crisp, inviting digital content will spend much less on marketing and lead generation than awkward, out-of-date, unattractive brands - and get way better, focused results.

Everything Frank does has one sole purpose: to transform and reposition your business brand – so you gain the competitive edge needed to stand out from the crowd and succeed in your market.



SUCCESS CASE STUDY / TESTIMONIAL

"Working with Frank Brands was an absolute pleasure and we are thrilled with the ESM Brand Identity, Website, Brochures, PPTs, Event Stands, Social Media Campaigns and dozens of other items. We were impressed with Frank's research into competitors - and love the way that he moved us away from

what we now know was a cliched 'techie' and 'male' look - to a new brand identity that is warmer, human-centric, vibrant, conversational and aspirational - better taking into account our target audience profiles and forging better engagement. Frank from Frank Brands, gets things done with minimal fuss and direction,

owning projects and delivering high quality work at a quick turnaround. ESM Solutions wishes Frank all the best and we look forward to continuing our relationship and growing together."

Joshua Faith,
CEO, ESM Solutions



Website: <https://frank-brands.com/> Email: hello@frank-brands.com

Tel: 0784 631 2696 Book a free brand consultation. Let's do it!

WHAT'S GOING ON?

The latest news, events and food & drink on the coast.

Tynemouth Food Festival returns to the stunning grounds of the Priory!

Saturday 11th - Sunday 12th May. There will be some of the region's favourite street food, bars, market stalls and live music.

There's lots for the little foodies too and best of all children go free. There'll be cooking classes, family yoga, messy play, sports sessions, face painting and more.

Well behaved dogs on leads are very welcome too.

Skip the big queues on the day and guarantee you entry with advanced tickets.

[BUY THEM HERE.](#)



In the mood for a good boogie? Head down to Salt Market Social for the Soul & Motown Special!

The line up is absolutely stacked with amazing talent;

- International soul singer Cris Quammie + live band
- Jon Corbett (60's Classics) + live band
- Northeast's own vocal powerhouse Jon Corbett bringing you some amazing local talent
- Fan Favourite local comic Steffen Peddie for some early evening comedy
- DJ spinning non stop classics in between sets

Plus the usual street food and beers all night. Best of all they're raising money for NSPCC!

[BUY TICKETS HERE.](#)



DENTAL IMPLANTS: A COMPREHENSIVE SOLUTION FOR RESTORING YOUR SMILE

Dental implants represent a significant advancement in dental restorations. They provide a durable and aesthetically pleasing solution for missing teeth. Unlike traditional dentures or bridges, implants offer a permanent solution that mimics the natural structure of teeth, restoring not just the look but also the function of your smile.

Why People May Need Dental Implants

Tooth loss can occur for various reasons, including periodontal disease, decay, or trauma. Traditional solutions like bridges or dentures can offer cosmetic and functional relief; however, they often come with limitations such as bone loss, inconvenience, and a lack of durability. Dental implants are a superior alternative, providing a foundation for replacement teeth that look, feel, and function like natural teeth. They are particularly beneficial for patients who want to avoid the bone loss associated with missing teeth and the inconvenience of removable prosthetics.

Benefits of Dental Implants

Dental implants are renowned for their numerous benefits:

- **Durability:** Implants are designed to last many years and are often a permanent solution to tooth loss when cared for properly.
- **Natural Appearance:** Implants are crafted to closely resemble your natural teeth, enhancing not only your smile but also your overall facial appearance.
- **Improved Oral Health:** Unlike bridges, implants do not require altering other teeth, which helps preserve natural tooth tissue. They also help prevent bone loss and maintain jawbone integrity.

- **Improved Comfort and Speech:** Implants eliminate the discomfort of removable dentures and the fear that teeth might slip, which can be common with dentures.
- **Easier Eating:** Dental implants function like your own teeth, allowing you to eat your favourite foods with confidence and without pain.

The Dental Implant Process

The process of getting dental implants involves several steps, typically spread over a few months:

1. **Consultation and Planning:** This includes X-rays, sometimes 3D images, and dental impressions to create a precise treatment plan.
2. **Implant Placement:** The implant, made of titanium, is surgically placed into the jawbone under local anaesthesia. It serves as a new “root” for the tooth.
3. **Healing and Osseointegration:** After placement, a period of healing is required during which the implant integrates with the bone, a process that can take a few months.
4. **Abutment and Crown Placement:** Once the implant has bonded to the jawbone, a small connector post called an abutment is attached. The new tooth, or crown, will then be placed onto the abutment.

Dental implants are a robust, attractive solution for those looking to replace missing teeth and regain a fully functional smile.

We encourage anyone considering dental implants to schedule a consultation at our clinic. Our team is ready to restore your smile and help you achieve optimal oral health.