



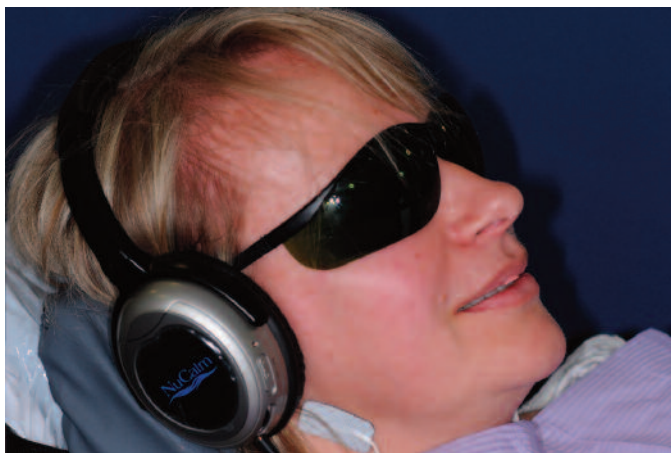
Changing Peoples' Lives...

BY ASH PARMAR

Over the last couple of years I have been writing features on a specific subject e.g. teeth whitening, or dental implants, and so on. However, this information is readily available on our website. Therefore, I have now decided to write about actual patients that have been treated at Smile Design By Ash – stories of how dental treatment can really change peoples' lives!

This month I will focus on a patient who was very nervous regarding having dental treatment. This article outlines how we helped her overcome her anxiety, thus enabling her to have the treatment she required. Research has shown that four out of five people have some level of anxiety when it comes to visit the dentist. This is very understandable because many people may have had a bad experience in the past (probably as a child). It is also one of the few occasions in life when they feel they are not in control – lying still, keeping the mouth open and allowing someone to work in there is not a naturally appealing thought.

This is where NUCALM comes in. Nucalm is the best relaxation system I have been using as a dentist which has truly helped to relax all of my nervous patients. Imagine the scene... someone has placed a poisonous snake next to you; in this situation your sympathetic nervous system ("fight or flight") will be working flat out! The signs are



feeling agitated, heavy breathing, anxiety, eyes wide open, trembling and not being able to keep still. These signs are very familiar if you are a nervous patient visiting the dentist. Now imagine if I could get you in a state of almost deep sleep and feeling totally relaxed within a few minutes, your breathing shallow and normal, and your mind at ease...

One of my anxious patients who recently had extensive dental treatment is Hania. Her testimonial after her treatment says it all:

"I had problematic teeth ever since I can remember. One of my first memories is sitting in the chair having my tooth drilled with no

anaesthetic. I was about 3 or 4. Things did not improve much after that and by the time I reached adulthood I would do anything to avoid going anywhere near the dentist. When my German Shepherd jumped at me and broke one of my front teeth, I contacted Ash and we agreed on the treatment – some fillings, crowns and porcelain veneers. I had a couple of fillings done first and my anxiety was so high during the procedure (sweating, shaking, etc) that when I finished I felt like I had just spent an hour fighting Mike Tyson! When I realized I would have to sit in the chair for 3 hours for my next appointment, my anxiety was so high that I even considered cancelling the whole thing. Ash then suggested that I try NUCALM. I arrived for the appointment very apprehensive and I was given a couple of tablets (100% natural substances) to counteract the effects of adrenaline. I was also given dark glasses and headphones to listen to specially selected calming music. I thought to myself

"Poor Ash, his patience is going to be really tested today!" Within 5-10 minutes, I was so absorbed in the soothing music that when I was asked to have a break, I was almost annoyed for being interrupted. Six of my front teeth were prepared for the crowns/veneers in what seemed like 10 minutes. The after effects lasted longer and I was very relaxed for the rest of the day. I am looking forward to my next appointment now and can't wait to use Nucalm again. I would really recommend it to anyone who is nervous about going to the dentist."

In summary, Nucalm takes 5 minutes to administer, it is a very natural process and you will be fully awake and ready to go home at the end of the treatment (compared to intra-venous sedation where you need an escort to drive you home and look after you for the rest of the day). My offer to anyone who is nervous (or even really stressed in life right now!) is to come and visit our unique dental practice, have a soothing cup of herbal tea, sit in our massage chair, try out the Nucalm for free and prove to yourself how relaxing it is. To find out more about this amazing technology visit www.nucalm.com

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