

# Smileguide

Oral health tips, information and offers

## Snack attack!

Healthy food for your teeth

Dealing with dental emergencies

## WIN

A HOLIDAY FOR TWO TO THE CARIBBEAN, OR ONE OF 50 DENTAL PRODUCTS!



That's the world of Denplan for you.



**Denplan**

At the heart of dental care



# Welcome to this year's edition of Denplan's Smileguide, full of oral health tips, information and fantastic offers just for you.

As a long-standing patient of Denplan, you already know how important your oral health is and how looking after your teeth now can prevent problems in the future.

In between appointments, there are lots of things you can do to look after your teeth and gums. Do you know which snacks are more tooth friendly than others? Have a look on page 4 and find out more – it also gives tips on when and how to brush if you've "sinned"!

As a Denplan patient we're helping you to spread the cost of your private dental care. But you also have the reassurance that you're covered in the event of a dental

emergency or injury whether you're in the UK or abroad. Read one patient's story on how his holiday was saved on page 10.

We're also keen to raise awareness of the issue of dry mouth, which affects many of us. Your Denplan dentist is able to help you if you are a sufferer. Read more on page 6.

Make sure you take part in our annual survey on the back cover to let us know your views and to be in with the chance to win a great holiday or one of 50 dental products!

Steve Gates,  
Managing Director, Denplan

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**Editor:** Isabel Johnston  
**Design:** Skyline Advertising  
**Email:** [pressoffice@denplan.co.uk](mailto:pressoffice@denplan.co.uk)

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# News flash

## Mouth Cancer Action Month

November is Mouth Cancer Action Month – an oral health campaign led by the British Dental Health Foundation to raise awareness of the risk and symptoms of mouth cancer.

Your Denplan dentist is likely to check you for mouth cancer at every check-up you have. If diagnosed early, survival rates for this disease can go up from 50 to 90 per cent. Read about the campaign at [www.mouthcancer.org](http://www.mouthcancer.org)

## Miteeth – dental advice at your fingertips

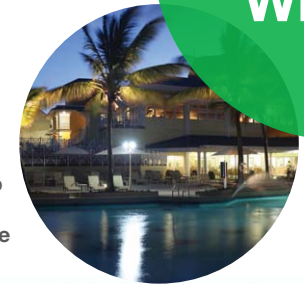
As a Denplan patient you know how important it is to prioritise your oral health. In between visiting your Denplan practice have a look at our new website, where you can find oral health tips advice, latest news and offers. The site also has a dedicated kids' section with fun activities and tooth-friendly tips. Find out more at [www.miteeth.co.uk](http://www.miteeth.co.uk)

## Tell us what you think and WIN

At Denplan we're always keen to hear your feedback. Go to [www.denplan.co.uk/smileguide](http://www.denplan.co.uk/smileguide) and complete our survey for a chance to win a week's luxury holiday for two to the Caribbean island, Tobago or one of 50 dental products (see back cover for details and terms and conditions).

Last year's winner of a spa-break, Denplan patient Helen Bainbridge said:

“ I was amazed to learn that I had won the competition. I used the spa break for my best friend and I to celebrate our significant birthdays. We felt very spoilt and thoroughly enjoyed our lovely treatments, excellent food and service. Thank you very much Denplan. ”



Win!

## Follow us!

Are you on Facebook and Twitter? We're there too, so why not follow us for the latest interesting facts and news about oral health?

@denplan

[www.facebook.com/denplan](http://www.facebook.com/denplan)



# Snack attack



Dr. Mike Busby was the principal dentist in a large practice in Buckinghamshire from 1976 until 2006. Mike has worked as an Advisor to Denplan since 1990.

Our eating patterns have changed over the years; we've gone from being a nation that swore by three square meals a day to adopting a grazing culture, with many of us enjoying several snacks a day. What does this mean for our oral health? Dentist and Denplan Advisor, Dr Mike Busby, explains all...

## Why can some snacks be harmful to teeth?

Although we're told it's good to keep our metabolism fuelled, constant snacking can be harmful to teeth. Every time we eat sugary foods or drinks, the bacteria in our mouths produce acids that attack teeth that our saliva takes an hour to neutralise. Constant snacking means that teeth won't recover from these attacks and enamel can weaken over time.

## What is considered a healthy snack?

In between meals, most dentists will agree that it's a good idea to find snacks that are healthy for teeth as well as for your body. To help you, we've put together a snack chart opposite.



## Isn't snacking okay as long as I brush my teeth straight after?

We're often taught as children to brush after each meal, but this is actually the worst time to do it. After eating, particularly acidic foods or drinks, tooth enamel is softer and brushing can wear this enamel away over time. Wait at least half an hour before brushing your teeth or, better still, brush before meals.

## I thought that dried fruit, fruit juices and fruit smoothies were healthy?

Although they have the word 'fruit' in them, juices and smoothies are actually very high in natural sugars and acids. If you're giving fruit juice to children, always dilute one part juice to one part water and only offer it during mealtimes, in moderation. Water and milk are still the most tooth-friendly drinks.

Although often popular with children, probably because of its sweet and sticky texture, dried fruit has high concentrated levels of sugar, and can cling to teeth.

## Healthy smiles

As well as eating healthily, remember to brush for two minutes, twice a day with a fluoride toothpaste. Also, remember to change your toothbrush at least every three months to ensure the brush is in the best state to remove plaque from your teeth.



Children under seven will need extra help with their brushing to ensure they reach all areas of their mouth. Encourage them to brush their teeth by using a brushing chart, that you can download on [www.miteeth.co.uk/kids-corner](http://www.miteeth.co.uk/kids-corner).



## Tooth-friendly snacks – go wild!

- ✓ Vegetables – e.g. carrot sticks, celery, peppers, cucumber
- ✓ Whole fresh fruit (limit high-acid citrus fruits)
- ✓ Beans, peas and lentils
- ✓ Wholemeal bread
- ✓ Low-sugar/fat wholegrain cereals
- ✓ Water
- ✓ Plain milk



## Mostly tooth-friendly snacks – enjoy in moderation

- ✓ Low-fat cheese
- ✓ Nuts and seeds
- ✓ Flavoured low-fat low-sugar milk and yoghurts
- ✓ Breadsticks and oatcakes



## Not tooth-friendly! Snacks to avoid – mealtimes only

- ✗ Chocolates and sweets
- ✗ Crisps
- ✗ Cakes, biscuits, baked goods and pastries
- ✗ Dried fruit
- ✗ Sugary yoghurts and flavoured milk drinks
- ✗ Fruit juices and smoothies
- ✗ Fizzy drinks, high sugar squash, sports drinks

# Dry mouth?

## Are you suffering from this common problem?

One in five adults in the UK suffer from dry mouth – are you one of them? Professor Avijit Banerjee from King's College London Dental Institute explains more about how this common condition can affect you and how your Denplan dentist can help.

Cases of dry mouth or "xerostomia" are on the rise and often go undiagnosed for many years, causing sufferers discomfort, eating and taste disruption, sleep deprivation and other lifestyle problems.

Dry mouth is diagnosed often as a side effect in people who take multiple prescribed medicines or suffer from certain medical conditions.

### Professor Banerjee outlines more common symptoms:

- A general feeling of oral dryness
- Altered taste perception
- Difficulty swallowing
- Burning pain from the tissues lining the mouth
- A 'furry' appearance to the tongue
- Necessity to drink more frequently
- Possible dry, gritty feeling in the eyes
- Waking up more frequently in the night

### How I suffer...

Denplan patient, Dr Michael Handford explains:

“ I started noticing my dry mouth when I was on holiday and I became aware that my saliva was drying up and my mouth was quite dry and painful.

Being on Denplan, I had already been having regular dental check-ups, so I mentioned it to my dentist and hygienist

when I next went. They informed me that the lack of saliva in my mouth could cause a problem with my teeth, as it put me more at risk of dental decay and infection.

They prescribed increased attention and moved my appointments from every six to four months. ”

To hear Michael's full story, visit [www.miteeth.co.uk/dry-mouth](http://www.miteeth.co.uk/dry-mouth)



Avijit Banerjee is Professor of Cariology & Operative Dentistry / Hon. Consultant in Restorative Dentistry at King's College London Dental Institute at Guy's Hospital, King's Health Partners, London, UK.

### How does dry mouth affect me?

A big issue affecting dry mouth sufferers is the negative effect on their overall quality of life. A lack of normal quantity and quality of saliva in the mouth can adversely affect many of the everyday mouth functions that we take for granted. This includes being able to swallow effectively, taste, control of oral infections and protecting teeth from dental decay. As the effects are more severe at night, sufferers may complain of regular broken sleep and tiredness.

### I think I've got dry mouth - how can I be treated?

Dry mouth can affect us all from time to time. However, a more regular dryness sensation should trigger a visit to your dental practice first. Your Denplan dental team will be in a position to check, without discomfort, the quantity and quality of your saliva and assess other potential signs and symptoms.

Your dental team will then be able to suggest more efficient cleaning of your teeth and oral hygiene activities to improve your condition.



### Watch, learn and win

Denplan has put together a few videos with more useful information about dry mouth. View them online at [www.miteeth.co.uk/dry-mouth](http://www.miteeth.co.uk/dry-mouth)

You'll also have an opportunity to win a wide range of exciting prizes by entering our competition\*.

\* Terms and conditions apply and are listed on [www.miteeth.co.uk/dry-mouth](http://www.miteeth.co.uk/dry-mouth)

### Exclusive member offer

As a Denplan customer you are a valued member of the Simplyhealth group. This is why we would like to let you know about our exciting new private medical insurance product, Simply Personal Health and give you an introductory offer of three months free, exclusive to Denplan members.

Simply Personal Health is our most flexible private medical insurance product which gives you the control to tailor your cover to meet the needs and budget of you and your family, whilst providing you with peace of mind should any of you become unwell.

To find out more and receive a personalised quote call

**0800 072 6707**  
quoting reference SC4285



Your calls may be recorded and monitored for training and quality assurance purposes.

1306101

 **simplyhealth**  
We can be bothered

\*The three months free offer is valid until 30 November 2013. The offer cannot be used in conjunction with any other offer or applied retrospectively. Offer only available to UK residents, excluding employees of the promoter. Promoter: Simplyhealth. For full terms and conditions visit [www.denplan.co.uk/smileguide](http://www.denplan.co.uk/smileguide) or speak to one of our advisors on 0800 072 6707.

# Your questions answered

## Since my dentist sets my fees what does Denplan do?

We're here to collect your payments and send them on to your dentist. This allows them more time to concentrate on providing you with the best possible preventive dental care. We also provide you with Supplementary Insurance in your plan, which gives you access to a 24-hour Worldwide Emergency Helpline so that you know there is an expert on hand to help you if you have a dental emergency or suffer a dental injury whether you're at home or away.

## Can I see any dentist who offers Denplan?

Your cover is designed and priced by your dentist with your specific dental needs in mind and your payments are forwarded to your dentist. For this reason you can only see your registered dentist for your routine check-ups and general dental care. In case of a dental emergency, you can see other dentists (see below and page 10 for further details).

## Why are my friends' fees different from mine?

Your dentist will decide what you need to pay for your oral care based on your oral health. Therefore, you may have different requirements from your friends. All Denplan patients will be assessed by their dentist when they join the plan and will be advised how much they need to pay accordingly.

## What happens if I have an accident or need help and I'm away from home?

Denplan provides your Supplementary Insurance and we will provide you with support 24-hours a day in the event of a dental emergency. If you are within 40 miles of your practice you should call your dental practice and follow their out-of-hours instructions. If you're more than 40 miles from your dentist you can call Denplan for help (see page 10 for details).

## Does claiming on my Supplementary Insurance affect my monthly fee?

Claiming will not affect your monthly fee, however, should your oral health change as a result of a dental injury and you require more treatment in future or need to spend additional time with your dentist they may choose to review your fee category.

## What can I do if I've permanently lost a tooth in an accident?

If you've permanently lost a tooth as a result of an accident, you may be able to replace it with a dental implant. Dental implants look and feel like real teeth, so that you can eat, drink and smile with confidence and, with care, they can last as long as natural teeth. To find out more about Denplan's Implant Upgrade to your Supplementary Insurance, read page 11 or visit [www.denplan.co.uk/implants](http://www.denplan.co.uk/implants).

## I've moved house. Can I transfer my contract to my new dentist?

Each contract is designed and priced by your dentist. If you move practice your new dentist will want to see you to decide how much they feel you need to budget for your ongoing care. You'll need to cancel your old contract when you move (allowing for the 21 day notice period) and start a new contract with your new dentist. We'd advise you have a final visit with your old practice, if practical, to ensure you're dentally fit as your new dentist will charge you privately if you have outstanding work when you join them.

### Have more questions?

Visit [www.denplan.co.uk/patients](http://www.denplan.co.uk/patients) for more information about Denplan and our payment plans. Alternatively call our Customer Advisor team on **0800 401 402**. Lines are open Monday to Thursday 8.30am to 5.30pm and Friday 8.30am to 4.30pm. Alternatively email [cae@denplan.co.uk](mailto:cae@denplan.co.uk)

# What to do in a dental emergency

**Going on holiday abroad or in the UK? Don't let dental pain ruin your plans. As a Denplan patient, you can rest assured that you're covered should you have a dental emergency or injury, wherever you are.**

**Phil Laver, a Denplan patient, knows exactly how it feels to be in pain when away from home.**

A Denplan patient for seven years, Phil had been lucky enough not to make use of his dental emergency cover – until this year. On his way to a caravan site in Anglesey more than 80 miles from home, Phil's long-awaited three week holiday got off to a bad start.

"I had extreme pain when eating or drinking and my tooth was just killing me," he explains.

Remembering his cover with Denplan, Phil phoned Denplan's Dental Emergency Helpline. On the phone to the Emergency Helpline team, Phil explained his problem to one of our advisors who instantly began the process of finding the nearest dentist available to him.

"Denplan got back to me really quickly and directed me to the closest available dentist, where I had an appointment within a couple of hours of my initial phone call. It turns out I had an abscess. The staff and treatment at the practice that saw me was excellent and they managed to get me out of pain," Phil told us.

Our 24-hour Emergency Helpline team makes more than 5,000 emergency dental appointments for patients a year. They also give patients advice over the phone.

"I was very pleased with Denplan's service. It's restored my faith in insurance – and they delivered exactly what it said in my policy. I was in Wales, in the middle of nowhere and they got me to a dentist quickly and even gave me directions on how to find the practice!

"It meant I was able to enjoy the restaurants and meals for the rest of our holiday."

Once arriving back home, Phil returned to his own dentist for a check-up and permanent treatment.



## Where are you?

### I'M HOME

Call the Denplan practice you're registered with. If they are closed and unable to see you, they should have an answer phone message with a number for you to ring in an emergency

If you are unable to get hold of anyone from your dental practice ring Denplan's Emergency Helpline on 0800 844 999

### I'M IN THE UK AND MORE THAN 40 MILES FROM MY PRACTICE

You can visit any other dentist for advice or temporary emergency treatment up to your policy limits

If you need help locating a dentist phone the Denplan Emergency Helpline on 0800 844 999 who will help to find an appointment

If you arrange your appointment, keep the receipt and send in the claim form to Denplan for reimbursement (download it on [www.denplan.co.uk/claimforms](http://www.denplan.co.uk/claimforms))

### I'M ABROAD

You can see any dentist in an emergency and are covered for necessary temporary emergency treatment

Denplan does not have registered dentists overseas so we recommend that you ask your hotel concierge, tour operator representative or any family, friends or colleagues for a recommended dentist in the area

If you need help or advice ring Denplan's 24-hour Worldwide Emergency Helpline on +44 1962 844 999

Ensure you keep the receipt for your temporary treatment to claim back when you return from holiday – find a claim form on [www.denplan.co.uk/claimforms](http://www.denplan.co.uk/claimforms)

### What's covered?

- Emergency dental treatment when you are over 40 miles away from your registered Denplan dentist\*
- Up to £10,000 worth of treatment following a dental injury
- Cover for out of hours consultations in the event of a dental injury or dental emergency
- A hospital cash benefit if you are admitted overnight for dental reasons
- Worldwide emergency dental treatment
- Mouth cancer cover up to £12,000

\*When you're within 40 miles of your registered Denplan dentist you should speak to your practice regarding any emergency dental treatment needed, as this may be covered in your individual contract.

To find out more about the full terms and conditions, visit [www.denplan.co.uk/patients](http://www.denplan.co.uk/patients)

### Implant upgrade cover

For only £1.99 per person per month, you can add our Implant Upgrade Cover, which means you'll have the added reassurance that in the event of a dental injury, you can benefit from the most up-to-date treatments for tooth replacement\*. To upgrade now, call 0800 032 0331.

\*Where clinically appropriate – maximum cover of up to £20,000 per incident. See full terms and conditions on [www.denplan.co.uk/patients](http://www.denplan.co.uk/patients)

### Top 5 dental emergencies

- Tooth abscess
- Loose crown/bridge needing re-cementing
- Orthodontic appliance adjustments/repair
- Temporary fillings
- Extractions

# Win!

**WIN A SEVEN-NIGHT HOLIDAY FOR TWO TO THE CARIBBEAN ISLAND OF TOBAGO WITH GOLDEN HOLIDAYS, OR ONE OF 50 DENTAL PRODUCTS\*!**

Craving a sunshine break on an idyllic Caribbean island? Now you've got a chance to go to Tobago! Denplan has teamed up with Golden Holidays to offer one lucky winner a truly memorable seven-night Grand Experience holiday for two, staying at Tobago's Premier Resort, the Magdalena Grand Beach Resort promising the very best Tobagonian charm and pure relaxation.

The luxurious oceanfront Magdalena Grand Beach Resort sits on the 750 acre Tobago Plantations Estate with a two mile beach and features a choice of fine and casual dining options,

178 modern oceanfront rooms and suites, an 18 hole championship golf course, three swimming pools, tennis courts, spa and a PADI Five Star dive centre.

We've also got 50 tubes of GC tooth mousse (RRP £14.99) to give away, helping you to take a preventive approach to your oral healthcare at home.

For your chance to win one of these great prizes, visit [www.denplan.co.uk/smileguide](http://www.denplan.co.uk/smileguide) and complete the survey to be entered into the prize draw.

**CLOSING DATE IS  
31st DECEMBER 2013**

**MAGDALENA GRAND**  
BEACH RESORT • TOBAGO W.I.

If you would like to enter the free prize draw via post, please send a pre-paid envelope with your name and address to: Correspondence Team, Re: Smileguide, Denplan Limited, Denplan Court, Victoria Road, Winchester, Hampshire, SO23 7RG. We'll then send you a hard copy of the questionnaire to complete.

\*Full terms and conditions are available at [www.denplan.co.uk/smileguide](http://www.denplan.co.uk/smileguide)



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