

# Centre Communication

## December Edition

As 2018 comes to a close...



# Welcome

I can hardly believe that we are nearing the end of 2018. What a wonderful year it has been at the Centre for all of us. Our new dental specialist Dr Jan Einfeldt has settled in very well and is working hard to restore oral health and transform smiles in Essex. The introduction of short-term cosmetic orthodontic treatment such as Invisalign and Six Month Smiles have proven very popular with patients who are looking to achieve their best smile by straightening their own healthy natural teeth.

The success and positive response from the bespoke Wellwoman and Wellman packages have kept the Private GP's very busy. Recently we have added female and male hormone assessments to the service, both of which I am sure will be very popular.

The surgical department continues to grow as our Plastic and Reconstructive Surgeons Mr Britto and Ms Tzafetta introduce new procedures to the Centre such as Pinnaplasty (prominent ear correction) and Labiaplasty (vaginal rejuvenation) both of which can be performed under twilight anaesthesia.

Face, neck and eyelid lifts continue to be our most popular surgical treatments and it is such a joy to see how happy these patients are with their post-operative results.

Next year is set to be another successful year and will see the introduction of our FACEmed hair transplant service for men and women experiencing hair loss. The service is currently in the final stages of being developed. Don't forget to link up with us on [Facebook](#) and [Instagram](#) to get a more regular insight into everything that's happening in the Centre.

Here at FACEmed our patients are fully aware that we pride ourselves on excellent teamwork and efficiency. The Centre recently joined the independent medical review site Doctify and I am so overwhelmed to see the amazing response that we have had from our patients. We have been recognised for 'Excellent Patient Experience 2018' since the number of FACEmed patient experiences recorded are the highest that have been collected, recorded and verified by Doctify. Thank you to all of our patients who have left reviews.

Finally, I would like to express my gratitude to the entire FACEmed team who are dedicated to providing the best possible care and compassion to all our patients. Their contribution, loyalty and motivation is inspiring and I am really proud of the team for this wonderful achievement.

*Monica Borrage*



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### Data Protection.

I would like to reassure you that all data is maintained in the strictest of confidence in line with our Information Governance Policy. Our guiding principle is that we hold all patients records securely and in confidence.

# Good Oral Health – What does it mean to you?



When you hear the phrase ‘Oral Health’ what do you think about?  
Brushing your teeth twice a day?  
Using an electric toothbrush?  
Flossing? Regular check-ups?

**T**his is a normal thought process when one is asked about how well their oral health is. We’ve decided to elaborate on the topic so you can assess for yourself how far along the Good Oral Health spectrum you are?

In addition to the routine daily care of your mouth with brushing, flossing and maintaining a healthy diet, maintaining good oral hygiene throughout life requires regular hygienist visits and also routine dental check-ups. It is also recommended to know the small signs that are easily ignored but that could have a huge impact on your oral health. FACEmed dentist Dr Einfeldt explains what he interprets as ‘Good Oral Health’;

“Good Oral Health is when the whole mouth is healthy – gums, teeth and bones.

If you notice signs like bleeding gums, pain, sensitivity or a bad smell, then it is time to have a careful examination to find the reason before the problem gets bigger and more expensive to treat.”

At FACEmed we don’t believe that the routine dental examinations offered by many dentists don’t cover all basis...unless they have the right equipment it is not possible! This is why we have designed 3 assessment options for our patients to choose from depending on their personal requirements or concerns.

## **Assessment Option 1 (£95):**

Full Periodontal exam, Radiographs, Cancer & Soft Tissue Screening. During this assessment the dentist will do a full examination of your teeth and gums, scans of your mouth will be taken which will also be analysed along with a full screening of the mouth for any soft tissue anomalies that might indicate oral cancer.

## **Assessment Option 2 (£125):**

Full Periodontal exam, Radiographs, Cancer & Soft Tissue Screening, Temporomandibular Joint (TMJ) & Bite Assessment with Panoramic X-Ray. This assessment includes all of the above from Option 1 with the addition of a TMJ and bite assessment. This is the most popular assessment option given that a lot of patients suffer symptoms of pain, headache and sometimes migraine associated with clenching, grinding and TMJ disorders that they may not know they have.

## **Assessment Option 3 (£150):**

Full packages of Options 1 and 2 with an additional low radiation cone beam CT scan. This assessment is slightly more in-depth in that it requires the full range of option 2 with an addition cone beam CT scan. A cone beam CT scan can be required for many reasons, unerupted wisdom teeth causing pain, nerve pain, sinus location and jaw positioning. This scan shows 3D images of your teeth, soft tissues, nerve pathways and bone in one single scan.

The dental team at FACEmed is always on hand to advise on the different options and what may be best suited to you. Call 01268 833680 or email [enquiries@facemed.co.uk](mailto:enquiries@facemed.co.uk) for more information.



# How Non-Surgical and Surgical Aesthetic Treatments Combine to Complement One Another

Deciding on surgical treatment or non-surgical treatment is an increasingly difficult process for patients nowadays.



**A**dvancements in non-surgical aesthetic treatments have hugely broadened treatment options. Patients find themselves trawling the internet for desired looks and seeing that the non-surgical world can offer nearly as much in aesthetic outcome as more invasive surgical options.

At FACEmed we have seen the benefit of combining both. Whether these treatments are performed in synergy or over time, each has its own special attribution to complementing the other, and we can explain why.

## **Early intervention to maintain natural youthfulness and delaying of the ageing process**

Early intervention doesn't mean changing your looks. It means maintaining who you are along with your natural youthful appearance over a long period of time. Prevention during younger years is more beneficial than repair of the advanced ageing process in later life. Ideally, we should aim to maintain harmony of facial features and preserve our natural look through minimally invasive treatments, thus preventing the need for major surgical intervention in later life.

## **Surgical intervention stage**

If the ageing process is too advanced for non-surgical treatments then surgery is necessary. Once the surgical outcome is achieved, maintenance and further improvement through non-surgical procedures is required for the optimal long-term result.

**“At FACEmed we have seen the benefit of combining both”**

At FACEmed we have the unique offering of expertise of both disciplines. Specialising in both non-surgical and surgical aesthetic treatments means we can be completely unbiased and give you the best possible course of action whether it be one or the other or a combination of both.

## **Maintenance and further improvement of surgical procedures with non-surgical intervention**

The easiest way to explain this is to use an example; a heavy eyelid can be prevented by treating the frown area with Botox® before the brow and the eyelids start to show signs of droopiness. This treatment is also called the chemical brow lift. If it is too late for a non-surgical procedure then the solution is blepharoplasty and/or an endoscopic surgical brow lift which is a surgical procedure whereby the surgeon removes excess skin around the eyes and lifts the brows to counteract 'hooding' or 'droopiness'. After the surgery, the best course of action for longevity and maintenance of the surgical result is a Botox® brow lift. This reduces the risk of requiring further surgical intervention at a later stage in life.

# Winter Glow – Repair, Revive and Rejuvenate your Skin this Winter

Whilst many people enjoy having a golden glow to their face in summer not many really understand the effects that the sun has had beneath the surface.



**T**he appearance of discolouration, age spots and unevenness of skin tone are often symptoms of sun exposure. Nowadays awareness of sun protection is widely publicised and acknowledged but how can we help our skin to repair after a long hot summer?

## Obagi-C® Rx System – Prescription Only Skin Care System

Softer, smoother, and more radiant-looking skin is not often associated with harsh winter weather but with a medical skincare system such as the Obagi-C® Rx System you can reverse the effects of summer on your skin. Obagi Medical offers this clinically proven, research-based system which not only corrects hyperpigmentation whilst improving skin-tone but also helps to address other common signs of skin ageing by reducing the appearance of fine lines and wrinkles.

## Why is Obagi-C® Rx safer and more effective in Winter?

The secret ingredient to the Obagi-C® Rx systems is hydroquinone. Hydroquinone is a common ingredient found in high-end skincare and is completely safe to use under the supervision of a medical professional and as part of a skin health restoration programme. This is why the Obagi-C® Rx range is provided on a prescription only basis. Hydroquinone works to interrupt the process of pigmentation in the skin by limiting the skins ability to overproduce melanin (what gives it the uneven pigmented brown colour). The system is particularly recommended

to be started in Winter due to the minimal sunlight exposure. Sunscreen use is an essential part of the regime and is recommended for use all year round.

The range is available for two skin types: normal - dry and normal – oily. It has been designed to last for up to 4 months and contains a cleansing gel, an exfoliating day lotion, a night therapy cream, a clarifying serum and a broad-spectrum SPF 50.

## Some statistics from Obagi Medical:

97% of patients reported an overall improvement in the appearance of their skin. 93% had smoother, softer, more radiant skin. 90% reported a more evenly toned skin and 87% reported a visible reduction in fine lines and wrinkles. Results can be seen as early as 4 weeks.



For more information on the Obagi Medical skincare range book your free assessment with Miss Berrange. Call 01268833680 or email [enquiries@facemed.co.uk](mailto:enquiries@facemed.co.uk).

# Dr Google???



Health anxiety is an increasing problem in our society: so much information is available on line and doctors no longer attempt to shield patients from truths and facts...

**S**o very often when a patient comes in to see their doctor they have already researched their symptoms and formed a frightening list of possibilities in their mind. So damaging can this be, that there is now an official disease classification 'cyberchondria' meaning hypochondria based on internet use.

And for patients who suffer from health anxiety and for their doctors this can be a very difficult problem to manage. From a doctors point of view there is a fine balance to strike between reassurance, over investigation fuelling the patients anxiety and the fear that one day there really will be something wrong which will be missed amid all the other anxieties.

From the patients point of view, tests and investigations can feel very reassuring: it feels like the doctor is paying attention. But like a drug, the benefit of tests wears off quickly leaving a desire for more tests. It can be difficult to find the doctor's reassurance convincing: it can be difficult to forget

that you have read of someone whose similar symptoms were ignored and turned out to have a serious problem.

In many ways, suffering from health anxiety can be a nightmare. So what to do?

- First find a doctor you can trust and try if at all possible to stick to that one doctor.
- Accept that there is a significant psychological element to this problem and that Cognitive Behavioural Therapy (CBT) is very helpful in managing it.
- Try not to look online: you have no idea who has written what you read and cannot sift the information you find in a way that an experienced doctor can.

Talk to your doctor: try to have the attitude that you and your doctor are working together to manage this disabling problem, rather than being confrontational. Otherwise you may both feel exasperated. And that will not be beneficial to either of you.



“There is now an official disease classification ‘cyberchondria’ meaning hypochondria based on internet use.”



# What to expect at FACEmed in 2019



## **Hair Restoration Surgery for Men & Women**

The FACEmed Hair Transplantation service is now booking appointments for both men and women suffering from hair loss. FACEmed hair transplant surgeon Dr Suhail Allam will begin undertaking these procedures in theatre at FACEmed from January onwards. Contact us to book your free consultation!

## **Maxillofacial Services for Oral Surgery**

In order to offer our patients the full spectrum of facial and oral services both medically and surgically FACEmed is introducing Mr Vyomesh Bhatt Consultant Oral & Maxillofacial Surgeon who will join the Centre in January 2019. Mr Bhatt will work closely with the dental department on complex cases. The types of surgery which will be performed by Mr Bhatt at FACEmed

include extraction of impacted wisdom teeth, removal of intraoral lumps and bumps and pre-prosthetic surgery such as sinus lifts and bone grafting. Mr Bhatt is also covered by all major UK Health Insurers.

## **Skin Health Online Shop**

Keep an eye out for our new skin health online shop which will feature on our main website very soon. This will enable our patients to easily purchase their favourite skin care without having to come to clinic every time. Selected products from the Obagi and Neostrata skincare ranges will be available to order online.

## **UK Health Insurance Recognition**

FACEmed welcomes patients from all UK health insurance companies including BUPA, AXA PPP and Vitality.



# HAPPY NEW YEAR

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As a thank you to our loyal patients  
we are offering **£15 off a hygienist  
appointment any Friday between  
January 2019 - March 2019**





01268 833680



Non-surgical treatments  
info@facemed.co.uk



Private GP Services  
Surgical and Dental treatments  
enquiries@facemed.co.uk

FACEmed Cosmetic Medical & Dental Centre  
Crays Hill, Billericay, Essex CM11 2XP