

## GIVE YOUR TEETH A HEALTHY MAKEOVER!

Often in REGENCY we are tempting you towards the sweeter things in life. If such delights are causing havoc with your pearlies, there is a solution ...

Several years ago Christina Chatfield, the Clinical Director of The Dental Spa in Queens Road, had a dream about bringing a new and far more comprehensive kind of dental care to the public in Brighton, as she realised that there was a serious shortage of dental hygienists not just in this city but in fact throughout the UK - on average only one for every 15,000 people!

As a highly qualified hygienist herself, she equally knew just how important this



Christina Chatfield

treatment is, particularly as gum disease affects around 90% of the population, and though the condition of 50% of them can be described as moderate, for 10% it is serious and severe, resulting in unnecessary tooth loss as well as unfortunate things like bad breath. Yet all these problems are totally preventable.

So just over a year ago she and her business partner Penny launched The Dental Health Spa, determined to make this critical part of dental care easily available to city residents by having permanent hygienists on hand to cover this key part of long term tooth and gum care. Importantly, you do not need to be registered at the Spa to see one of them, and you can also still be under the care of your own dentist elsewhere. With hours of opening also matching the high street, even the busiest city dweller will be able to make an appointment!

Christine speaks with real conviction and passion on the subject of dental health, and she is also just as determined to campaign for quality and accessible dental hygiene care in the UK as a whole. It was therefore no surprise to me when I discovered that she has been asked to be a speaker at the British Dental Association Scientific Annual Conference in Glasgow 2009, on the topic 'New Opportunities - independent dental hygiene on the high street from conception to reality'.

Once The Dental Health Spa opened, it also soon became clear that having put their trust in Christina and her team, patients also wanted to be able to access full dental treatment within the Spa itself, so she sought to provide a comprehensive dental service, also with hours

to match its high street location. Christina also knows that a great boost to personal confidence is not just knowing that your teeth are being given excellent care but also their healthy state being obvious to the outside world too by ensuring they 'look' their best as soon as you smile. This is when professional and fully regulated tooth whitening systems come into their own, simply because even the healthiest teeth can still not be quite as bright as you would wish.

The good news is that apparently if you don't smoke, regularly drink red wine or strong black tea and coffee, the chances are that you will only have modest discolouration, and if you are also on a limited budget, you are likely to be able to achieve a good result from the modestly priced 'Air Polish' system, which costs £45, takes around 40 minutes to complete, and the results last around eight weeks.

However if they want something which will last for several months and the condition of your teeth also needs something stronger, then Christina and her team can offer a range of teeth whitening, the most popular costing only £199 and which is incredibly successful and even more importantly gives a really bright smile without looking in any way unnatural, which to me is the fate of a few rather well known faces on TV! All the information on treatments, together with real patient testimonials are on her website - [www.dentalhealthspa.co.uk](http://www.dentalhealthspa.co.uk) a site of which she is particularly proud as it was developed by her daughter Lori together with two university graduate friends Sophie and Lynda.

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When I met Christina at The Dental Health Spa it certainly struck me as being an extremely modern and professional clinic, and coupled with the warmth and friendliness of the highly qualified Director herself as well as her team, would I am sure calm the most nervous of souls.

Though by opening The Spa, Christina has taken an innovatory and far sighted decision resulting in a much needed and accessible service for residents in this city, as with so many independent businesses, it has also involved a huge personal financial risk. However I believe it is courageous and passionate professional business people like Christina who will ensure that Brighton and Hove streets will not simply become retail or service industry clones of every other major town and city in the UK, and with the support of residents she will and should be a continuing independent success story.

You can find The Dental Spa at 14-15 Queens Road (just up from the clock tower) and contact them on 01273 710831. □

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## LOCAL NEWS

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when you start telling residents what's really going on inside an association supposed to be representing them and acting according to their wishes.

This is, however, not the first time officers have tried to get me removed from the committee (indeed, I am not the first person they have forced off). A few issues ago we published a letter from a resident of Clifton Hill appalled at the number of people in the city who seem to be abusing the disabled badge parking system, including a lady who lived in her street.

At the next community meeting Philippa Sankey (who just happens to live in Clifton Hill) questioned my "editorial integrity" for publishing such a letter, as it described "criminal activity". I'm not quite sure what her point was, but she concluded "Is this the kind of person we want on our committee?"

Unfortunately for Mrs. Sankey her argument rapidly deflated when another committee member pointed out that in fact Philippa Sankey had regularly engaged in such "criminal activity" herself, and that this committee member had been with Mrs. Sankey on numerous occasions when she had done so.

However, I was not ejected for this, but in fact for publishing an "internal and confidential" document - their public statement regarding REGENCY's initial article revealing Adam Jones' land deal, which readers will no doubt remember from the previous issues.

Last issue we promised to give you more details about the history of the CMPCA, but there is no space in this issue - wait until next month!

### CARRIER BAG BAN STILL ON TRACK

After making headlines last year for being one of the first councils in the country to start talks with supermarkets about banning plastic carrier bags, it seems, according to the Green Party, that Brighton and Hove City Council have cooled on the idea.

However a council spokesperson has stated that this is not the case, and they have been looking at various areas of the city where shopkeepers are already encouraging use of re-usable bags, such as in the North Laine area, where cotton bags are becoming popular.

If you have any news you would like covered, let us know using the address on page 3. □

MARK WOOLLEY  
*Presents*



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