



KELVIN
HOUSE
DENTAL PRACTICE

“word
of
mouth”

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Campaign designed to “*Make a Meal of it*”



Have you noticed how Supermarkets, Health Retailers, Department Stores, Petrol Stations and even Clothes Shops are increasingly lining their check-outs with ‘sweet treats’? Tooth decay in children (as well as obesity and diabetes) are not helped by pushing sugar into the shopping bags of parents and children. Some years ago the supermarkets agreed to remove sweets from the check-out aisle but over the years they have mysteriously found their way back!

This is one reason why the *British Dental Association* has got together with various children’s health organisations to start the “*Make a Meal of it*” campaign to encourage retailers to reduce the availability of unhealthy food and drink at checkouts.

Japanese girls want crooked teeth!



While most of my patients are seeking nice straight teeth, apparently many Japanese teenagers and young women are going crazy for a crowded, crooked-toothed smile with pointy canine teeth.

The look, known as the ‘*yaeba*’ look, is well-liked by the Japanese, who find this imperfect smile endearingly impish and attractive.

Temporary or permanent veneers or crowns are fitted to the canine teeth to create the *Yaeba* look. The craze was started by national pop stars and celebrities who made the ‘fang-look’ a big hit in their country.

Yaeba is a Japanese word meaning ‘multilayered’ or ‘double’ tooth, and describes the fanged look where usually the front two teeth and canines appear proud of the lateral incisors.

I can’t see this fashion taking off in the UK (hopefully!)

The practice will be closed on Christmas Eve afternoon,
Christmas Day, Boxing Day and New Years Day

Paul Downes | BDS MGDs LDS DGDp
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Call 01227 771323 now to make your
routine check-up appointment