



## “The Tooth and Nothing but The Tooth”

by  
**Chris ‘Dr. Smile Maker’  
Branfield**

### Life Changing Dentistry - Overcoming Dental Anxiety Part 2

**H**ello again. The kids are back at school and hey presto the weather has got better. How does that work then?

#### Who Are You Calling A Hippy?

Last month I started on about ways of overcoming anxiety at the dentist. As I mentioned then, I am all for empowering my patients to have self-efficacy and try and stay away from the drugs if at all possible. That is not to say that they don't have a place, of course they do, I just want to open your minds to alternatives. What's this, has Dr Smile Maker gone all lovey- dovey and hippy like? No, but get a load of this.

**End Denture  
Suffering**

Do you suffer from ill fitting dentures, can't eat the foods you want to, or feel embarrassed because of your dentures? Need confidence?

*We may well have the answer to transform your life by changing the way you feel and eat forever, improving your confidence and general well-being*

**Dental implants could be the solution. A revolutionary new technique called 'Same Day Teeth' means that implants and fixed bridge can placed the same day.**

**EASIER THAN EXPECTED**

 "I am really pleased with the finished result, not that I think about it anymore, and pleased I chose to have the implant . . . The treatment was easier than I expected and I have no hesitation in recommending dental implants." - Mrs Barbara Markham, Cottingham.

**BETTER QUALITY OF LIFE**

 "The end results speak for themselves, this was the right choice for me and has given me a better quality of life . . . I have no hesitation in recommending Mr. Branfield . . ." - Mrs. Maxine McGorry, Hull.

**Our patients say it best . . . at  
www.castleparkdental.co.uk**

For a **FREE Consultation (Minimum value £53)** and **FREE Dr. 'Smile Maker' Guide To Implants** call **01482 848428**. Limited to only 17 this month so act fast. Discounts and 0% finance available for this cost effective, life changing treatment

**Treat Yourself To the Castle Park Experience!**

"You have our personal promise of quality care and attention at all times"



*Change Your Life?*

 **Chris Branfield**  
- to avoid disappointment

**Call now on 01482 848428**  
8/9 Castle Green Cottingham  
www.castleparkdental.co.uk  
email: castleparkdental@aol.com

\*Free initial consultation for cosmetics and dental implants\*

#### Look Into My Eyes, Not Around The Eyes

Several years ago I went on some hypnosis courses run for dentists. I did three of them altogether. I used hypnosis in practice for my most phobic patients. Guess what? It ruddy well worked. The beauty was that these same "phobic" patients continue to come back. They are running a new program as the old phobic program has been replaced.. They are over it or at least can manage it. How cool is that? I must say that the necessity for me to do formal hypnosis diminished as I found relationship building was all that was necessary most of the time.

However, from time to time hypnosis may well be a good option. These days I refer to a hypnotherapist as they are more skilled and generally more cost effective. Talking of cost effectiveness each time you have a dental sedation it will cost you money. One course of hypnotherapy which may be only one visit may be all that is needed for life. Not to mention the feeling of pride and self respect that this generates.

#### So What Is This Mumbo Jumbo?

Hypnosis is a perfectly natural state. In fact we all go into a trance like state several times a day. How many times have you driven or walked down the road and crossed several roundabouts and junctions or crossed roads on foot and then think "how did I get here?"

You don't remember because you were in a trance and your subconscious mind looked after you. This is an important point. In a hypnotic state you are in a heightened state of self protection and even if someone suggests that you do something that you do not agree with, feel is wrong or feel that it may harm you then you don't do it. You are in control and you are not at the mercy of the hypnotherapist. You are completely conscious and not asleep at all. All hypnosis does is open a door between your conscious mind and your subconscious. In doing so all manner of issues can be resolved with a skilled hypnotherapist guiding you along.

Top Tips. Relaxation and an open mind is the key. Everyone has the ability to be hypnotised. All hypnosis is self hypnosis. The hypnotherapist is just there as a guide. Sometimes there is tendency to over analyse and scrutinise. This does not lead to relaxation and therefore hypnosis fails. Just go with the flow and enjoy it.

I have referred patients for hypnosis and they have come back with other life issues resolved as well as an added bonus. Now don't get me wrong, as I mentioned above, this is not a regular everyday thing but is something well worth considering before reaching for the drugs and has an excellent success rate. The worst that can happen is nothing as it cannot make things worse. You end up either sorted out or just the same so nothing to lose really.

As an aside but still dental related hypnosis can also be used to treat teeth clenching and grinding that can lead to muscle pain and sensitive teeth. It has also been used to replace local anaesthetic whereby the patient actually numbs up an area just with the power of the mind. Just recently there was a TV program that showed a lady having a dental implant placed with no local anaesthetic, only hypnosis. It appeared in the dental journals as well. We may well be doing a similar case ourselves so watch this space.

I hope that this may be a little food for thought for you. I'm off to hug a tree.

Take care

*Chris*

Chris Branfield is Principal Dentist at Castle Park Dental Care, 8-9 Castle Green, Cottingham, telephone 01482 848428. He has been in dental practice for over 16 years and has a special interest in life changing dentistry with dental implants and cosmetic dentistry. [www.castleparkdental.co.uk](http://www.castleparkdental.co.uk)