



## “The Tooth and Nothing but The Tooth”

by  
Chris ‘Dr. Smile Maker’  
Branfield

### Managing Dentist Anxiety

Hello again. How are you all doing? Hope you have had a good summer. Is it me or do the summer holidays start off quite slow and then seem to accelerate to a really scary rate as if you are on fast forward? I have digressed already. Now, to the matter in hand.

#### Does Your Heart A Flutter?

Now, I have been at this game for long enough to realise that not everyone is fond of the dentist, or I should say going to the dentist. To some the word dentistry or dentist is an emotive word. It can set the heart a fluttering, the pulse racing and make the skin a bit moist. I understand this. I have had people come see me and be in tears before I even get the chance to shake their hand, say hello and welcome them. I understand that this is a massive step for them to actually get through the door and ask for help and for this I have lots of admiration.

Some people cannot even get to this step and suffer without

professional help. I hope that I can give a little bit of hope and some “Dr Smile Maker” Top Tips to help.

#### So, What Is It All About?

Sometimes anxiety is brought on by a past experience. I have lost count of the number of people who said it was due to the school dentist of long ago. The association of this experience is locked away in the brain with an alarm set up around it. Each time you get near this the alarm is raised and anxiety begins. Sometimes the anxiety is more innate like a fear of spiders when there has been no previous bad experience. In computer terms in both cases (and I am no computer buff) there is an old program running. What you really need is a new program or update disc.

There are several ways to deal with dental anxiety. They can be split into two main groups of no drugs and drugs. Most of what I will discuss will relate to coping with dental anxiety relating to actual treatment but some methods will relate to helping some of you making that first step of making it to the first appointment.

#### Getting By Without Drugs

Personally, I deal mainly with the no drugs method. I find that the advantage of this is that it empowers you and gives you more control, self efficacy and self esteem. You can also use some of the methods in other areas of your life. The next bit is to do with getting by without drugs.

#### So, What Do I think Is The Most Important Thing?

I think that the most important thing, and have said this in an earlier piece, is building a good relationship. We are all only human. Explain yours anxiety and fears. Let your dentist understand. Communicate. Once understanding is there you have something to work from, a working relationship is formed and trust develops.

Imagine not going to the dentist for over twenty years through fear brought on by an experience in childhood. Over the years the problem gets worse, you develop a dental problem but ignore it until you cannot ignore it anymore. You have to go to see a dentist but break down and cry. Rather than be told to pull yourself together and get on with it you sit together to discuss the problem and have a chat about it. You feel better about it already because you have some understanding.

You may never have had that before. You then feel comfortable enough for your trusted dentist to have a look at the problem. Your dentist then explains everything to you including your dental condition and treatment options giving you control and empowering you to make decisions about yourself. Often the new program and update disc is already running. You make a decision, have some treatment and are better off for it. You feel great! Two birds with one stone, dental problem sorted and a new self confidence and self esteem. You now continue to have your mouth examined regularly to keep everything in check and maintained.

#### You May Think I’m A Dreamer

This is a case scenario that has happened and many other very similar scenarios have happened on many occasions over the years. In the last ten years or so the majority of people I have seen with dental anxiety can be helped in this way without moving on to other methods. If the update disc is still having problems loading then there are a few other tricks to try. More of these next time.

**Top Tip:** Talk to your dentist and communicate. Do not let things go from bad to worse. We are a caring profession here to help.

I hope that this has given you some hope and inspiration.  
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)


**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 be 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](http://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](http://www.castleparkdental.co.uk)  
email: [castleparkdental@aol.com](mailto:castleparkdental@aol.com)

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