News & Opinions

Men drive cosmetic trends

More and more men are opting for cosmetic dental treatment, according to the British Academy of Cosmetic Dentistry.

Men who used to account for 28% of all veneers, now account for nearly a third of all procedures, according to an audit of cosmetic dental work done in 2007 by the British Academy of Cosmetic Dentistry (BACD).

Similarly, men used to account for less than a fifth of orthodontics. They now represent almost a quarter with 400 cases this year.

Bridges are another procedure which has become more popular with men, who used to account for 42 per cent and now edging ever closer to women at 46 per cent.

Overall orthodontics (which include both visible 'train track' braces as well as invisible and removable) has boomed in popularity, more than tripling since 2006.

Women are still the big spenders on cosmetic dentistry, accounting for 61 per cent of all procedures.

Women also still account for the majority of whitening procedures.

Dr. James Goolnik, dentist and BACD board member, said: 'These results show that men have become more accepting of cosmetic treatments in general - reflecting the importance we now place on a healthy smile.'

The advent of new procedures such as the removable adult braces and more realistic-looking veneers which require much less drilling also means people are less likely to choose invasive and irreversible treatments.'

Dr. David Bloom, dentist and president of the BACD added: 'This audit has highlighted some very exciting trends, such as an impressive increase in the number of orthodontic cases. This could well be a backlash against the dramatic smile 'overhaul' popularised in makeover shows but may also herald a more subtle, and indeed cost-effective, approach to cosmetic dentistry by the industry as a whole.

It’s also interesting to note the overwhelming preference for less invasive treatments such as optic whitening procedures.

Tooth whitening is considered by many to involve a cosmetic treatment which is less invasive and thus more acceptable for men.

Men account for more cosmetic dental treatment cases than ever

The top 5 procedures for men in 2007 were:

- White fillings (back teeth, usually replacing silver amalgams, 22,059 procedures)
- Crowns-Indlays-Onlays (16,884 procedures)
- Veneers (9,488)
- White fillings (front teeth, 6,944 procedures)
- Teeth whitening (5,800)

The top 5 procedures for women in 2007 were:

- White fillings (back teeth, 17,252 procedures carried out)
- Crowns-Indlays-Onlays (11,088 procedures)
- Veneers (4,368)
- White fillings (front teeth, 3,856 procedures)
- Whitening (1,764)

NHS registration increase

The number of patients who are registered with an NHS dentist in Scotland has reached the highest level since records began.

Official statistics reveal that 75.8 per cent of adults were registered with an NHS dentist this summer.

For children, this is a 12 per cent increase on last June, and for adults a rise of 19 per cent.

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In NHS Grampian, just 50.7 per cent of residents were registered with a health service provider compared to 70.7 per cent in NHS Greater Glasgow and Clyde.

Ms Robison added: 'There are still parts of Scotland where registrations are unacceptably low and I will expect all NHS boards to continue putting plans in place to further improve access for their populations.'

More than 2.2m examinations were carried out by NHS Scotland dentists in 2007-08 - an increase of just under 6,000 on the previous year.

GDC forms new links

The General Dental Council has entered into a new specialist training partnership with the Joint Committee for Specialist Training in Dentistry.

The partnership between the two organisations is ‘vital in ensuring that specialist training continues to meet the GDC’s standards for specialist list and clarifies the respective roles and responsibilities of the General Dental Council (GDC) and the members of the Joint Committee for Specialist training in Dentistry (JCSTD), according to a spokeswoman for the GDC.

The GDC’s 15 Specialist Lists identify dentists who have completed specialist training and are entitled to use the title ‘specialist’.

The JCSTD ensures that there is consistency in the provision of training in the 15 specialties recognised by the GDC by bringing together key stakeholders, such as COPHEND (the Committee of Postgraduate Deans and Directors) and the Dental Faculties of the Royal Surgical Colleges, involved in specialist training.

Goodbye Mr Rose

A dentist who specialises in treating children and adults with disabilities is just hanging up his drill and retiring.

Dr. David Rose, 64, has worked at the Violet Hill House health centre at Stowmarket in Suffolk since 1974.

He has cared for thousands of patients through the decades and concentrates on treating patients with disabilities, who often struggle to find a dentist, because of their physical disabilities or the strong medications they take.

Dr Rose said he ‘will miss’ being a dentist and added: ‘My emotions are very mixed and part of me wants to stay, part wants to go.'

Dr Simon Budland, a GP at the health centre, said: ‘He will be hugely missed.'

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