

## Dentist shortlisted for Asian icon award



Cosmetic dentist Sunita sparked at last year's Dentistry Awards

A London dentist is on the shortlist for an Asian Women of Achievement award.

Sunita Verma, cosmetic

dentist at Sparkle Dental Boutique in Hanwell, west London, has been selected in the category of 'Professional of the Year'.

The ceremony for the 10th Asian Women of Achievement Awards will be held at the London Hilton Hotel on Wednesday 20 May 2009, and aims to recognise the most inspiring Asian women in the UK.

Founded and chaired by Indian-born author and entrepreneur Pinky Lilani, and held in association with Lloyds TSB, the awards celebrate the contribution that Asian women make to UK's business, public, cultural, and political sectors.

The 'Professional of the Year' award is open to 'women who have trained and qualified in their chosen professional practice and have become a leading practitioner, setting an example to other women and heaving their contribution acknowledged by their peers'.

Judges this year include

human rights campaigner Shami Chakrabarti – also an award recipient, BBC TV's *Dragons'* Den entrepreneur James Caan, actress Meera Syal and Sir Nicholas Young, chief executive of the British Red Cross.

### Roots

Dr Verma said: 'I am extremely proud of my roots and of the great contribution that Asian women have and are making to the workplace.'

'I am genuinely delighted to bring Asian women in dentistry to the forefront, as I love the profession that I work in.'

'To be shortlisted among such outstanding women is a great achievement and I look forward to attending the awards ceremony – and meeting James Caan! – in May.'

Dr Verma is no stranger to recent success – last December the Sparkle Dental Boutique won three awards at the annual Dentistry Awards, including the title of Best Team UK.

## £1.4 million boost in dental service – and improved NHS access

NHS Great Yarmouth and Waveney is to pump an additional £1.4 million into providing vital new dental services across the region.

The proposal was agreed by the PCT board and the cash will be used to open a new NHS practice in Southwold and increase dental capacity in Lowestoft and Great Yarmouth.

An additional contract for an orthodontic specialist offering treatment in Lowestoft and Great Yarmouth, was also approved, with the extra service due to launch within the next few months. The new practice in Southwold will be the first in the area to provide dental services to adults since 2006. Once open, it will employ three dentists and will see 4,500

patients every year. The plans for Lowestoft and Great Yarmouth will see capacity increased at two existing dental services.

In Great Yarmouth, this will allow around 3,000 extra patients to access the service annually, while around 4,000 additional patients will be catered for in Lowestoft.

Mike Stonard, chief executive of NHS Great Yarmouth and Waveney, said: 'This extra investment in dental services is extremely good news for everyone who lives in Great Yarmouth and Waveney.'

'The appointment of a new orthodontic specialist will also make a huge difference to people living in the area by helping to reduce waiting times and improve access.'

## Dentist slams parents' sweet offerings at Easter



Easter traditions inevitably lead children to eating more chocolate

A new survey shows that parents spend more than 10 times as much on sweets and fizzy drinks for their children than they do on basic dental care products.

In addition to this, only one in three mums and dads make sure their children brush their teeth twice a day.

The survey of more than 1,000 families across the UK was conducted by the Cosmetic Dentistry Guide and highlights the growing neglect and lack of education when it comes to dental hygiene.

'Sweets and fizzy drinks are the worst things parents can give their kids in terms of dental health,' said Pravesh Solanki, founder of [www.cosmeticdentistryguide.co.uk](http://www.cosmeticdentistryguide.co.uk).

'With it being Easter time – and kids across the country

inevitably eating even more chocolate – it's about time parents took responsibility for teaching their children how to look after their teeth.'

'This basic life-skill seems to have become lost in recent years, with too many people thinking they can just fix their smiles in later life. As with other health issues, prevention is always better than cure.'

'What is of concern is that parents don't seem to care about their children's teeth and don't make them brush properly. Combining a bad diet with poor care and lack of education is a recipe for dental disaster.'

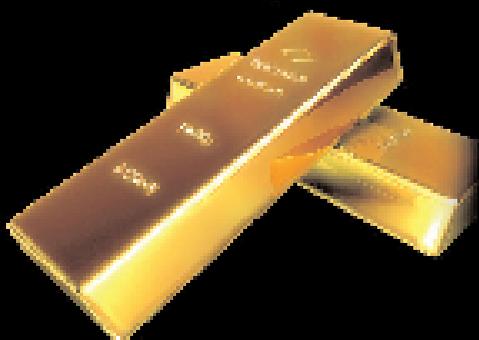
The average parent admitted to spending up to £40 a month on sweets and sugary drinks for their children, but less than £3 a month on toothpaste and brushes.

Dr Nigel Carter, chief executive of the British Dental Health Foundation, said: 'The UK has seen a recent increase in cases of dental caries in under-fives and it is vital that parents help their children establish good dental hygiene habits.'

'Our key advice places brushing teeth twice a day with fluoride toothpaste as the cornerstone of good oral hygiene, along with regular dental visits and cutting down the frequency of sugary snacks and drinks which lead to dental decay.'

'This proves dental hygiene doesn't have to cost the earth, but it is important parents make sure the bathroom cabinet is adequately stocked. Advice is free to give so it is disappointing that parents are not supervising brushing more closely.'

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