



# CHAPEL ROAD ORTHODONTICS

*Confidence in your smile*

## Message from the Principal



**Adult Orthodontic Treatment** forms an ever increasing part of our work here at Chapel Road. Many adults want to improve their smiles and we are pleased to help. The appliances we use have changed dramatically in recent years and our web site reflects these developments. The most exciting change this year is the availability, for the first time, of aesthetic brackets in the Damon System. (Please see the 'Case Histories' section of our web site for numerous examples of this system's work - [www.chapelroad.co.uk](http://www.chapelroad.co.uk))

Until recently, the advantages of the Damon Appliance – non extraction treatments with wider smiles and no dark 'buccal corridors' - could only be had with metal brackets. Now, with Damon Clear, we have a truly good looking fixed brace that can work in appearance conscious adults. As you might expect, this appliance is proving very popular.

One question we are constantly asked is **"Do you do Invisalign?"** and the answer is "No". I need to explain why. Invisalign and all the other aligner systems are, in my view, not fit for purpose. There was an article a little while ago in the American Journal of Orthodontics\* which opened our eyes to this and confirmed what many of us already suspected – the mean accuracy of tooth movement with Invisalign is only 41%. The article concluded with the advice that 'Clinicians who prescribe Invisalign treatment should fully recognize its limitations.' No wonder that so many aligner treatments finish in fixed braces. My own view is that I want to use an appliance system that has full control over tooth movements, not one in which movements are prescribed in some far away laboratory.

As ever, a heartfelt **thank you** to all our colleagues who refer us patients. We try our best to be worthy of your trust and hope that our efforts enrich the lives of those entrusted to our care.

Regards,

**Dr David Horobin**

\*How well does Invisalign work? A prospective clinical study evaluating the efficacy of tooth movement with Invisalign **Neal D. Kravitz, a Budi Kusnoto, b Ellen BeGole, c Ales Obrez, d and Brent Agrane** American Journal of Orthodontics and Dentofacial Orthopedics January 2009

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## Pre-Wedding Orthodontics

Chapel Road Orthodontics recently exhibited at a number of local wedding fayres, providing many brides to be with sufficient information on how we are able to help them achieve that perfect wedding day smile!

With over 21 years worth of clinical expertise, we are able to offer adult orthodontic treatment using the most advanced techniques and sophisticated aesthetic appliances including In-Ovation C, In-Ovation L and the new Damon Clear.

Today's orthodontic treatment is simple, convenient and affordable. We offer your patients a professional interest free and low cost repayment plans, no deposit required.\*

*\*Subject to status*



### In-Ovation L



### In-Ovation C



### Damon Clear



## Damon - Symposium 2010

Dr Horobin, recently attended the European Damon Symposium in Monaco, where 600 Orthodontists from all over Europe met to learn about the very latest developments in Orthodontics. They specifically studied the world's best brace system – the Damon Appliance – the standard of treatment being shown was staggering.

Dr Horobin had the privilege to meet Dr Dwight Damon, once again. Dr Damon has done more to advance the art and science of Orthodontics than anyone else alive and countless patients have benefitted as a result.

The main feature of the Damon System is its emphasis on the face, making not only straight teeth, but a great smile too. This is usually achieved without the need for extractions.

**DAMON**<sup>®</sup>SYSTEM  
More than straight teeth<sup>™</sup>





## Case Study



Joshua presented at 16 years of age, concerned about his irregular front teeth. Dr Horobin used the Damon Q Brace, without extractions, to correct this severe class II div 2 malocclusion.

The treatment took 14 months to complete and was followed by fixed retainers behind both the upper and lower front teeth.

**Before**



**After**



**Before**



**After**



**Before**



**After**



## Orthodontic Update Evening

We recently hosted a successful 'Orthodontic Update' evening and provided a number of local GDPs the opportunity to visit our practice and find out more. Various case studies were presented, showing GDPs how we treat our patients and what appliances and techniques are currently being used.

It was a great pleasure to be able to meet those that refer to us.

If you would like to attend one of our future 'Orthodontic Update' evenings, please register your interest by emailing [hannah@chapelroad.co.uk](mailto:hannah@chapelroad.co.uk)

As ever, thank you for your ongoing referrals to our practice.



**CHAPEL ROAD ORTHODONTICS**  
Dr David Horobin and Team  
Requests the pleasure of your company at our  
**'Orthodontic Information Evening'**  
for our leading referring dentists.  
On Thursday 30th September 2010 at 6:15pm  
Held at:  
39 Chapel Road  
Bexleyheath  
Kent  
DA7 4HW  
6:15 pm - Canapè reception  
7:00-8:00pm - Lecture by Dr David Horobin on the latest developments  
in orthodontics.  
1 Hour CPD  
RSVP: Please complete the enclosed form and return in the S.A.E by  
25th July 2010

## British Orthodontic Conference



The team recently attended the British Orthodontic Conference, at Brighton. The day was spent attending lectures, obtaining CPD and viewing the trade stands for new ideas.

## Damon System Nurses Study Day



We recently attended a Damon study day aimed at the orthodontic nursing team. During the course of the day we learnt more about the Damon philosophy, various appliances and current techniques. If you would like to see the benefits that our patients are seeing by using the Damon system, please visit our website to view recent case studies. [www.chapelroad.co.uk](http://www.chapelroad.co.uk)

## Careers Day at Townley Grammar School for Girls

Our team attended a careers day at one of our local grammar schools. It was a fantastic opportunity to provide information to pupils expressing an interest in Dentistry/Orthodontics.

