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Films and music take pain out of trip to dentist's

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LONDON (Reuters) - Going to the dentist can be as much fun as an afternoon at the movies -- that's if you visit a dental surgery using novel DVD glasses during treatment.

London dentist James Goolnik shows patients Hollywood blockbusters, music videos or documentaries, all with the aim of cutting out that nasty drilling noise and distracting them from the work going on in their mouths.

"It's extremely popular," the 32-year old dentist said of his idea, which he claims is a first in the UK.

"It takes your mind off treatment, you can relax and watch a movie while you're being treated."

Using a DVD player and a pair of DVD glasses -- a smaller version of a virtual reality headpiece -- patients at Bow Lane Dental Group can watch movies such as "Gladiator" and "Titanic" while Goolnik checks out their cavities.

"It seems so real that a few people have even asked if they can have popcorn too," Goolnik said.

He conceived the idea while receiving dental treatment himself -- and not liking it very much, he admitted.

He deliberately does not show thrillers, so that his patients will not get upset. That, presumably, would rule out "Marathon Man".

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