



INVESTOR IN PEOPLE



SUMMER NEWSLETTER 2010

iPHONE APP



Bow Lane has launched the World's first dental practice iPhone app available **FREE** from the iTunes store.



- Request an appointment on the go
- See when you are due a dental or hygiene appointment
- Special offers are pushed to your phone
- See the latest dental procedures explained
- Watch videos of all the team
- Clients can be directed right to our practice

To download this app simply search "bow lane" on iTunes.

TWO MORE WINNERS AT BOW LANE

Bow Lane Dental are very proud to announce that both Dr Zaki Kanaan and Dr Ilan Preiss have been judged by their peers as "smile award 2010" winners.

The smile awards are a prestigious industry award ceremony that recognise work from dentists around the country that have excelled in aesthetic dentistry.



Zaki won the multiple implant award and was highly commended in the single implant smile, and was heard saying "I feel like I've won a BAFTA. On a serious note, it is an honour to win this award, knowing that it is judged by my peers".

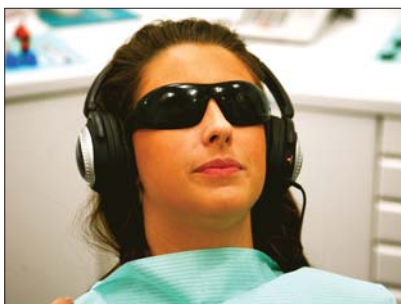


Ilan was awarded for the second year in a row the conservative smile. To celebrate this great achievement, **if you or a friend would like to take the opportunity to have a complimentary cosmetic smile analysis, with Ilan, or an implant consultation with Zaki, please call quoting "awards". This is a limited offer until the end of October so get dialling and see how you can improve your smile!**

NO NEED TO BE NERVOUS



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NuCalm has come to Bow Lane to help our anxious patients and provide them with a positive dental experience.

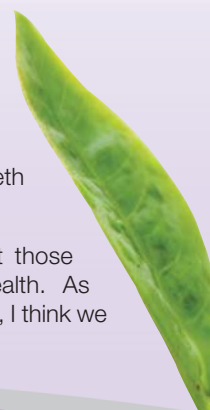
NuCalm is revolutionising the patient experience by naturally relaxing the body within minutes. Developed by American neuroscientists, it induces a state of deep relaxation even in anxious patients.

Using a system known as cranial electrotherapy stimulation (CES), NuCalm consists of a generator and a headset that transmits relaxing electrical and sound frequencies to the brain.

After about five minutes, brain waves have been shown to slow to a state that is associated with deep relaxation, meditation and sleep.

Patients are also asked to wear dark glasses and are given plant based tablets of a brain chemical called GABA – commonly available as a nutritional supplement – both of which deepen the calming effect.

THUMBS UP FOR GREEN TEA DRINKERS!



Drinking green tea is found to help promote healthy teeth and gums according to new research.

The American Academy of Periodontology found that those people who regularly drank green tea had great oral health. As green tea is also good for weight loss and a healthy heart, I think we should all be consuming at least three cups a day!

CONGRATULATIONS....



to Zaki on the birth of his son, Nabil who was born on May 4th and weighed 6lb 3 ounces.

TEAM SPOTLIGHT



As a new member of the Bow Lane dental team, we felt it was time that our patients had an opportunity to get to know **Ruth** a little better.

Job Description:
Front desk team

What is your ideal day out?

Lying on the beach somewhere exotic

As you have come over from Israel to work in England, tell us what is your favourite thing about London?

I love the architecture, the night life and the outstanding scenery when overlooking the city at night.

What do you miss most from your home country?

The thing I miss the most is going for a swim in the red sea, the warm welcoming people, and the different type of Israeli food.

Three things you would take with you if you were stuck on a desert island?

My family picture to remind me of what life is all about, my iPod and a big bottle of fine rose.

Finally, favourite book and film:

Film - Muriel's wedding and Gladiator

Book - Memories from Greece

TOP PLACE IN DENTISTRY FOR JAMES

James has been voted the fourth most influential person in dentistry for 2010. Can you afford not have your teeth treated at any other practice when Bow Lane has this amazing accolade? **Please mention us to your friends and you will receive a discount on your next hygiene appointment.**

A GREAT SMILE AND A FANTASTIC APPEARANCE GO A LONG WAY

A stunning smile is a great asset in life! First impressions count but also by investing into your presentation, you can display who you genuinely are and feel confident and empowered.

It doesn't just apply to your teeth, but to your clothing, style and dress sense as well. Purple Eagle is a Dress Sense Agency for Men helping the modern British man to refine and improve the way they dress, and in turn assist them to look sharp, stylish and sophisticated.

CEO Carin King founded Purple Eagle, with many years of international experience under its roof, it is already making an impact. The launch event "The Ten Platinum Dress Rules for a Man" was a great success and proved the idea that men can - and want to take advice, and to improve.

For clients of Bow Lane Dental, whether for you personally, or for the men in your life, www.purpleeagle.net. Purple Eagle is also offering 10 complimentary subscriptions (yearly subscription fee £149.00) for all clients of Bow Lane Dental. If you are interested, or have any other questions please send an email with your contact details to mail@purpleeagle.net and Carin King will let you know if you have been one of the lucky winners. This offer ends September.



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LONDON DENTAL PRACTICE
OF THE YEAR

Opening hours

Monday – Friday 8.30am to 5.30pm
Appointments can be made outside these hours by request.

Telephone 020 7236 3600
Emergency 07811 355900

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Your team

Dentists

Orthodontist
Endodontist
Periodontist
Hygienists

Front Desk Administrators
Practice Manager
Dental Nurses

James Goolnik BDS MSc • Ilan Preiss BchD
Zaki Kanaan BDS DipDSed MSc
Asif Chatoo BSc BDS FDS RCS MCLinDent MRD RCS
Sameena Choudhry BDS MFDS RCS (Edin)
Federico Tinti DDS MSc
Christine Arran EDH • Sarah Urquhart EDH
Emma Whitford EDH
Danielle White • Ruth Kissos
Lucy King
Vivienne Scrivener • Hannah Casboul
Courtney Barkle • Lindsay Bellringer