



briefs

'Be wary of quick fix orthodontics'

WICKLOW specialist orthodontists is advising people against six month treatment and potentially negative outcomes at quick fix clinics saying specialist orthodontic treatment is the best way to straighten teeth and achieve a healthy lifelong smile at any age

Orthodontists who represent a highly specialized and valued branch of dentistry are growing increasingly concerned at reports of patients dissatisfied with the results of treatments used by some cosmetic dentists at 'smile clinics' to straighten teeth and are having to rectify some of these failed treatments.

Speaking in advance of the campaign launch, Dr Louis Devereaux, Orthodontist, Ferrybank, Arklow and OSI member said: 'Orthodontics is a very specialised branch of dentistry. We have the required training to analyse and determine the causes of orthodontic problems and implement the most effective treatment plan. We understand that some people want a quick fix. However, specialist orthodontists who treat patients with crooked and overcrowded teeth everyday know that six month braces will only work for a small amount of patients (approximately 5 per cent) and in those patients they usually only align the front teeth but do not provide a stable bite. We have the expertise to recognize the difference and can give people straight teeth in harmony with their face that will last a lifetime.'

Dr Frances Brandon, Specialist Orthodontist, Bray, Co. Wicklow and OSI member said: 'It is never too late to consider specialist orthodontic treatment, because healthy teeth can be moved at any age.'

Q Mark Awards

The Eurest catering team at Servier in Arklow is in line to win the top prize at this year's National Q Mark Awards having

seen off tough competition from hundreds of excellent Irish businesses.

Irene Collins, the Managing Director of Excellence Ireland Quality Association, announced last week that the team from Eurest at Servier Industries have exceeded the normal standards of quality and excellence and have set the standard that all other catering providers should be aiming for.

She went on to say that, 'the nomination in this category recognises that Eurest at Servier Industries is operating at the highest standard of Hygiene and Food Safety in the country'.

Eurest provides a catering service to Servier Industries in Arklow. Their team of six Eurest and two Servier staff, have been on site since May 2005.