Dentists in the know use Septodont Needles

The UK’s leading supplier of dental anaesthetic, Septodont, already bring you the high quality Septoject and Septoject XL needles and would now like to introduce a new development to Ultra Safety Plus.

Ultra Safety Plus syringe is a sterile, disposable and self aspirating syringe system with a pre-mounted needle. Its use means needle stick injuries can be virtually eliminated. With the option of a NEW single use handle (non sterile), Ultra Safety Plus is now 100% disposable.

Transforming misconceptions

Many potential patients are intrigued by facial aesthetics have been put off by horror stories in the press, but are likely to relax and consider a treatment plan if things are fully explained, says Bob Khanna.

Consumers are becoming more and more aware of what is going on in the world of facial aesthetics. Sheer amount of information in the media means there are now millions of patients around the country who feel they are ‘specialists’ in the field, despite the fact none of them have ever picked up a syringe, or are ever likely to.

It can be frustrating when a patient enters your surgery and appears to know all there is to know about the treatment you are about to carry out, simply from reading something in Heat magazine about the latest treatment a celebrity has had. I understand that people are keen to research the treatment they are about to undergo, however, in my opinion, if a practitioner is not 100 per cent confident in the information that they are planning to pass on to patients, they haven’t even heard about yet.

If people are educated in the correct way, a little bit of background knowledge can be a distinct advantage. However, it entirely depends how and from whom the patient has received the education. If a patient receives different information from various sources, the issue becomes more complex. Other factors may have to be considered, and it is the role of the professional to explain this fully to the patient.

Open to suggestions

Fortunately, I find that regardless of how informed they are, most people are open to suggestions. People enter my clinics wanting to leave feeling relaxed and refreshed, but are not sure how best to go about it. I am usually able to offer them a treatment plan designed to give them the final effect they desire, but maybe not using the processes that they were expecting. Technology in this field is moving so fast, I can often suggest new and exciting evidence-based methods to patients they haven’t even heard about yet.

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If a patient receives different information from various people, the issue becomes more and more confused and the poor patient can often end up with unrealistic, unobtainable expectations that simply cannot be achieved.

Products available

One area that patients are starting to become more aware of is the wide range of uses products such as Botox and dermal fillers have, in the area of facial aesthetics as well in medical treatment, and television programmes such as Ten Years Younger are making the public more aware of facial aesthetic treatment than ever before. However, word of mouth remains one of the most effective tools for spreading information.

Now that treatment has become commonplace, most people know someone who has had a facial aesthetic treatment. It is human nature to be fascinated by something like this, and I see a lot of patients who enquire having seen a friend who has had treatment. Most patients are surprised at the natural look that can be attained, and are keen to see what they could achieve.

About the author

Dr Bob Khanna is widely regarded as one of the world’s leading exemplars of dentistry and facial aesthetics. President and founder of the International Academy for Advanced Facial Aesthetics (IAAFA), Dr Khanna heads the only UK organisation to combine medical and dental professionals. He is the appointed clinical tutor in facial aesthetics at the Royal College of Surgeons and has trained thousands of dentists and doctors through the Dr Bob Khanna Training Institute.