



Issue no.1

JANUARY
2025

WINTER SMILES DENTAL PRACTICE

Welcome from Dr Eden & Anne Winter (Owners and Principal Dentist / Practice Manager)

We hope this Newsletter finds you safe and healthy. The New Year marks 5 months of Winter Smiles and we are delighted with the way things have progressed for our Dental Practice.

We strive to provide the highest quality treatment using our expertise, state-of-the-art equipment and best quality materials. Opening on our own and moving to a new location gave us an opportunity to design and build a bespoke dental surgery. We put many long hours into getting every detail of the build correct to ensure excellence in its overall workings. Our patients are our priority, and our aim is to make their experience a relaxed, pleasant and comfortable one.

You may have seen some familiar faces in our Dental and Front Office Assistants, Mandy, Meena, Thaya and Hannah, who have all worked with us for many years. Their patient knowledge and the relationships they have built with you all over many years has facilitated a smooth transition of patient care.

You may have also heard some little voices in the Dental Practice. Being a small business, we occasionally encounter days where our Dental and Front Office Assistants are unable to come into work. To ensure you receive an efficient service from us, Anne has been covering reception, which has often meant bringing our three young children in with her. We hope their presence makes you feel a bit more at ease at your dental appointment and that the joy of young children outweighs the occasional baby/toddler shenanigans!

On that note, we sincerely thank you for all of your support and for making our days at work enjoyable and happy. We have had many laughs and we hope to continue our good relations into the future.

Warm regards,

Eden and Anne



Find us on Facebook and Instagram to stay up to date
with what is happening at Winter Smiles



A Spotlight on Dr Eden Winter

Late last year I had the opportunity to open my own dental practice. While starting my business, I imagined myself as a patient and wrote down a list of all the things I had heard from patients over the years as to why they disliked going to the dentist. Some of the things that I wrote down were a lack of transparency about pricing, feeling rushed, a lack of hospitality and the way that some dental practices look like run-down houses converted into a business. To address these problems, patients at Winter Smiles are given dental treatment costs for procedures that go above and beyond a routine check-up and clean and/or a general filling. Appointment times are also longer so that patients have time to discuss their needs and we focus on hospitality and the Practice is a brand new fit-out in a commercial building.

In terms of my clinical work, I have shifted very much towards digital dentistry. Digital dentistry makes things easier for you, more accurate and gives us more options to treat you than ever before. More importantly, it allows me to diagnose and pick up things that are hidden, allowing me to be able to treat you without letting the problem go unrecognised. It allows me to treat you more efficiently and effectively than practices without digital technology.

I am also focusing my time on improving the aesthetic appearance of patients' smiles with the use of orthodontic braces and clear aligners, porcelain crowns and veneers.

Our Practice is built on word-of-mouth referrals and I am happy to see any of your family or friends even if they would just like a second opinion. Sometimes a second opinion can be invaluable, especially when undertaking treatment that is irreversible.

When should I start brushing my child's teeth?



You should start cleaning your child's teeth as soon as their first tooth appears in their mouth – usually around 6–10 months of age. Cleaning and caring for your child's teeth early on sets up good dental care habits for life.

To develop strong teeth, your child needs a healthy, balanced diet made up of fresh foods, such as vegetables, cheese and lean meats with minimal high-sugar foods, such as biscuits and muesli bars and they should drink fluoridated tap water.

To make sure your child's teeth and gums are kept healthy, it's a good idea for your child to see Dr Winter every six months. Dr Winter looks forward to taking care of your child's dental needs.



After Hours

If you require emergency dental treatment on a weekend or Public Holiday, please phone Winter Smiles and leave a message. Our phones are monitored 24/7 so someone will get back to you as soon as they can. Please be advised that only genuine emergencies will be seen and the service is only available for limited hours each day.



Loyalty Programs

Refer a Friend Reward Program

Your satisfaction and level of care are so important to us and we are proud that you recognise us by referring us to your nearest and dearest.

For over 18 years, Eden has been providing high-quality, ethical dental care across the Hawthorn area. We believe there is no better way of gaining new patients than by recommendations from our existing, happy patients.

Most of our new patients come to us through personal recommendations. To thank you, our existing patients, for your continuing support and dentist recommendations to your friends and family, we have introduced the Patient Referral Rewards Program.

For every new patient* that comes to us following your recommendation, we will say thank you with a \$25 patient referral reward towards the cost of any of our dental treatments at Winter Smiles.

*Conditions apply, please see our website for the full terms and conditions.



White Smiles for Life Program

Winter Smiles is delighted to introduce its 'White Smiles for Life Program', which is a simple and affordable program to help you keep your pearly whites clean and healthy year after year.

All you need to do is buy a course of take-home teeth whitening, for a one-off fee and then you will receive a complimentary tube of top-up whitening gel at each of your 6 monthly check-up and clean appointments.

The only requirement to be a member of our 'White Smiles for Life Program' is to maintain your regular six-monthly check-up and clean appointments. Teeth whitening is not as effective if plaque or tartar is present on your teeth.

So, a regular professional clean, followed by teeth whitening afterwards, is key to keeping your teeth pearly white long-term.

*Conditions apply, please see our website for the full terms and conditions.



Community Engagement

Fundraising activities

Having worked in Hawthorn for over 18 years and now owning a small business and living in Hawthorn, we have been keen to get involved in the local community.

As part of this initiative, we have been reaching out to local sports clubs and schools to offer donations to any planned upcoming fundraising events, such as a voucher to be used towards dental treatment or the gifting of a teeth whitening kit or a custom made mouthguard.

If you have an event coming up that you think would align with our community engagement objectives, please get in touch.

Professional affiliations

We are also very keen to support other local businesses and have strong relationships with other industries in the area. Be it a recommendation for a speech pathologist, a dermatologist, an exercise studio or a hairdresser, please feel free to ask us if you would like to be pointed in the right direction. We are always looking for new businesses to add to our "preferred provider" list so if you have one in mind that you think we would like, please let us know.



Play it safe – wear a mouthguard

To best protect your teeth, book an appointment now with Eden for a custom-fitted mouthguard. Eden is also available to do 3D dental scanning off-site at a sport's club or school if there are 10 or more interested players / students. If this is something of interest, please get in touch.

Every year thousands of people are treated for dental injuries that could have been avoided by wearing a protective, custom-fitted mouthguard. Wearing a custom-fitted mouthguard helps to absorb and spread the impact of a blow to the face, which may otherwise result in an injury to the mouth or jaw.

Dental injuries can result in time off school or work to recover, can be painful and disfiguring, may involve lengthy and complete dental treatment. The cost of an injury to the teeth or jaw far exceeds the cost of a mouthguard.

Who should wear a mouthguard?

Anyone who plays a sport or undertakes an activity where collision or contact to the face is a legitimate risk should wear a mouthguard. Sports such as rugby union and league, AFL, hockey and boxing are "no brainers" because intentional collision and contact are a part of the game. However, it is sports where accidental collision occurs that are often responsible for dental trauma, such as cricket, basketball, netball, touch football and soccer. These sports are considered "non-contact" and yet they also carry risk of accidental collision and contribute to the thousands of adults and children who are treated for dental trauma each year.

Types of mouthguards

1. Custom-fitted mouthguards

Custom fitted mouthguards are superior to over the counter mouthguards because they are made from a dental scan and a 3D printed model of the teeth, which makes them an exact fit to the mouth. They provide the best protection fit and comfort for all levels of sport

2. Over the counter (boil and bite) mouthguards

These mouthguards include stock mouthguards that do not require fitting, and mouthguards that can be placed in hot water and then self-fitted by biting into them. These offer less protection, can dislodge during play and are not recommended.

