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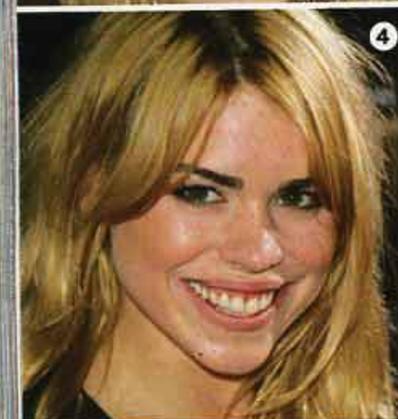
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SMILE LIKE A STAR

Every A-lister knows a winning smile isn't necessarily whiter-than-white. So, what made these five celebrities top the **Oral-B Vitality ProWhite** poll?

The ultimate secret every star swears by? A sexy smile to charm the paps. And you agree: Oral-B found that a staggering **94%** of you felt that a bright smile is vital for confidence. But before you reach for the bleaching kit, stop. Oral-B discovered that a great grin isn't necessarily dazzling white. "A good smile isn't over engineered," says the star dentist on *10 Years Younger* and Oral-B's expert, Dr Surinder Hundle. "We're definitely moving away from that unnatural, super-bright effect. Teeth aren't meant to be blindingly white but composed of many different colours and graduations of whiteness."

Your top five celebrity smiles

The key to a star-quality smile is not to overdo it. "Celebrities are now in search of a natural shade of white

that best suits their skintone," says Dr Hundle. Just look at the top five favourite celebrity smiles you voted for in Oral-B's Vitality Smile Survey. They all have one thing in common and that's natural, milky teeth that look clean and healthy. **Julia Roberts** (1) topped the bill with her pretty woman smile, which was the key to her success. Hot on her heels is **Angelina Jolie** (2), whose gorgeous grin grabbed the heart of Brad and the rest of Hollywood. Both **Ferne Cotton** (3) and **Billie Piper** (4) know that they can stun fellow celebs without scaring them with their set of sweet, pearly enamels. **Gwyneth Paltrow** (5), the queen of understated chic, has never been tempted to cheapen her look with ultra-bright whites and neither should you. Make like the latest A-listers and go for attractive but not artificial.

BITE SIZE Get your teeth stuck into **Dr Hundle's tips** for a better smile:

- * When teeth are made Hollywood-white the natural definition is lost and you get that unnatural-looking radiator-white dentistry. All you see are teeth!
- * Smoking and eating coloured food and drink, like red wine or coffee, cause discolouring by sticking to plaque and tartar on

your teeth. Brushing with Oral-B Vitality ProWhite helps remove these common stains to reveal your natural shade of whiteness.

- * Our teeth build up surface stains every day – if you don't remove these stains regularly and effectively, they will become even more stubborn and may

penetrate further into the tooth.

- * Oral-B Vitality ProWhite's rubber polishing cup skims and polishes the surface of your teeth while removing more plaque than an ordinary manual toothbrush.



"TEETH AREN'T MEANT TO BE BLINDINGLY WHITE BUT COMPOSED OF MANY DIFFERENT COLOURS AND GRADUATIONS OF WHITENESS"



The Oral-B Vitality ProWhite power toothbrush costs £24.99 RRP and is available nationwide. For more information, visit www.oralbvitality.co.uk



3

CHANEL



STELLA MCCARTNEY

1



CHANEL

2

1 THE WHITE SMILE The models at Stella McCartney's show confirmed that a gorgeous smile is summer's key style essential. And by gorgeous we mean a naturally white gleam. So try **Oral-B Vitality ProWhite** power toothbrush £24.99 Oral-B. "It is proven to remove more plaque than an ordinary manual and its dentist-inspired polishing cup will help remove stains from teeth, to reveal your natural white shade" says dentist Dr Surinder Hundle.

2 THE WHITE BAG Smart enough for the city, but breezy enough for summer – go for an outsized patent megabag like Marni's or a cute wristlet à la Chanel.



5

STELLA MCCARTNEY

WHITE HOT

Summer's freshest look is surprisingly easy to get, so start flashing your fabulous whites now!

WHITE SMILE DOS AND DON'TS



DO Go for the natural look. Focus on healthy looking teeth. The answer? The Oral-B Vitality Pro-White Powerbrush £24.99

DON'T Go OTT and end up with bleach-white Hollywood teeth

DO Wear blue-tinged gloss. It makes teeth appear brighter

DON'T Forget to floss! It helps keep the edges of teeth clean and white

DO Cut down on tooth-staining red wine, coffee and curries

DON'T Brush too hard. You could damage gums

DO Brush with a power brush, for two minutes, twice a day

3 THE WHITE DRESS

Keep it sweet like Chloé, with girlie details, modest sleeves and Mary-Janes. Or, make it city smart like Chanel, with monochrome accessories.

4 THE WHITE HEEL

Go chunky and you can't go wrong. That's the message from Fendi, Chanel and Balenciaga. Think thick straps, a towering platform and a light tan.

5 THE WHITE SHIRT

Swipe your man's and let it billow over your bikini, or copy Stella McCartney and buy a supersoft cotton shirt with airy sleeves.

6 THE WHITE SUNNIES

Blend old-school Ray Ban cool with a blast of blingy white and what do you get? Luella's irresistibly kitsch take on rockstar glasses.



LUELLA

6

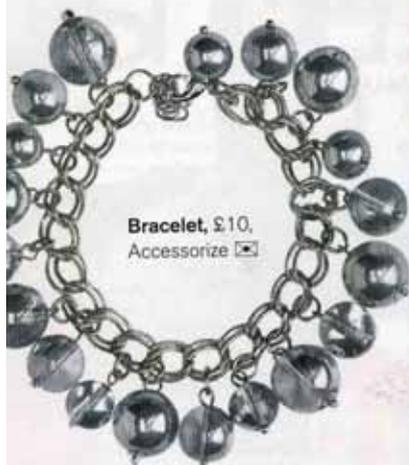
FENDI

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Accessorize



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Flip-flops,
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Kaftan, £12,
New Look

White hot

Summer's here at last! Think clean, cotton smocks and jewelled flip-flops. And as the sun shines, don't forget about your best accessory – a brilliant white smile!

As things hot up, you need to keep your cool – and a wardrobe of white is ideal for looking sexy on sun-drenched days. Try teaming a cotton smock with jeans, white beads and flip-flops for the beach – add a cool white bag when you hit the shops.

But whatever you wear, the ultimate accessory must be a gleaming white smile. Simply use the Oral-B Vitality™ ProWhite Powerbrush for natural whiteness – revealing white bits to be proud of.

• For more information on Oral-B's wide range of oral care products, visit www.oralb.com

HOW TO GET A NATURALLY WHITER SMILE

Dentist Dr Surinder Hundle has been creating dazzling white smiles for his A-List clientele at his Knightsbridge practice for years. He says, "Oral-B Vitality ProWhite Powerbrush is great for a naturally white smile."

- As it rotates back and forth, its polishing cup will help remove tartar that can be stained by things such as smoking, and drinking coffee and red wine.
- It uses a rotation head that's proven to remove more plaque than a manual brush.



Sunglasses, £12,
Dorothy Perkins



Cuff, £15,
Accessorize



Oral B Vitality™
ProWhite
Powerbrush, £24.99



The crisis in NHS dentistry means more Londoners are going private. But for the best

The smile files

A NEW report out last week highlighted the increasing crisis in NHS dentistry. Citizens' Advice revealed that thousands of Londoners are unable to get treatment on the NHS, leading many to seek private care. Even Chancellor Gordon Brown, the man who holds the NHS purse strings, was himself recently seen leaving the London Centre for Cosmetic Dentistry, a private practice that costs £100 an hour, having been treated by one of London's top private dentists.

Despite Brown's opposition to private medical care, he obviously knows that if you want to be seen quickly by a dentist, you now have no choice but to

ALICE HART-DAVIS



go private. But if you are able to afford the high cost of private dentistry, just who are the capital's top dentists?

Brown's dentist, Mervyn Drulan, is certainly among them, having wrought such an improvement in the Chancellor's smile with some major cosmetic work (see pictures, right).

Such dental work has never been more popular. The British Academy of Cosmetic Dentistry logged 19,138

cosmetic procedures last year, and notes that porcelain veneers are greatly in demand (up 144 per cent on the previous year), as are teeth-whitening treatments (women snapped up twice as many of these as did men).

According to Dr Christopher Orr, dentist and president of the BACD, the British public is finally becoming much more image-conscious: he cites the "massive" increase in the number of requests for white fillings as the first step towards further cosmetic procedures such as whitening and veneers.

In all the talk about the "Hollywood smile", "smile makeovers" and even

"smile lifts" (which, by lengthening the teeth and thus slightly expanding the jaw make the face look fuller, without any facial surgery), one thing which gets overlooked is the fact that there's a lot of tooth loss going on.

One in four people in the country today wears a denture; that's 11.5 million people, including one million 16-to-44-year-olds. And while today's youngsters are mainly growing up with great teeth, the baby-boomers, with all their heavily-filled teeth from the Sixties, need a good deal of work to keep them looking as young as they like to think they are.

So who are the best dentists? Here we reveal London's top 10...



MERVYN DRULAN AND KEN SPEKTOR

London Centre for Cosmetic Surgery, 93 Haverstock Hill, NW3 (020 7722 1235; www.whiteretreat.co.uk)

Who are they? Mervyn

Drulan, above, and Ken Spektor have a quiet and methodical approach to their cosmetic and restorative dental work. Their Primrose Hill clinic, its walls brightened up with finds from Spektor's travels, is far from swanky despite their clientele being as starry as it gets, including pop stars, footballers' wives and Gordon Brown.

What's so special? If there's a good new treatment available, they'll offer it. Recent innovations include ultrasonic whitening, in which sound waves are used to activate the bleaching gel. Cost? From £100 per hour. Ultrasonic whitening, £750.



ANDREW DAWOOD

Dawood & Tanner, 45 Wimpole Street, W1 (020 7935 0080; www.teethinaday.com)

Who is he? Considered to

be the finest dentist in London, full stop, and with his partner, wife Susan Tanner, a prosthodontist, runs a multidisciplinary practice which takes up a whole house in Wimpole Street, with laboratory facilities on site.

What's so special? Always at the front of any trend, whether it's for doing veneers in a day, 3-D scanning and imaging of teeth, or the cutting edge of implant dentistry. "It's all serious and high-tech with no distracting fluffy stuff", as one fan of his puts it.

Cost? Initial consultation, £85 (plus between £45 and £250 depending on the extent of imaging needed). Implants, £2,500 to £3,500 each — it's not one implant per tooth, you may only need four implants for a whole jaw.



Popular with celebrities: Dr Joe Oliver's Marylebone clinic



JOE OLIVER

Welbeck Clinic, 20 Welbeck Street, W1 (0870 241 6903; www.thewelbeckclinic.co.uk)

Who is he? Runs a discreet, luxurious Marylebone town house-turned clinic popular with celebrities. What's so special? Signature treatment is the "smile makeover". A digital image of the client's teeth is

manipulated to show just how much better they could look with teeth realigned or straightened, usually with thin porcelain veneers that are bonded onto the teeth. The results are so enticing that some 65 per cent of people who come for a consultation go on to have treatment. Cost? Most patients will have around eight veneers, at £245 each, which takes the average bill to a shade under £5,000.



JUSTIN GLAISTER

Umbrella, 11 Harley Street, W1 (020 7612 9810; www.umbrellasmiles.com)

Who is he? The dentist whose "smile lift" aims to improve your face as well as your teeth. Also an expert in neuromuscular dentistry which helps treat conditions such as migraine and clicking jaw caused by overly tight muscles in the face, neck and jaw.

What's so special? His "smile lift", which lessens facial sagging by building up teeth. For Glaister, getting an artistic result is all a question of proportion; he calculates the shapes

and sizes of teeth according to the "divine proportion" of "phi", a ratio of 1.618 to 1. In The Da Vinci Code, this ratio helps the heroes to crack impossible codes; in the mouth, Glaister uses it to determine the arrangement and shape of teeth. If you want the detail: if the width of the lateral incisor is one, then the adjacent incisor must have a relative width of 1.618 (still with me?)

Cost? Smile lifts range from £3,000 to £10,000. "We can achieve a lot for some people with whitening and four veneers," says Glaister, "though if people want full sets of veneers top and bottom, the price rises quickly."



STANLEY KAY

Harley Street Dental Clinic, 103-105 Harley Street, W1 (020 7486 1059; www.hsdcc.net)

Who is he? Hugely popular with music-business people. It may well be that they find his down-to-earth approach and his blunt, often cynical manner refreshing in an area full of flattery and flannel.

What's so special? Good on cosmetic work as well as general reconstructive dentistry. He has first-class people working alongside him including Charlotte Stilwell, who specialises in temporal mandibular joint disorder (jaw-clicking problems) and Amanda O'Donnell, a paediatric dentist whose children's clinic is open every other Saturday morning. Cost? Veneers £850 each. One hour tooth-whitening, £900.



KENNETH HARPER

James Hull & Associates, Lister House, 11 Wimpole Street, W1 (020 7636 7900; jameshull.co.uk) and 21 Lovat Lane, EC3 (020 7398 3333)

Who is he? The dentist to go to if your teeth need major reconstruction.

What's so special? Harper's speciality is building up teeth or replacing them with titanium implants. He doesn't market his work as specifically cosmetic. "I'm obviously", as he remarks dryly, "my patients have fairly high expectations and want the work to look good. So yes, I'm striving for an aesthetically pleasing result." That these results are great goes without saying — the one time he was persuaded to participate in a TV makeover show, his patient came top. Cost? Crowns from £800, implants, from £2,500 depending on the extent of the work.



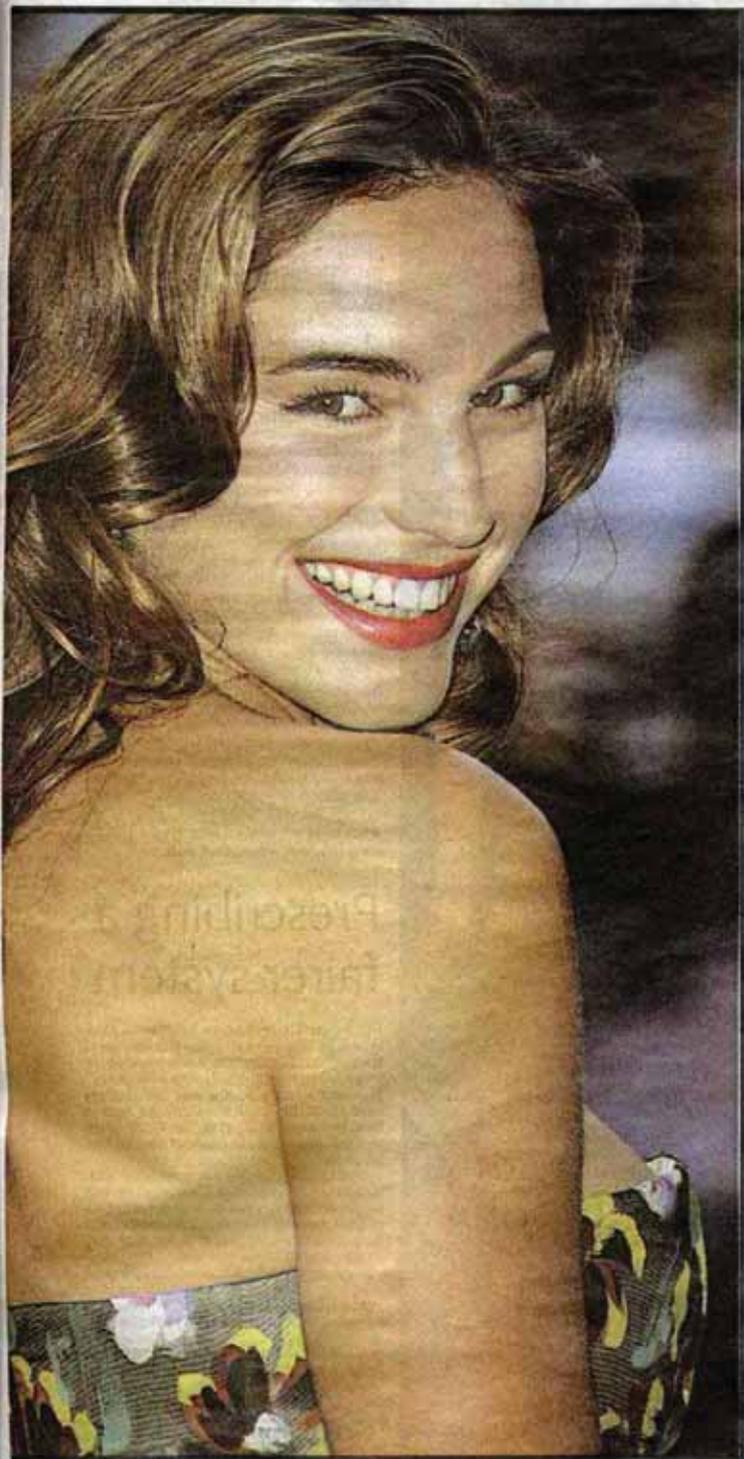
SURINDER HUNDLE

Lund Osler, 56 Knightsbridge, SW1 (020 7838 8969; www.lundosler.com)

Who is he? The Lund Osler clinic pioneered the "dental spa" concept and the cosmetic work done by Hundle produces equally good results. What's so special? Full "smile makeovers" involving implants, crowns, bridges and veneers, and if clients feel they need a spot of Bobo while they're at it, that can be arranged, too.

Cost? New patient consultation, £450.

treatment, who do you trust? We find the top 10 practices



DOS AND DON'TS

AS WITH all cosmetic procedures, it pays to take your time and do your research with cosmetic dentistry. Get a recommendation from a friend, or visit the dentist you have in mind and ask if you can see before and after pictures of the treatment you are contemplating. Can you speak to someone who has tried the treatment and can tell you what it's like? (If they say this isn't possible, you have to wonder why.) Don't choose treatments on the basis of price alone; there is often a good reason why the best people charge the most.



Toothsome: Gordon Brown has received treatment recently from Mervyn Drulan at the London Centre for Cosmetic Dentistry



Painless: Alice tries out the new treatment

FEELGOOD FACTOR

Alice Hart-Davis samples a high-tech treatment to clear up a recurring skin problem

What is it? Aesthera PPx (photo-pneumatic therapy) is a new process that combines vacuum suction and treatment with light to tackle a wide range of skin conditions in a much shorter time than other light treatments (such as intense pulsed light or laser). It provides a range of effective treatments for skin conditions such as rosacea and acne. It can also be used for hair removal; to tackle pigmentation — it can be used on brown age spots as well as broken capillaries; and to improve the look of ageing skin on the backs of hands and the décolletage.

Any science to it? The premise is that if skin is stretched, light passes through it more easily. And if light goes through the skin to the dermis (where it works to remove unwanted hair, destroy acne bacteria in the skin or remove pigmentation) then you don't need to use so much, and if you don't need to send such a big pulse of light through the skin, it won't hurt so much (so there is no need for anaesthetic). It can be done five times faster than other light treatments — which means treating a hairy back could take 20 minutes, rather than two hours. The skin is stretched using a device which "vacuums up" the skin, distorting it enough to let the light through more easily. All very clever, and borne out by clinical studies. Reassuringly for potential clients, it also has approval from America's Food and Drug Administration.

What's it like? I tried the treatment to minimise the breakouts of spots which plague me from time to time (it destroys the bacteria in the skin that encourage spots). As the vacuum suction head works across the face, it feels peculiar but by no means uncomfortable. This is a big plus since light treatments usually hurt; intense pulsed light (or IPL) is like being flicked with an elastic band, while laser treatment is more akin to being stabbed with a small knife. Aesthera PPx is also amazingly quick. It takes around seven minutes to treat the average face and you look perfectly normal, if a little pink, afterwards, so you really could have it done in your lunch hour. A one-off treatment kept spots at bay for a few days. I would need to follow up with other sessions to see greater results.

Where and how much? £350 per session (a course of five is recommended, at £1,450) at Harley Medical Group, 0000 005 9085. Details at www.aesthera.com.



UCHENNA OKOYE
Gloucester Road Smile Centre, 75 Gloucester Road, SW7 (020 7373 3744, www.londonsmiling.com)
Who is she? Looks far too glamorous to be

among the top one per cent of UK dentists but that's where her qualifications — a master's degree in aesthetic dentistry — place her. Her practice is one of an elite group to have achieved the prestigious British Dental Association Good Practice Award.

What's so special? She's up to the minute on all the latest practices and procedures: from The Wand, which offers pain relief without having to stick a huge needle into the mouth, to Zoom whitening, which takes 45 minutes to get teeth up to 13 shades lighter. Her soothingly decorated clinic pamper clients with paraffin-wax hand treatments or Indian head massage while their teeth are being worked on.

Cost? Initial consultation, £81.



ANOOP MAINI
Aqua Dental Spa/ Maini & Maini Dental Practice, 24-25 Manchester Square, W1 (entrance in Hyde Street; 020 935 5332; www.leadingmiles.com)

Who is he? On the board of the British Academy of Cosmetic Dentistry and an active member of the American Academy of Cosmetic Dentistry, he has an outstanding reputation as a wizard when it comes to crafting a better-looking mouth.

What's so special? Runs one of the best-looking practices in town, all light walls and feng-shui details, but don't let that put you off. Known for his veneers and lasers used to reshape an uneven gum line.

Cost? New patient consultation, £125; veneers £550.



ASIF CHATOO AND DIDIER FILLION
London Lingual Orthodontics Clinic, 57a Wimpole Street, W1 on Mon/Weds/Thurs (020 7486 2883;

www.londonlingualbraces.com) and 2a Bow Lane, EC4 (020 7236 3600) on Tuesdays and Fridays.

Who are they? Chatoo, above, is hip, charming and modest. Fillion is a suave Frenchman and president of the European and British Societies of Lingual Orthodontics. He comes over to the clinic from his base in Paris

for two days each week. **What's so special?** Lingual orthodontics is the new buzz phrase in braces, and this is the only London clinic which specialises in this practice of applying braces to the inside, rather than the outside of teeth so you can't see them. Sadie Frost and Kelly Brook have had their smiles improved here; the patient's roster reads like a celebrity Who's Who.

Cost? Initial consultation, £80. Prices for the braces vary depending on their complexity but are roughly £4,000 for one arch, or £7,000-£10,000 for both.

Dazzling: Kelly Brook, a patient at Dr Asif Chatoo and Dr Didier Fillion's clinic, is one of many celebrities who have had cosmetic dental surgery

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Dr SURINDER HUNDLE'S TEETH CARE TIPS

● If you're planning to conceive, book a dental examination so that routine X-rays, (which are best avoided during pregnancy) and any necessary treatment, can be carried out pre-conception, while any elective treatment may be delayed until after delivery.

● If you're already pregnant, the second trimester is a good time to schedule a routine visit. Then, continue with regular six-month check-ups. However, if you're experiencing any problems at any time during your pregnancy, see your dentist straight away.

● You should have your teeth professionally cleaned once during your pregnancy - be sure to tell the hygienist you are pregnant.

● Pregnancy tumours (pyrogenic granulomas) are inflammatory benign growths. They can develop on the gums as part of an exaggerated response to the bacterial toxins in plaque. They are rare, usually painless and are not cancerous.

Although they usually settle after childbirth, they should be treated so see your dentist.

● Brushing at least twice a day with a specially designed toothbrush such as the Oral-B Pulsar and flossing once a day is an essential part of your oral health care routine to ensure thorough plaque removal.

● Cravings or attempts to offset nausea may induce you to snack on more carbohydrate and sugar-containing foods. Try to switch to healthy snacks such as fresh and dried fruit, raw vegetables and crackers.

● Pregnancy sickness is common and as the stomach is very acidic, any acid left in the mouth can erode the surface of teeth. Rinse your mouth thoroughly, preferably with a fluoride mouthwash and brush gently, no sooner than 20 minutes after you have been sick.



Picture: ALAMY

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WHEN Gabby Logan fell pregnant with twins two years ago, she was both delighted and relieved.

After three years of trying unsuccessfully for a baby with husband - Scotland international rugby player Kenay Logan, 35 - the couple underwent IVF and Gabby became pregnant during their first attempt. But while she anticipated weight gain, stretch marks and morning sickness, Gabby, 34, had no idea that carrying a child would also adversely affect her teeth.

"Just before I got pregnant a friend told me to watch out for the state of my teeth during pregnancy," she says. "I recalled some old wives' tale about your gums going soft but pregnancy dental problems weren't something I had heard or read about and no obstetrician, doctor or midwife ever mentioned them. "Before I got pregnant I was blessed with very good teeth - I never needed any invasive treatment, or even a brace. But a couple of months into my pregnancy, I began to notice that for the first time in my life, my gums were receding. I also noticed that my gums were bleeding when I brushed my teeth. And one of my crowns kept falling out."

Like half of all pregnant women, Gabby had developed pregnancy gingivitis, which causes swelling, bleeding, redness and tenderness in the gums.

According to Dr Surinder Hundle, dentist at the Lund Oiler practice in London's Knightsbridge and ambassador for Oral B, pregnancy gingivitis is the result of hormone changes - elevated levels of progesterone and oestrogen - causing the gums to become more sensitive to plaque. This is one reason why pregnant women receive free NHS dental treatment.

"In pregnancy, there's also an increased blood supply to the gums, leading to more bacteria at the gum line," he says. "Usually, from the second trimester, the gums start puffing up and becoming very sensitive and then they can start bleeding. I've seen patients whose gums have become so swollen that they almost entirely cover their teeth."

UNAWARE that she had pregnancy gingivitis, Gabby blamed her gum problems on her tooth-brushing technique. "I've always brushed my teeth hard and fast, so I thought I was simply brushing too aggressively. I tried to brush more gently and I also bought an electric toothbrush, which could clean my teeth much more thoroughly, speedily and gently than a manual one, without hurting my gums.

"I was given a mouthwash by the dental hygienist to make my gums less sensitive and I was shown a better technique for brushing my teeth and advised to floss more regularly," she says. Fortunately for Gabby, her gingivitis was dealt with before it could have more serious consequences. But left unchecked, bacteria can build up in the mouth and may enter the bloodstream, causing infection. A condition called periodontal disease can then occur. This is a serious gum infection that destroys the fibres

Teething troubles



BRUSHED UP: Gabby found prevention is the best cure

Half of all women develop gum problems when they are expecting. Here TV presenter Gabby Logan tells HILARY FREEMAN why she is backing a campaign to protect teeth in pregnancy

that attach the teeth to the gums and the bones that hold the teeth in the mouth. Not only can this result in irreversible bone - and tooth - loss, but research suggests it can affect the baby.

Several studies show a relationship between periodontal disease and premature, low birthweight babies. The American Academy of Periodontology found that pregnant women with periodontal disease may be seven times more likely to have a baby born too early and too small. It blames a labour-inducing chemical in oral bacteria called prostaglandin.

Dr Hundle says studies linking gum disease and premature birth are not conclusive but errs on the side of caution, especially as more evidence associates gum disease with heart disease. "Prevention is always better than intervention," he says. "It's particularly important to have a good oral care regime if you're planning on getting pregnant."

Good oral hygiene beforehand means you will have dealt with much of the plaque in your mouth so any gum problems will be easily resolved. But if you neglect your teeth and then get pregnant you risk more swelling, more sensitivity and more problems. Dentists prefer to avoid X-rays and invasive treatments during pregnancy expectant mums cannot use painkillers, so any nagging

dental problems should be fixed in advance. Plus, once the baby has arrived, most women find less time for dental treatments.

DR HUNDLE suggests that cravings for sweet foods and morning sickness can also cause dental decay. "After vomiting, many women want to clean their teeth immediately to get rid of the taste," he says, "but that's the worst thing you can do - you'll just brush the stomach acid against the teeth enamel and erode your teeth. You should always wait 20 minutes so the PH levels settle down."

Gabby's twins, Keuben and Loia, were born at 37 weeks in July 2005. Just before she was induced, she had the crown repaired. "I didn't want to give birth with a hole in my mouth," she says, "but a day after, it dropped back out again. "Although my hormones settled down, my receding gum never improved. It's a myth that your teeth will go back to normal once you've given birth - any damage is permanent - so it's even more important that you're careful. I'm glad I found out in time before my gums became more damaged."

● Gabby Logan is backing the Oral B Protect in Pregnancy campaign.