

No.1/May '10

**MEDIA
PLANET**

DENTAL CARE



GET THE **4** TIPS PERFECT SMILE

Expert advice: Voted the 15th most influential person in dentistry, Dr. James Russell discusses the many benefits of good oral health.

Mouth cancer
Hear the facts
from those in
the know



PRIVATE

Another way?
Why dental
implants could
be right for you



HONGQI ZHANG

PHOTO: PRIVATE/KERTLIS

JAMES HULL ASSOCIATES

don't be shy

Let's put the **smile** back on your face. See page 3

www.jameshull.co.uk/implants



CHALLENGES

Dr Nigel Carter, chief executive of the British Dental Health Foundation discusses the importance of the “perfect” smile, top dental treatments and how your oral health is connect to your overall well-being.

Grin and get it

Over recent years dentistry has become one of healthcare’s most exciting and vibrant environments. With the achievement of huge advances in technology we have seen an increasing number of high-quality treatments become available, moving alongside and matching the consumer’s increasing need for, and interest in, the “perfect” smile.

A change in practices

1 The importance of having a flawlessly formed set of pearly whites has seen an increase of orthodontic treatments. Implants, veneers and tooth-whitening treatments have all become more accessible than previously, while practices abroad offering cheaper procedures have caught the eye and led to the new trend of dental tourism.



Dr Nigel Carter
CEO,
the British
Dental Health
Foundation.

At the British Dental Health Foundation we work tirelessly in spreading good oral health messages to the public, with our flagship project being the National Dental Helpline - which offers free advice to anybody with concerns or questions regarding their oral health.

Our two annual campaigns, National Smile Month (May 16 - June 16) and Mouth Cancer Action Month (November 1 - 30) give us an opportunity to provide further awareness for how vital it is for all to maintain a good level of oral health. Both

campaigns have been consistently growing, perhaps reflecting both the current lack of oral health information available and the need for both the public and profession to get involved and take action.

A deeper issue

2 A healthy smile is vital for your confidence and increases your self-esteem. Despite a rise of available treatments, maintaining a good oral health routine is the best prevention against the need for dental treatment. The Foundation’s three key messages are as follows: brush teeth twice daily with fluoride toothpaste, visit the dentist regularly or as often as they recommend and cut down on how often you have sugary snacks or drinks. We also provide a wide range of educational resources with the aim of assisting the public in maintaining that positive routine.



WE RECOMMEND



Real life stories
‘How mouth cancer changed my life forever’.

PAGE 14

“I couldn’t possibly believe that this was happening to me.”

MEDIA PLANET

We make our readers succeed!

DENTAL CARE,
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Country Manager: Willem De Geer
Editorial Manager: Danielle Stagg
Sales Manager: Simon Kenneally

Responsible for this issue
Project Manager: Ross Byatt
Phone: 0207 6654405
E-mail: ross.byatt@mediaplanet.com

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Mediaplanet contact information:
Phone: 0207 6654400
Fax: 0207 6654419
E-mail: info.uk@mediaplanet.com

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Before



Before



After



After

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[†]Interest free finance 0% Typical APR is subject to status. We reserve the right to amend or withdraw this promotion without notice. James Hull Associates is a trading name of Dr J D Hull & Associates Limited. Full details at www.jameshull.co.uk/implants.

INSPIRATION

Question: What does dentistry have to offer beyond the Hollywood dazzle of gleaming teeth - and how important is it, anyway?

Answer: Upgrading a smile can change your life - and there are more solutions on offer than ever before, with minimal pain and maximum effect.

The power of your best smile

CHANGE

■ “The biggest compliment to my work is for nobody to notice it,” says Dr James Russell, dentist at the London Smile Clinic. “My happiest patients frequently report back that their colleagues just think they have been on holiday or that they look well-rested,” laughs Dr Russell. “Nobody is focusing on their teeth - and that’s the ideal result.”

There has been a recent backlash against the perfect smile, says Dr Russell. “Our signature look is what we call perfect imperfection - teeth must look great but natural,” he says. “We want porcelain teeth to look like natural teeth, not porcelain veneers”. And the days of aggressive treatment with an emphasis on speed are over: “Good dentistry now is about keeping things as minimal as possible while maximising health and results.”

“Ten years ago the big concern was

simply getting quick dental treatment with rapid effect,” says Dr Russell. “Today, we’re more concerned with getting a great-looking smile in the least invasive, most pleasant way possible”.

And the growth of cosmetic dentistry and awareness of its results has had benefits for all-round oral health, points out Dr Russell, driving more people back to the dentist’s chair even for basic check-ups as recognition of dental health and the impact of a beautiful smile increases.

It’s not just about bright, even teeth. “Good gum health is essential, and where necessary we will always get teeth straightened first before embarking on any other treatment such as whitening or veneers”.

Dr Russell uses a brace such as the Inman aligner and ultra-minimal porcelain veneers. Other solutions range from artistic reshaping of teeth through contouring or bonding.



“Never underestimate the power of self-confidence.”

Dr James Russell
The London Smile
Clinic

The results are life-changing. “So many people spend their lives simply not smiling because they hate the thought of revealing their teeth,” says Dr Russell. “We have many patients come back who report that people used to think they were miserable because they never smiled - now they know differently.”

“Patients return to us reporting all kinds of exciting developments from new relationships to new career prospects. Whatever the state of your teeth, dentistry now has countless, almost immeasurable benefits - it’s an incredibly powerful source for change, both to how you perceive themselves and how you are perceived by others. Never underestimate the power of self-confidence.”

EMILY DAVIES

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A HAPPIER YOU
 Research shows there is more to a smile than meets the eye, so taking good care of it is more important than ever.
 PHOTO: JACOB WACKERHAUSEN

4

TOP TIPS

- 1 **Good all-round oral health** is essential before embarking cosmetic dentistry. A good dentist will do a thorough check-up and recommend any necessary treatment first.
- 2 **A good dentist** will also recommend any necessary straightening before, for instance, veneers, or whitening. This improves the result.
- 3 **Ask for samples** of a dentist's work, before-and-after pictures, and testimonials - it's even better if you are able to contact any past patients who can share their experience. The practitioner may have been your regular dentist for years but they might not be experienced enough in the specific aesthetic procedure you are after. Ask your dentist for an estimate of how long the results will last, and advice for maintaining their longevity.
- 4 **The best candidate** is a patient who has a healthy mouth to begin with. The results will look better for longer if the person has good eating habits, and maintains strict oral hygiene. Regular check-ups and maintenance are a must to ensure long-term satisfaction.

SOURCE: BACD

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KAILESH SOLANKI
 WINNER OF THE BEST YOUNG DENTIST IN NORTH WEST 2008



INSPIRATION



TIP
1
EXPLORE ALL
YOUR OPTIONS

A SUNNIER OUTLOOK
More people are
heading abroad for
dental treatment.
PHOTO: TAREK EL SOMBATI

Take the flight to better teeth

■ **Question:** What drove one man to set up a specialist company and site dedicated to medical treatment abroad?

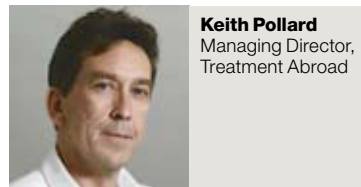
■ **Answer:** For Keith Pollard, it was a natural progression to meet demand from patients in the UK – especially those seeking dental treatment.

HOW WE MADE IT

The landscape of the medical tourism that Keith Pollard now surveys from its peak looks vastly different to when he first began – just five years ago.

Keith, now managing director of the medical tourism specialists Treatment Abroad, was running a health information publishers focusing on the private health sector when in 2005 they realised many of the enquiries they received were focused on not being able to afford treatment in the UK.

Since then, the market has grown in size and interest – enough to generate a site in its own right, Treatment Abroad. Today, 45 per cent of 650 potential patients who recently approached Treatment Abroad were seeking dental treatment, with a typical spend between £3000



Keith Pollard
Managing Director,
Treatment Abroad

and £5000, says Keith, with dental implants the treatment most frequently sought.

“The most simple reason is that you can’t get it under the NHS – dentures are offered instead”, says Keith. He points to a letter on his desk from his own dentist, which quotes a frightening but not unusual figure of £3575 for a dental implant for just one of his teeth.

Dental treatment is an area in which most people will consider seeking private treatment abroad, even if they have not done so with other areas of medicine, points out Keith. Reasons for the increase in people travelling abroad for dental treatment include the reduction in “free” NHS dentistry, high prices for private dentistry, and the increasing popularity of cosmetic dentistry.

Many dentists abroad have UK training or qualifications, Keith notes, a result of the recent shortage of dentists which led to the NHS

recruiting abroad, with Hungary and Poland the countries most recruited from. “Those dentists got the General Dental Council qualification and then thought about either taking UK patients for treatment back in their own countries – or splitting it between their home country and the UK, often with consultation in the UK and treatment abroad”, he says.

Hungary has long been the dental destination for patients from Austria and Germany, with villages along its borders full of dentists awaiting overseas patients from neighbouring nations – and today, Hungary is still one of the most popular destinations for UK dental patients.

Since its incarnation, Treatment Abroad found a similar satisfaction rating to that you would get in the UK, says Keith, with 97 per cent stating that they would go for treatment again and 96 per cent would be happy to return to the same place: today, as demand grows, so the services, and Treatment Abroad, look set to match their pace.

EMILY DAVIES

info.uk@mediaplanet.com

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KEITH POLLARD'S BEST TIPS



Know what you're getting into

1 Check the qualifications and accreditations. Often surgeons and dentists working abroad train and qualify in the UK. Cosmetic dentists may be listed on the General Dental Council's (GDC) register or may be members of the British Academy of Cosmetic Dentistry (BACD).

Do your research

2 Many countries have their own similar associations which regulate the qualification and accreditation of surgeons and dentists.

Be prepared

3 There are many questions to ask the surgeon but the most important aspect is about safety, so grill the surgeon as much as you need until you feel reassured. Some suggested questions include:

■ What professional memberships, training and qualifications do they hold? (Afterwards go to the relevant association's website to verify that their name is on the list)

■ If relevant, have the surgeon and anaesthetist worked together before?

■ Will the anaesthetist perform a pre-operative evaluation? And a post-operative evaluation?

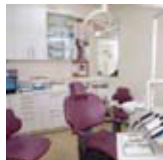
■ Will the anaesthetist take into account the patient's wishes (provided it is safe to do so)?

■ How much recovery time will the procedure entail? How long will you be hospitalised?

■ How soon after the operation can you fly home?

■ Ask to see credentials and 'before and after' pictures.

SOURCE: TREATMENT ABROAD



Dental Treatment at Saint James Hospital, Malta

Malta, an ex-British colony has emerged as one of the strongest candidates for dental treatment abroad. The atmosphere is hospitable and friendly and the medical professionals are trained to high standards, many having acquired their qualifications in the UK.

Saint James Hospital is one of Malta's leading private hospitals and provides a comprehensive range of healthcare services including dental treatment. The Dental Unit at Saint James Hospital is equipped with four state-of-the-art surgeries. The specialists have extensive experience in implant dentistry, cosmetic dentistry and the treatment of complex restorative cases.

“ I was worried about leaving England for dental treatment. I couldn't afford the treatment in England and what I had been offered on the NHS was too basic. So I put my trust in the hands of the Dental Unit at Saint James. I made 3 trips to Malta over a period of 10 months for my treatment and I still saved myself a fortune compared to England! I now have a 'million dollar smile' and I owe it all to the Dental Unit team! ”

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Question: How significant are teeth to your overall well-being?

Answer: A recent survey concluded that brushing properly protected not just your teeth - but your heart and vascular health, too. The health of your mouth, gums and teeth affects your entire body.

THE SIMPLE SECRET TO GOOD HEALTH

A lot of patients want to enhance the look of their smile - but simply improving the look of the teeth is not enough, says Dr Prav Solanki, a doctor who runs several dental and medical sites including The Cosmetic Dentist Guide.

Gum health and all-round good oral health is absolutely key - and a good dentist should refuse to do any cosmetic treatment until good oral health has been established, says Dr Solanki: "If you are keen to improve the appearance of your teeth with, for example, veneers, it is first imperative to establish excellent oral hygiene and get any degree of gum disease under control."

Fear of what a dentist will think of their breath also prevents people from keeping essential appointments, says Dr Solanki - potentially

damaging oral health as well as self-esteem and yet a healthy mouth can be easily maintained with an informed routine.

And if you are among the 80 per cent of people who Dr Solanki estimates never ever floss, you are seriously compromising your oral health. It's well-recognised amongst dentists that the health of the mouth is related to the whole body, says Dr Solanki. Studies have suggested a link between oral infections and gum disease and cardiovascular disease, including ischaemic



Dr Prav Solanki
The Cosmetic Dentist Guide.

strokes, he points out.

The 2005 study by researchers at Columbia University Medical Center provides the most direct evidence to date that preventing gum disease could significantly improve your chances of avoiding vascular problems. The study, which appeared in the American Heart Association's publication *Circulation*, showed that people with gum disease are more likely to suffer from atherosclerosis - a narrowing of blood vessels that can lead to stroke or heart attack.

"This is the most direct evidence yet that gum disease may lead to stroke or cardiovascular disease," said Dr Moise Desvarieux, assistant professor of Epidemiology at Columbia University Medical Center's Mailman School of Public Health

and lead author of the paper. "And because gum infections are preventable and treatable, taking care of your oral health could very well have a significant impact on your cardiovascular health."

And digestive health is also potentially affected, Dr Solanki says - painful or bleeding gums can lead to not chewing properly, which means the necessary enzymes are not produced for digestion.

"Good dentistry is a life-enhancing procedure that must begin with establishing good oral health," says Dr Solanki: "For the sake of your mouth - and for your whole body."

EMILY DAVIES
info.uk@mediaplanet.com



A DEEPER ISSUE
Looking after your teeth is more than a cosmetic issue - it can also benefit your health, studies show.
PHOTO: WEBPHOTOGRAPHER

5

DR SOLANKI'S BEST TIPS

Aim for the best

1 Look for a practitioner who recognises the need to establish excellent oral and gum health before embarking on any cosmetic programme.

Remember to floss

2 By not flossing you miss 30% to 40% of your tooth surface

Find someone to suit your needs

3 See a professional dental hygienist regularly. If necessary, look for a dentist who is specialised in treating patients with phobias

Get a routine

4 Mouthwash can be helpful, for instance during the day after meals, but it is never a substitute for brushing.

Perfect your technique

5 Electric toothbrushes are not necessarily better but they make it easier - it helps you develop a technique, and many have timers to ensure you brush for a certain amount of time on each section and pressure sensors to prevent brushing too hard which can cause gum recession and sensitivity.




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NEWS

TIP
3
EXPLORE ALL YOUR OPTIONS

Go straight for perfection

Question: Why are more adults than ever happily choosing to wear braces?

Answer: Straight teeth are vital to a good smile - and Dr Les Joffe, chief executive of the British Orthodontic Society, attributes the increased popularity of braces to a number of factors.

Orthodontics, stemming from the Greek word of 'ortho', meaning straight, is the branch of dentistry that is concerned with correcting misaligned teeth, whether the result of tooth irregularity, disproportionate jaw relationships or both.

There has been a noticeable rise in the popularity of orthodontics in adulthood; with longer life expectancies than previous generations, and a greater awareness that teeth can last a lifetime, people are taking better care of their teeth and are prepared to invest in the long term appearance of their mouths, knowing that they will live with their dentition for years to come.

A recent YouGov survey carried out for the BOS of over 2,000 adults showed that 45 per cent were unhappy with the appearance of their teeth and that 20 per cent would consider orthodontic treatment. Why? In an increasingly competitive job market, appearance counts more than ever before. In fact re-



CAPTURE HEADLINE. Orthodontic treatment, such as braces, can have a profound effect on more than just your smile. PHOTO: JACOB WACKERHAUSEN

search shows that over 55 per cent of first impressions are based on overall appearance, and people decide whether or not they like some-

one and will do business with them within 10 seconds of a first encounter!

Orthodontic treatment is no long the preserve of the young - people are now being treated well into their 60s and 70s. In fact, a colleague of mine recently completed a case of three generations of one family. As technology in orthodontics continues to develop, braces are now sleeker and less noticeable - making it possible for adults to improve their smile and improve their prospects discreetly.

Advances have led to much more subtle, sophisticated and comfortable alternatives to the 'train-track' braces of old, and adults can be treated with ceramic brackets which blend in with teeth or 'lingual' brackets which are fitted to the back of the teeth.

There is a myriad of anomalies can be successfully corrected through orthodontic treatment including crooked, overcrowded or protruding teeth, closing single or multiple spaces as well as improving bite problems. Not only will treatment enhance the look of the mouth, but will improve the ease with which it can be kept clean, as well as rectifying speech and eating problems.

DR LES JOFFE

British Orthodontic Society

FACTS

Always seek an opinion from a qualified orthodontist for a professional opinion about the diagnosis, planning, treatment and fitting of orthodontic appliances: it's a highly skilled and technically challenging process.

To qualify orthodontists undergo an additional 3 to 5 years of specialised training after qualifying as a dentist. Visit www.bos.org.uk for a free find-an-orthodontist service.

SOURCE: DR LES JOFFE/BOS

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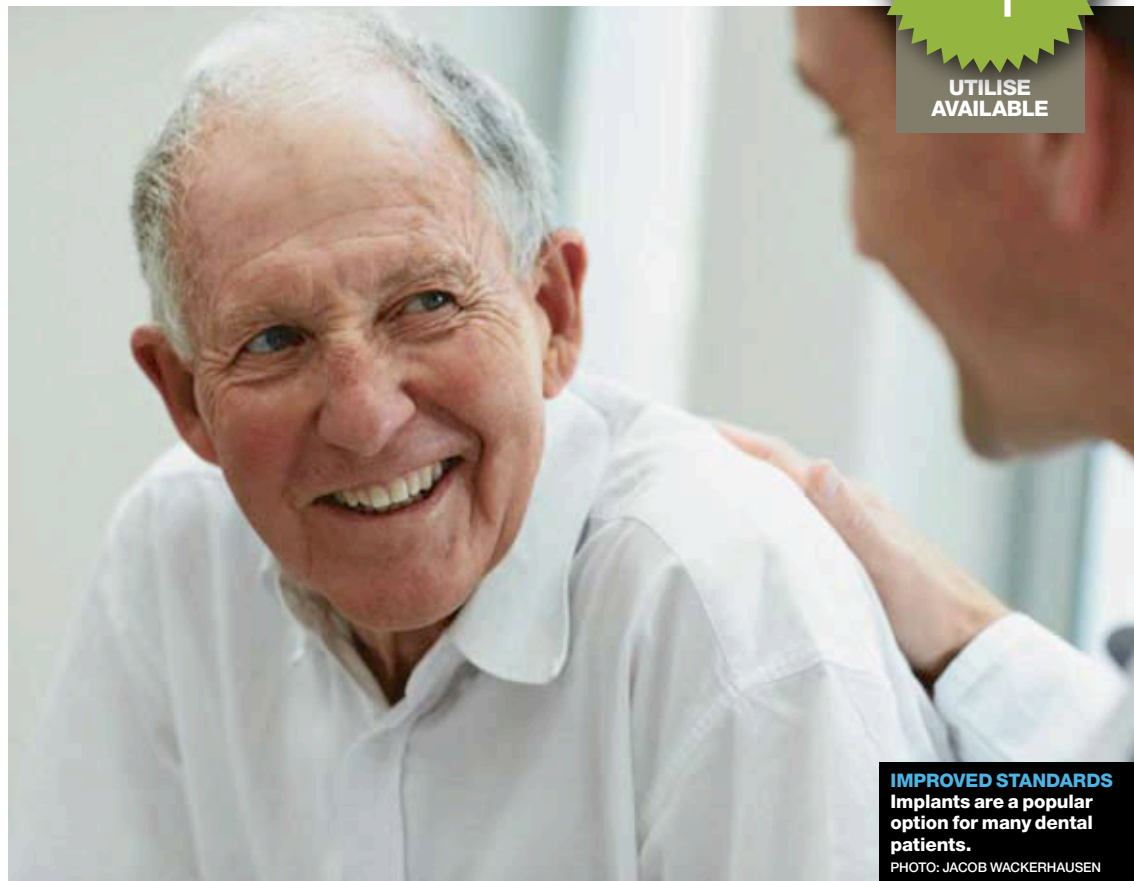
We offer a wide range of teeth-straightening
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is closer than you think.



NEWS

TIP

4

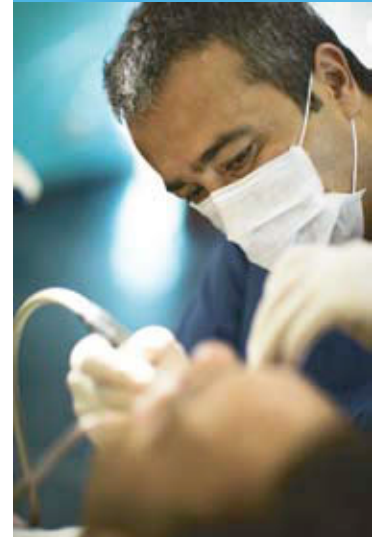
UTILISE
AVAILABLE

IMPROVED STANDARDS
Implants are a popular
option for many dental
patients.

PHOTO: JACOB WACKERHAUSEN



DR BYFIELD'S BEST TIPS



Get the right advice

➔ There are two types of dental implant: the screw-in variety, and the fan or cylinder, which is pushed into the bone.

Their success depends largely on their suitability for the patient. Both types come in varying lengths and diameters for different areas. Fundamental factors to take into consideration are patients' bone type and availability, method of placement and system used. Ask your dentist if their dental implant system is backed by at least 5 to 10 years of clinical research.

Females must ideally be at least 17 and males 19, to ensure their bone has completely finished growing. The main criteria is that the patient is fit and well: my oldest implant patient was 90 and in very good health. An absolutely essential prerequisite is a high standard of gum health and oral hygiene.

It is vital that you can trust your dentist to place it successfully. The General Dental Council divides implant dentists into those who deal with 'routine' cases and those dealing with more advanced cases that require bone grafting or work involving the maxillary sinus - ask what experience your dentist has in placing implants in patients who have similar requirements to you, and keep in mind that all clinicians have a duty to pass on difficult cases to more experienced peers.

Go back to your roots

■ **Question:** What's the significance of implants – and how helpful can they be?

■ **Answer:** Implants are more advanced than ever before – as well as mending broken teeth, they offer the chance of a perfect smile.

Today, patients have higher expectations than ever before when it comes to the appearance and function of their teeth. As we live longer and keep our teeth for more of our lives, the prospect of replacing natural teeth with a denture understandably strikes fear into the hearts of many patients.

When a single tooth splits or decays and has to be removed, patients have a number of restorative options. The placement of a bridge is often used to cover the resulting gap following extraction, in which healthy teeth either side of the extraction site must be ground down to accommodate the new restoration. Cutting otherwise healthy teeth in this way will sometimes cause them to die, potentially resulting in the need for later retreatment. And if bridgework is placed



Dr Stephen Byfield
Board member,
Faculty of General
Dental Practice

over a heavily filled tooth, the extra weight bearing of the bridge can cause the tooth and therefore the bridge to fail.

A dental implant is an artificial substitute for the root portion of your natural tooth, anchored into a pre-drilled socket in your jawbone to support a crown, bridge or secure a denture firmly in place. Implants are made from titanium, a materi-

al well tolerated by bone and which has the advantage of integrating easily with bone tissue.

Dental implants provide the opportunity for patients to replace their teeth with fixed, stable, natural-looking alternatives - and for patients where the majority of their teeth are coming to the end of their life, dental implants offer the additional bonus of serving as a blank canvas, giving them the smile they always wanted.

In the past dental practitioners were reluctant to recommend implants as a predictable restorative procedure. Now, the effectiveness of implants is easily demonstrated and the procedure is extremely accessible.

In patients with good oral health, implant dentistry has proved to be a reliable and predictable alternative to bridges and dentures, and looks set to grow in popularity. So, as always, the message is this - look after your teeth and gums, for the good of your teeth today and tomorrow!

FACTS

■ **In the world of implantology, bone is key.** The bone in your jaw must be strong enough to hold the implant in place. There are techniques that can be used to develop the bone, such as using more of the patient's bone from elsewhere, or by supplementing it with minerals derived from cows or manmade minerals.

SOURCE: DR BYFIELD

DR STEPHEN BYFIELD

Association of Dental Implantology

There's a great, affordable opportunity that's available to you and your family today!



Your teeth are one of your most valuable assets and they are worth taking care of.

It's never worth cutting corners when it comes to your teeth. After all, seeing your smile means so much to your family and friends.

Poor dental health is linked to a variety of serious health conditions¹, so making sure you visit the dentist on a regular basis could be the best way of keeping these problems at bay.

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¹Oral and Dental Research Trust. "The Impact of Oral Disease on Systemic Health. What is the evidence and how big is the problem?" 9th Sept 2008.

Denplan Limited, Denplan Court, Victoria Road, Winchester, SO23 7RG, UK. Tel: +44 (0) 1962 828000. Fax: +44 (0) 1962 840846. Email: denplan@denplan.co.uk Registered in England No. 1981238. Registered address 5 Old Broad Street, London, EC2N 1AD, UK. Calls may be recorded. CAM309 05-10



Denplan
At the heart of dental care

PERSONAL INSIGHT

Alice Kovacs, 33, an occupational therapist from north London, was diagnosed with mouth cancer two years ago. After surgery and radiotherapy she is now recovered and well, and now campaigns to raise funds for and awareness of mouth cancer, and the importance of early diagnosis.

Stay alert - and informed

It began when I first noticed a little bump on the side of my tongue. It wasn't painful or uncomfortable - it just wouldn't go away. I soon became concerned and made an appointment with my GP, by which time I think the bump had been there for a couple of weeks.

I was absolutely gutted at my diagnosis - I remember feeling very angry, hating everyone and hating everything. I couldn't possibly believe that this was happening to me. I was, and still do, leading a healthy lifestyle - I exercised regularly, I didn't smoke, didn't drink. So why me?

But strangely enough my mindset had changed pretty much after that first week following diagnosis: I knew I could beat cancer. I felt there was no question about that: in fact I completely ignored the cancer and the very fact that I had it. I trusted my surgeon, Prof McGurk at Guy's and St Thomas' Hospital - and felt totally safe in his hands. I can-

not thank him enough - the care I received was the best.

And of course it wouldn't have been the same without the support of my family - particularly my close friends and my mum, who stayed with me for a whole month.

I had to have radiotherapy for six weeks. I had a 15-minute treatment every day except on weekends. It wasn't the best time of my life. It involved lots of waiting hours and I also had to get used to the fact that I was always the youngest patient in the room.

Today, the cancer and its treatment haven't had any lasting effects. My tastebuds are just fine - I am very lucky. (I remember reading the very long list of potential side effects when I started treatment!). I have always led a healthy lifestyle and am continuing to do so, including trying to eat more food that's rich in antioxidants.

A life changing decision

I felt that fundraising was the only way I could thank everyone who

POSITIVITY

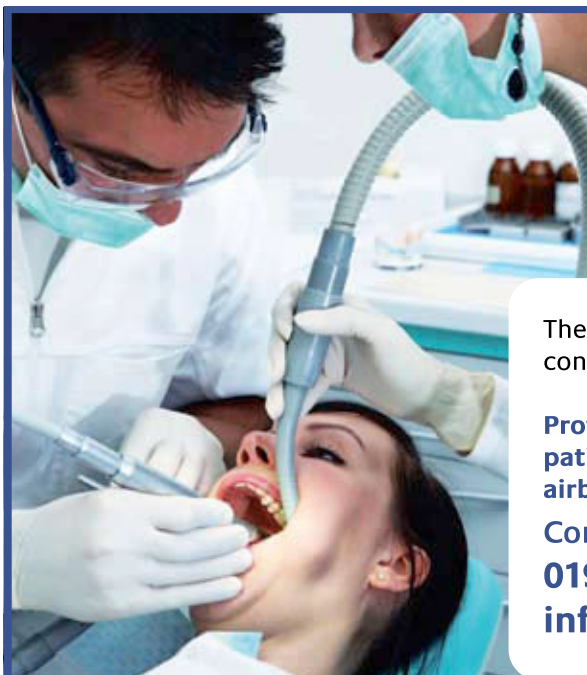
**Alice Kovacs**

After her diagnosis two years ago, Alice campaigns for mouth cancer awareness.

'looked after me' throughout my journey so last year I did the ASICS 10k run to raise money for mouth cancer research - I had done the same run a few times before but last year was different: it was for a good cause! It meant a lot to me and it will always be my special run of the year. Since then I have also done a 10km walk for mouth cancer in Hyde Park.

I now help raise awareness of mouth cancer whenever and however I can - it's so important. I have a friend who very sadly was not as lucky as me and who passed away over a year ago - and he was only 23. Last year I attended a conference my surgeon held to GPs and dentists about awareness which was very interesting and I know how it important that is - I am grateful to my own GP for sending me to a specialist as early as possible.

If anything, having mouth cancer has made me physically and mentally stronger. Having mouth cancer has made me appreciate how precious life is - I live for today.



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