




MCC HEALTH XPRESS

The Healthcare experts

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MCC wins 'Most Admired Retailer of the year - Innovative Retail Concept, 2008' at the India Retail Forum (IRF)

MCC launches Salad Master Cooking Systems from USA

MCC wins Golden Peacock Innovation Award – 2008

MCC wishes good health during this festive season



Mr. Somnath Das
 COO, Manipal Cure and Care

COO's Corner

Manipal Cure and Care (MCC) is proud to inform all its guests that we have won the 'Most Admired Retailer of the Year – Innovative Retail Concept 2008' Award at the India Retail Forum. As an industry leader we have played a significant role in driving the launch of Health & Wellness Standards by Quality Council of India which was unveiled by Dr. R. K. Srivastava, Director General Health Services, Ministry of Health & Family Welfare, Government of India, during IRF - 2008.

At the same time, we also bagged the Golden Peacock Award for Innovation 2008. Well yes, yet another time. This is certainly a proud moment for all of us.

Since its inception Manipal Cure and Care has received several awards and recognitions. For instance, within just six months of operation, we were the first to receive the Golden Peacock for Innovative Product / Service – 2007 Award. Soon after, we received the ACHSI certification for customer safety and service quality. Again for the first time in India.

At Manipal Cure and Care, our endeavor is to change the face of the healthcare sector, introduce India to the concept of preventive healthcare and provide world-class healthcare delivery in malls and high streets. At Manipal Cure and Care, innovation is an on going process. Because we believe that the survival of any business concept rests on continuous innovation that impacts customer experience. Awards simply reiterate the commitment we made to ourselves and our customers - to revolutionize healthcare and provide world-class healthcare delivery.




Tooth jewelry - for a sparkling smile!

After all the piercing and ornamentation, its time to add a little sparkle to your smile. One can now look trendy by having an ornament which can be easily bonded on the tooth surface in just 20 minutes. These tooth gems or tooth jewelry is a crystal which has a three dimensional glass - Swarovski crystals, which is bonded to the teeth.

This is a very simple, non-painful procedure as drilling is not required. The procedure is safe as the normal structure of the tooth does not get damaged. There are lot of shades and shapes available in Swarovski crystals.

This procedure is done in one sitting and in a safe & hygienic environment by our qualified and highly professional dentists.

1. Manipal Cure and Care recieved the IRF award for the 'Most Admired Retailer of the Year - Innovative Retail Concept, 2008'
2. Manipal Cure and Care bagged the 'Golden Peacock Innovation Award 2008'
3. Quality @ wellness-panel discussion at IRF 2008 





Spread a smile!

A beautiful smile is perhaps the first thing people notice about you. At MCC, our SMILE services understand the need for dental hygiene. These services are designed to protect your teeth and ensure optimum health and beauty.

Everyone would like to have a perfect smile, but nature is rarely so accommodating. Even if you're one of the lucky ones who never needed braces. The rough-and-tumble of life, along with habits such as smoking or drinking coffee, invariably result in chips, stains, or an overall undesirable appearance

But not all things in life are as reversible as that perfect smile and bright white teeth. Until fairly recently, there wasn't a lot the average person could do to improve the appearance of teeth beyond having them cleaned once or twice a year. In the last two decades, however, improvements in dental materials and restorative techniques have made it possible for us to have near picture-perfect teeth that resist color changes and are almost as strong as the originals.

If you have been considering ways to brighten your smile or correct imperfections, there has never been a better time to do it. Manipal Cure and Care offers a wide range of services to combat all problems relating to teeth and oral health. Not just healthy, MCC also ensures you feel beautiful. One of the most important benefits of cosmetic dentistry is that the final results are easy to predict. Whether you decide to have a gap filled, a chip repaired or a stain concealed, it is unlikely that you have unpleasant surprises later.

Manipal Cure and Care offers a comprehensive range of services to tackle all these problems. Our cosmetic dentistry wing 'SMILE' offers solutions through state-of-the-art technology and highly qualified paramedical staff. Our services include professional tooth whitening, straitening and alignment of teeth, composite fillings, veneers and laminates, dental implants and ornamental dentistry.

Expert's column



Dr. Achuth Baliga
Implantologist
Medical Advisor and Visiting Consultant,
Dentistry,
Manipal Cure and Care

"At Manipal Cure and Care, we offer safe dental services in a comfortable environment. We take utmost care to ensure

clean and safe sterilization techniques to evade any possibility of cross infection. We use best-in-class equipments operated by expert clinicians to ensure painless and comfortable services of reliable quality, be it root canal, crowns or implants."

Importance of dental cleaning

Good oral hygiene means healthy teeth. Poor oral hygiene can lead to not just gum disease and infection, but also bone loss, heart disease and strokes. Regular check ups and cleaning promise complete protection. Read on!

- 1 Prevent oral cancer**
When you have your teeth cleaned, your dentist is also screening you for oral cancer, which is highly curable if diagnosed early.
- 2 Prevent gum disease**
Gum disease is an infection in the gum tissues and bones and is one of the leading causes of adult tooth loss. If diagnosed early, it can be treated and reversed.
- 3 Help maintain good physical health**
Recent studies have linked heart attacks and strokes to gum disease. It takes just a dental check up to keep you safe.
- 4 Detect dental problems early**
Your dentist will be able to detect any signs of cavities, broken fillings or gum disease and early detection means early diagnosis.
- 5 Use your dental insurance plan**
Dental insurance plans usually pay for all or most of the cost of dental cleaning and check ups every six months. Take advantage of this and stay healthy.
- 6 Prevent bad breath**
Dental studies show that about 85 percent of people with persistent bad breath have a dental problem that is to blame. Regular check ups and cleaning make sure that you have a fresh breath.
- 7 Have a bright and white smile**
Your dental hygienist can remove most tobacco, coffee and tea stains. While cleaning your teeth, your hygienist will also polish your teeth. Result? A whiter and brighter smile!

Tooth Whitening Techniques

Most stains are caused by age, tobacco, coffee, tea or some antibiotics. Most of these stains are easily removable through procedures like over-the-counter whitening systems, whitening toothpastes, and the latest high-tech option-laser tooth whitening. For maximum whitening, experts agree that peroxide is usually the way to go.

Supervised bleaching procedures that are done in-office and at-home are the most popular treatment options. Oral health care professionals at Manipal Cure and Care can advise you on the appropriate type of application and the amount of time needed to whiten your teeth, based on the severity of tooth discoloration and your specific needs.

Bleaching

It is effective in lightening most stains caused by age, tobacco, coffee, and tea. Other types of stains, such as those produced by tetracycline use or fluorosis (too much fluoride) respond to bleaching less reliably

Take care

Overzealous use of over-the-counter home bleaching products can wear away tooth enamel, especially with solutions that contain acid. Therefore, bleaching is a procedure best done under the care of an oral health care professional. When professionally done, applications are controlled so that you don't swallow hydrogen peroxide, ensuring very minimal risks.

Teeth whitening does not produce the same result on all types of teeth discoloration. Yellow tinted teeth would probably have great results with bleaching, while gray tinted teeth might not. It's a good idea to have a dental cleaning prior to having your teeth whitened to remove surface stains.

The tooth nerve chamber is very large in children and adolescents. Because of this, they may experience increased sensitivity, and are more likely to have problems. We do not recommend bleaching for children.

What's available?

At-home Bleaching Kits - The most popular whitening option. Mouth trays are usually made in one visit to our oral health care professional and he / she will recommend a whitening brand suitable for your needs. Some trays are worn for an hour, others through the night.

Bonding - A composite resin that is molded onto the teeth to change their color and to reshape them. The resin material can stain and chip over time.

Porcelain Veneers - These shell-like facings can be bonded onto stained teeth. They are used to reshape and/or lengthen teeth as well as to whiten them.

Whitening Toothpastes - While most whitening toothpastes effectively keep the teeth cleaner and whiter, some are more abrasive than others. The key is to study a product's ingredients.

Visit MCC for professional customized advice.

Best care through the best equipments!

Manipal Cure and Care houses the best of innovations in the field of dentistry to offer accurate and speedy delivery of reports to its guests. One such technology is the Diagnodent pen, introduced in India by MCC. It is an enviable innovation that flawlessly detects all cavities and caries one could develop.



Diagnodent pen is a diagnostic tool which helps in detecting the focal areas susceptible to caries and sensitivity. While the Perio tip helps in capturing the predisposing factors for the destruction of the periodontium.

The Dental chair used in Manipal Cure and Care is specially imported from Gnatus (Unicom) Brazil. It is an ergonomically designed bio-vacuum hygiene system with an oil free and noiseless compressor. The chair also has an in-built X-ray machine with extra safety device, a cordless intra oral camera to capture the picture before and after the procedure, high cutting hand pieces and bleaching unit (Gnatus) for in-office bleaching.

The RVG (radio visio-graphy) for X-rays gives least radiation exposure and also provides for digital storage of images and all records.

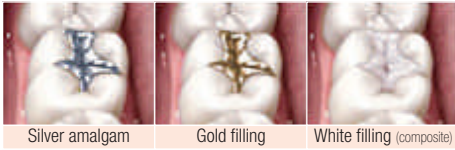
The Intra oral camera allows the guest to see & evaluate the result with the aid of pre and post-operation clinical pictures.



Gain back what you lost!

As time passes, there is always wear and tear. Cavities and discoloration of teeth have become so common with today's lifestyle. But this depreciation can surely be made up for. A few suggestions from our doctors to help you gain back what you have lost.

Filling - A filling is a way to restore a tooth damaged by decay or fracture, back to its normal function and shape. When a dentist gives you a filling, he or she first removes the decayed tooth material, cleans the affected area, and then fills the cleaned out cavity with a filling material. By closing off spaces where bacteria can enter, a filling also helps prevent further decay.



What do we have to offer?

Gold fillings are well tolerated by gum tissues, and may last for more than 20 years.

Amalgam (silver) fillings are resistant to wear and relatively inexpensive. However, due to their dark color and presence of mercury in the filling they are not very safe.

Composite (tooth color plastic filling) resins are matched to be the same color as your teeth. The ingredients are mixed and placed directly into the cavity, where they are hardened by the blue light chemically.

Porcelain fillings are produced to order in a lab and then bonded to the tooth. They can be matched to the color of the tooth. They're hard and resist wear and tear as well as stain.

If decay or a fracture has damaged a large portion of the tooth, a crown, or cap, may be recommended. Decay that has reached the nerve may be treated in two ways: through root canal therapy (in which the damaged nerve is removed) or through a procedure called pulp capping (which attempts to keep the nerve alive).

Root canal - When a mere filling will not solve the problem, most of the times it's the root canal that plays the trick. But there are a lot of misconceptions about root canals that make them unpopular. Here are a few of those misconceptions, demystified by expert clinicians at Manipal Cure and Care.

1 Myth: Root canals hurt

Fact: According to the American Association of Endodontists, the perception of root canals being painful began decades ago when root canal treatments were painful. Today, with modern technology and better anesthetics, root canal treatments are no more painful than having a filling.

2 Myth: Root canals require a lot of visits to the dentist

Fact: At Manipal Cure and Care, we ensure you can have your root canal done in just one sitting, and no more.

3 Myth: Crowns cause the need for root canals

Fact: Crowns do not cause the need for root canal therapy. If a crowned tooth does require a root canal, it is because the tooth has abscessed or that decay has gotten underneath the crown and reached the pulp of the tooth.

4 Myth: Root canals involve removing the roots of the tooth

Fact: When the Endodontist (root canal specialist) performs a root canal treatment, he / she removes the pulp of the tooth. The roots of the teeth are not removed.

5 Myth: Pregnant women can't have root canals

Fact: Pregnant women can and do have root canals. Having a root canal does require a small x-ray, however, the radiation exposure is very minimal and the x-ray is aimed at the mouth and not the abdomen area. Dentists at Manipal Cure and Care will provide you with a lead apron to cover your belly, and ensure your child's safety.

6 Myth: If the tooth doesn't hurt, there is no need for a root canal

Fact: While a throbbing toothache usually results in the need for root canal treatment, many times a tooth can require root canal treatment when there is no pain.

7 Myth: After having a root canal, my tooth is completely restored

Fact: After having a root canal, it is extremely important to make a follow up appointment with your dentist to

have the tooth permanently restored. After the pulp of the tooth has been removed, the tooth can become very dry and brittle. This can make the tooth more susceptible to breaking while you are eating or chewing. Having a permanent restoration will help protect your tooth from fracturing.



Dental Implants - A permanent tooth replacement technique

Dental Implant is an advanced medical technology for the treatment of tooth loss. The procedure has 3 parts

- The implant
- The abutment for the attachment between crown and implant underneath in the jaw bone.
- Crown, bridge or denture just like roots hold natural teeth in place.

Dental Implants are considered as the next best thing to natural teeth. Dental implants work best when conventional methods of dental bridges and dentures prove futile. It prevents further loss of the jaw bone following tooth loss. It can perfectly restore the chewing function and avoids cutting down and overloading the natural teeth which is done in the conventional means of replacing tooth loss.

Braces - A few questions you asked and no one answered

What are braces?

Braces are appliances that the orthodontist uses to correct your bite. These braces are either fixed on to the teeth or rest against your teeth and bring about the desired movement of your teeth.

Why do we need braces?

Braces are used for the rectification of the deviated or crowding or abnormal arrangement of teeth by fixing braces onto the teeth. The causes for abnormal arrangements could be heredity, thumb sucking habit, mouth breathing, trauma or cavities.

Orthodontic treatment should be done at what age?

Although orthodontic treatment can be done at any age they are best carried out in young children of 8-15 years of age. During this age it is possible for the orthodontist to foresee any dental problems that are likely to occur and take preventive measures. The jaws are actively growing by 8-10 years of age. The permanent teeth start erupting by 6-7

What are the procedures involved?

The procedure commences after thorough diagnosis and treatment planning. It is done in three stages. Manipal Cure and Care promises a comforting environment and highly qualified dentists.

Stage 1: Insertion of the implant in the jaw bone

The procedure is performed under aseptic conditions with proper facilities and conditions for oral implant surgery.

Stage 2: Placement of the abutment on the implants

After 3-6 months, the abutment is placed on the implants. Now the impression of jaws is taken for fabrication of the replacement part on the implant for a crown or bridge or denture base.

Stage 3: The replacement part of the implant treatment

years of age and complete erupting by 12-14 years (all except the wisdom teeth). This would therefore be the ideal time to start treatment.

What is the duration of the orthodontic treatment?

The duration of the treatment depends from person to person and from one orthodontist to other. Most jaw molding and jaw corrections carried out during the growing age takes 1-1½ years. Orthodontic treatment with braces often takes 2 - 2½ years.

What are the different types of braces available?

The most common type of orthodontic braces is the metallic type. They are steely in appearance and are used extensively.

For a more natural look, the orthodontist could fix for you ceramic braces or plastic braces that are tooth colored and therefore not noticeable. These of course are more expensive and you have to shell out some more money.

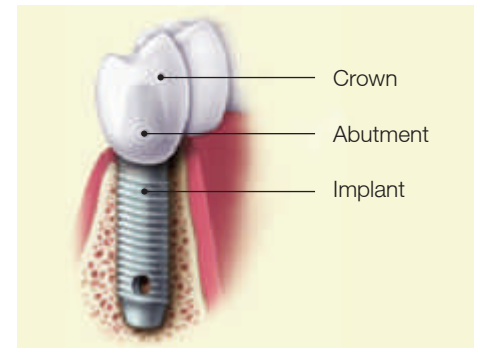
If you are young at heart and want to show off your braces then you should have colored or fluorescent braces.

Gold braces are also available for the

Now the prosthetic part which may be crown or to support the bridge or to hold the denture base for more retention and stability are fixed on to the abutments.

Maintenance of implants:

The maintenance of implants is simple. All one needs to do is rinse your mouth often, floss regularly and use a proper tooth brush. A thorough check up along with scaling and polishing needs to be done once in every 6 months.



classy who want nothing but the best.

Why should you wear the retainer?

Once the braces are removed, the orthodontist will give you a retainer. A retainer is a removable type that you can remove and replace. These should be worn for a few months throughout the day and later for a few hours a day.

One of the greatest challenges faced by orthodontists is the relapse of treatment. This means that teeth tend to go back to the original position.

This occurs due to a number of factors. This is avoided by wearing the retainers that holds the teeth in the corrected position.

The retainers give time for the bone and other tissues around the teeth to adapt to the new position.



Pregnancy and dental health

A baby's mouth and teeth begin to form within the first few weeks of pregnancy. So taking good care of your teeth during pregnancy is imperative to ensure that the dental health of your baby is not affected.

Taking care of your dental health during pregnancy

The most common problems occurring during pregnancy is tooth decay. Caused by bacteria in the mouth, tooth decay can be passed from mother to child through saliva, so get your teeth and gums checked before planning your pregnancy and during pregnancy. Hormonal changes occurring during pregnancy affect the gums, causing bleeding and swollen gums. Tooth decay is caused by what you eat, how often you eat, and how long the food stays in your mouth. But be aware the frequency of eating sweets or sticky foods increases the risk of tooth decay and also the health of your gums. Nausea and vomiting can occur during pregnancy. Frequent vomiting can leave stomach acids in your mouth causing

wear and tear of the enamel and make teeth susceptible to decay.

To keep your teeth and gums healthy

It is very important to brush your teeth at least twice a day with a toothpaste that contains fluoride, taking extra care to clean carefully along the gum lines and to floss daily. Eat a variety of healthy foods like green vegetables and fruits. Limit foods that are sweet or stick to your teeth, as they increase the risk of tooth decay. Do not brush your teeth for 30 minutes after vomiting. The stomach acid combined with brushing may erode the tooth enamel. Rinse your mouth with water, or use a fluoride mouth rinse to clean your mouth and protect your teeth. Avoid smoking and drinking alcohol during pregnancy.

Professional dental care

Regular dental cleaning and checkups can be done safely at any time during pregnancy. Be sure to tell your dentist or oral hygienist that you are pregnant. Any pain, swelling or infection in your mouth should be treated immediately because this can affect your health & your baby's health.



Interesting trivia on teeth

- Babies first teeth usually come in on the top front. They start coming in when they are about 6 or 7 months old.
- A child will usually have 20 teeth by age 2.
- A child will usually lose his first tooth when he is about 7.
- George Washington did not have teeth made out of wood, but he did have teeth made out of hippopotamus teeth. He also had teeth made out of ivory, lead, human teeth, cow and sheep's teeth.
- The hardest thing in your body is the enamel on your teeth.
- Mammals have two types of teeth - primary teeth and permanent teeth.
- Your teeth started forming before you were born.
- The bristles of toothbrushes were originally made from the hair of hogs and cows.
- The real name for baby teeth is milk teeth.
- A Chinese dentist once built a tower out of 28,000 human teeth.
- Sharks have at least 40 sets of teeth in their life time.
- Teeth are covered with a hard enamel called a crown. Inside your tooth you have dentine and the pulp of your tooth. Each tooth is attached to your jaw socket and has blood vessels and nerves. 2/3rd of the length your tooth is in the gum.
- Turtles have no teeth
- One in every 2,000 babies is born with a tooth.
- A mosquito has 47 teeth.
- Every person has a unique tongue print.
- The mammal that has the most teeth is the long snouted spinner dolphin with 252 teeth

Sticky Foods

These are foods that stick to the teeth and cannot be removed easily or without brushing the teeth. For instance - chocolates, candies, chips, burger and among others.

How do sticky foods affect the teeth and gums?

The food which sticks to the teeth act as food for bacteria in the mouth causing the release of acids, which in turn changes the basic P^H of saliva to acidic P^H.

Sticky foods stick to the teeth for a long duration, leading to de-mineralization of enamel, making it susceptible to cavities. The enamel is the hardest organ in the body which is a protective covering to prevent injury to the nerve in

the tooth. Teeth become sensitive to hot and cold food products due to loss of enamel and decay.

Cleaning of teeth by ultrasonic instruments at our centers help in prevention of plaque and its associated problems. Dentists at Manipal Cure and Care also offer advice on dental sealants a protective plastic coating that can be applied to the chewing surface of the back teeth and fluoride application to avoid de-mineralization due to sticky foods.

Good Oral Hygiene

Good oral hygiene (mouth hygiene) helps to reduce plaque and prevent gum disease. (Good oral hygiene also help prevent tooth decay.) Good oral hygiene means:

- Regular brushing of teeth to clear plaque and debris - at least twice a day. Fluoride toothpaste is recommended.
- Daily flossing to remove plaque from between the teeth.
- For those who are unable to use a toothbrush, regular rinsing with an antiseptic mouthwash.
- Children should be taught good oral hygiene when they're young.
- Regular dental checks. A dentist can detect excessive plaque and remove calculus. Early or mild gingivitis can be detected and treated to prevent the more severe periodontitis.
- If you smoke, you should aim to stop smoking.

Flossing

Flossing is an essential part of the tooth-cleaning process because it removes plaque from between the teeth and from the gumline, where periodontal disease often begins. Flossing is important in the fight against gingivitis and dental decay.

The goals of 'brushing' and 'flossing' are the same - to remove plaque and food debris from the mouth. Seventy percent is removed by brushing; thirty percent is removed by flossing. By not flossing, almost a third of the available tooth surface remains covered with bacteria.

The most common question about flossing is when to do it. It doesn't really matter as long as it gets done about every 24 hours.

There are a variety of flosses that are available in the market. We have woven floss, floss embedded with fluoride, floss coated with Teflon®, uncoated floss, whitening floss, thin floss, thick floss, a variety of flavored flosses, and others. Find floss that works for you.

There are also gadgets you can use to remove the bacterial plaque from between

your teeth if you just can't manage floss. There are flossing machines, floss holders and floss substitutes. Manipal Cure and Care's oral hygienist will be able to help you get over any hurdles there may be.

Children don't have to worry about flossing their teeth, as long as they brush after every meal. Children should use dental floss, especially after they also have all of their permanent teeth in place. It is important for them to floss because gum disease usually starts at an early age, although it may not show up for several years.

Guest testimonial



Ms. Bernadette Pinto

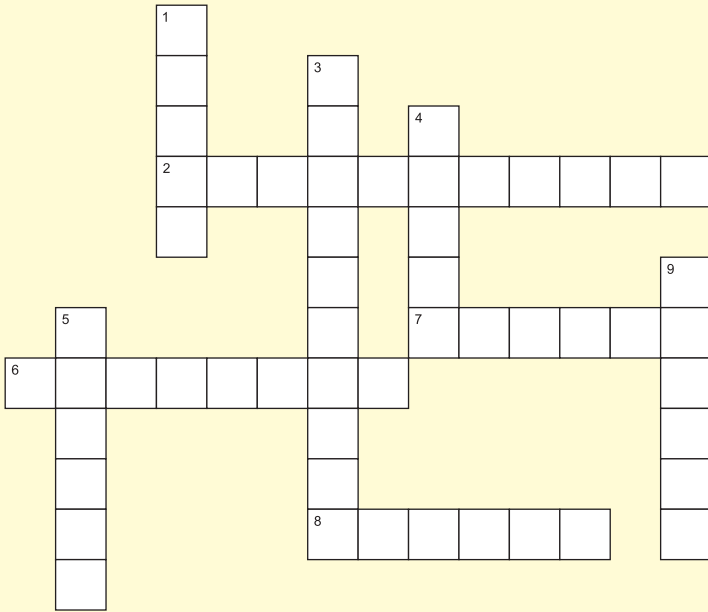
Sr. Business Analyst
North America Project Management Office
Oracle India Pvt. Ltd.
Prestige Blue Chip, Hosur Road,
Bangalore

"I was in for a pleasant surprise last week when I, out of curiosity dropped in at the Manipal Cure and Care 'Wellness Carnival' venue in the office campus organized by the company I work for. I came away cheerful and happy which is not a disposition most of us return with after a visit to the doctor! I was struck by the

pleasant and courteous attitude of the attending staff who introduced the services to us. To me the services on offer were so innovative since one would think that a 'free medical checkup' would only include the mundane BP, pulse, eye, height/weight checkups. We were treated to a pretty thorough analysis of foot, cosmetic, dental and BMI conditions. Advice was given without an ominous ring to it and I appreciated the cautionary suggestions also offered. I was certain that I would never have done these specific

high-end checkups during my annual medicals and here I was getting exclusive time with qualified therapists for free! The icing on the cake was when we were offered add on 'free checkup coupons' for more services at Manipal's 'Wellness Centre'. I understand that if I was to step in there, I would never feel that I was in a hospital or clinic and I can very well imagine that after the treat I was in for at our 'Wellness Carnival', I am definitely looking forward to visiting their centre. Thank you Oracle India and Manipal Cure and Care".

CROSSWORD



Across

2. Healthy and non-contaminating cooking systems launched by MCC in India
6. Important ingredient to look for in a toothpaste
7. Hardest thing in the human body
8. A slow moving reptile with no teeth

Down

1. _____ helps remove plaque from between the teeth.
3. The instrument that flawlessly detects all cavities and caries.
4. MCC's cosmetic dentistry wing
5. Deposits on the teeth that causes dental caries
9. Most common teeth whitening technique

All correct entries can avail

Free Dental consultation worth Rs. 250

Offer valid till 31st October

Name:

Address:

Date of Birth:

Sex:

Mobile No.:

e-mail ID:



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Bangalore:

Koramangala: #744, 80 Feet Road, 4th Block, Koramangala, Bangalore - 560 095. Call: (080) 3989 3979

Sarjapura: Total, III Floor, Sarjapura Road, Varthur Hobli, Bangalore - 560 037. Call: (080) 3989 3979

Mumbai:

Andheri: Mega Mall, 2nd Floor, S-9, Intersection of 90 ft. DP Road & Malad Link Road, Oshiwara, Andheri (W), Mumbai - 400 104. Call: (022) 3206 9558 / 583

Bandra: Link Corner, Plot No. 482, Corner of 24th & 33rd Road, Off Linking Road, Khar (W), Mumbai - 400 052. Call: (022) 3989 3979

Pune:

#327, Connaught Place, CTC #28, Bund Garden Road, Pune - 411 001. Call: (020) 3989 3979

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