



Dear Colleague,

September is Colgate Oral Health Month, a month-long campaign in partnership with the BDA to help focus all our minds on how to improve oral health.

As clinicians, we are trained to diagnose disease and provide appropriate treatment. We must also recognise health and play our part in helping our patients preserve it.

The challenge for us all is to communicate preventative advice effectively and motivate and encourage our patients to take charge of the care of their mouth.

The main objective of this CPD course is effective patient communication, which encapsulates the ethos of Colgate Oral Health Month.

To receive your CPD certificate, please follow the instructions in the accompanying DVD and return the completed forms to the freepost address provided.

We always look forward to receiving your feedback. Please write to us at professionalrelations_uk@colpal.com or visit us at www.colgateprofessional.co.uk

The Colgate Oral Health Month campaign is grateful for the support of the BASCD Consultants Group, the BDA Health & Science Committee and in particular to Professor Liz Kay for their invaluable guidance and encouragement.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Anousheh Alavi', with a stylized flourish at the end.

Anousheh Alavi, BDS MSc FDSRCS(Edin)
Colgate Professional Relations-UK