

06 January 2015

## DENPLAN LAUNCHES ONLINE DENTAL TIPS CALENDAR IN SUPPORT OF DRY JANUARY

Denplan, the UK's leading dental payment plan specialist, has launched a special online dental tips calendar this month in support of Alcohol Concern's Dry January campaign, which challenges people to go booze-free for 31 days during January.

The advent-style calendar reveals a dental tip or fact each day in relation to alcohol and oral health, as well as several exciting competitions with specially selected prizes to help those taking part in Dry January to abstain from alcohol.

Henry Clover, Deputy Chief Dental Officer at Denplan, commented: "Dry January is a fantastic campaign that really makes people rethink their drinking habits, not just for the month but often for the rest of the year, and Denplan is keen to support the cause.

"Most people are aware of the effects that alcohol can have on the body, however the effects it can have on your oral health are less well known despite the fact that they can be just as serious. Excessive alcohol consumption is linked to mouth cancer, and can also increase the risk of acid erosion, tooth decay, and a dry mouth. That's why our online calendar highlights the different ways that alcohol can affect the mouth, teeth and gums, in a light-hearted and interactive way, as well as providing other useful oral health information. We hope the little facts, tips and prizes will be helpful to participants and encourage them to take good care of their oral health."

Prizes include a top of the range coffee machine, non-alcoholic food and drink goodies, and items to encourage health and fitness.

To view Denplan's dental tips calendar for Dry January, visit [www.denplan.co.uk/dryjanuary](http://www.denplan.co.uk/dryjanuary)

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### *About Denplan*

Denplan Limited is the UK's leading dental payment plan specialist; with more than 6,500 member dentists nationwide caring for approximately 1.7 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for over 25 years and today the company is owned by Simplyhealth. Denplan has a wide range of dental plans for adults and children,



enabling patients to spread the cost of their private dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life. For further information visit [www.denplan.co.uk](http://www.denplan.co.uk)

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### ***About Simplyhealth***

- Simplyhealth became its own brand in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, its family of health companies
- Simplyhealth has been providing healthcare solutions for 140 years, and is dedicated to serving its customers and patients through a variety of cash plans, dental plans, private medical insurance, self funded health plans and mobility and living aids
- Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority
- Simplyhealth as it stands today, now covers nearly four million people with health plans (more than any other company) and helps 20,000 companies with their employees' health
- Simplyhealth is committed to making a positive impact on its communities. Each year, it donates over £1 million to health related charities and causes

For further information: [newsroom.simplyhealth.co.uk](http://newsroom.simplyhealth.co.uk)