

PERFECT SET

LEANNE CAMPBELL, 25, A SALES EXECUTIVE, FROM WALLSEND, WANTS A PERFECT SET OF CHOMPERS. THE **COSMETIC DENTAL CLINIC** TEAM HAS TAKEN UP HER CHALLENGE AND EACH MONTH SHE WILL COMPLETE A TREATMENT 'DIARY' SO WE CAN GAUGE HER PROGRESS

My appointment was with the lovely Dr Andy Stafford. But before my treatment started we sat down and discussed what was set to take place. The plan of action was to start with my upper right hand teeth.

I already had two old-fashioned silver fillings that needed to come out as there were signs of cracking. One of my teeth was also showing the start of a small cavity. Some numbing gel was placed on my gum ready for my injection - it tasted lovely as it was bubble gum flavour. From previous experiences I was really not looking forward to the injections, but with the numbing gel kicking in I did not give it a second thought.

Once I had been given my injections, Dr Andy Stafford made a start with a scale and polish while we waited for the injection to take effect. My scale and polish was very pleasant and - it felt like my electrical toothbrush but with a

power jet attached to it.

To be honest I was kept blissfully distracted by the stunning chandelier, which was set in the middle of colourful lights. I kept feeling myself going in and out of a trance which makes a change from gripping onto the sides of the dentist chair.

My silver fillings were removed, a cavity from one tooth filled and all were replaced with colour-matching fillings. They now look really healthy and I can't believe the difference it makes. The whole treatment took just over an hour but it was definitely worth the jaw ache.

I normally cannot wait to get out of that chair but today was a whole new experience.

My fear of the dentist at the moment has officially disappeared...for now at least.

● **The Cosmetic Dental Clinic is at 2 Old Eldon Square, Newcastle. For more information contact: (0191) 260-3688 or visit www.thecosmeticedentalclinic.com.**



CUTTING edge

ONE OF THE BEST-KNOWN NAMES IN HAIRDRESSING HAS COME TO TOWN. **KAREN WILSON** CHECKS OUT THE NEW SASSOON SALON ON NEWCASTLE'S GREY STREET

IT'S the first Sassoon salon to open in 15 years. And while Liverpool may have got City of Culture, Newcastle was the first choice for the chain of hair salons that's been at the forefront of iconic hair design for 50 years.

Of the 10 UK salons, six are in London and only four are in the regions including Glasgow, Leeds, Manchester and Cardiff. As far as cities go, you have been deemed hip for Sassoon to come to town

Director Francis Emehete, who has around 20 years experience, said: "We've been wanting to open here for quite a while and Newcastle has come along so much in the past few years. It feels like the right city at the right time.

"The clients we've had in are very clued up



about what they want and are very open to change." Whilst Vidal Sassoon himself is no longer at the helm - he sold to Regis Corporation, the largest hair salon chain in the world, in 2002 - the legacy of his avant-garde thinking and bold, strong shapes are still prevalent.

Said Francis: "The Sassoon philosophy is very different. It's all about the cut rather than a hairstyle. It has to be right for the client's face shape and bone structure."

It all sounded very impressive so I was eager to let the experts set to work on my limp locks. Scotsman James Dodds, who has moved up from one of the London salons, sat me down for a consultation while I vaguely waffled on about volume and bounce.

He's a cutter (not of the self harm variety) rather than a colourist - and at Sassoon it's a case of never the twain shall meet. You get good at one or the other, and then specialise.

Although he's more used to dealing with



supermodels in New York, James seemed to know what I meant. "I'll make it really sexy," he promised. A personalised spa experience was next - in other words I was given a head massage at the basin.

The Sassoon products chosen for my hair type (only available in the salon) certainly seemed to do the job though - as I don't remember my hair ever feeling so soft. If only pay-day wasn't so far off, I would've stocked up.

I ask Francis about the trends we can expect to see in 2008, but he seems to regard having beautiful hair in great condition as more important than slavishly following trends. Although he will say that fringes are set to stay and that cuts will become shorter and stronger.

Although the salon only opened at the end of 2007, it would seem that demand is strong. "We've never had so many clients rebook in such a short space of time," said Francis. So maybe the words "Newcastle" and "style conscious" do go together after all.

Sassoon is at 5 Grey Street, Newcastle. Appointment times: Monday to Friday 9.30am-5.15pm with late opening till 8pm on Thursdays. Saturdays 9am-4.30pm and Sundays 11am-4pm. Students get a 20% discount and there's 10% off any repeat bookings for haircuts made within six weeks or 15% off within four weeks. Tel: (0191) 232-3607.