

## Media Release

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### Sheffield dentist backs calls to reduce sugar in diets

One of South Yorkshire's leading dentists has backed calls for action to cut sugar consumption levels in a bid to reduce tooth decay and rising obesity.

Dr Nigel Rosenbaum, principal at One80dental, Sheffield, is supporting new draft guidance from the World Health Organisation (WHO) to halve daily sugar from 10 to 5 per cent of total energy intake – or six teaspoons.

“What is tragic is that tooth decay – which causes so much pain and misery – is largely preventable,” said Nigel, who is also a clinical teacher in implant dentistry at the University of Sheffield.

“Sugar is the most important factor in the development of tooth decay and so a concerted campaign to educate children and parents and initiatives such as better food labelling would be welcome.

“But we also need to remember that it's not just the amount of sugary drinks and confectionary that children eat that is so harmful to teeth, it's the continuous consumption during the day.”

A report last year revealed that although levels are coming down nearly 30 per cent of children in Sheffield aged five have tooth decay.

Nigel added: “When you think that five or six teaspoons of sugar is equivalent to one can of fizzy drink, you can see what a tough challenge this would be but it's definitely a step in the right direction. As a specialist prosthodontist, that is a dentist who replaces lost teeth, I see the damage done when it is too late, every day.”

One80dental brings together brings together specialists undertaking advanced restorative and implant dentistry at its state-of-the-art centre on Baslow Road, Totley. The practice receives referrals from across South Yorkshire and the North Midlands as well as hosting training courses for the dental profession.

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