

Write of passage

A 74-page tome by a respected Sydney practitioner is so informative, it could actually send dentists out of business. Dr Eli Gold tells all to **Kerryn Ramsey**

Dr Eli Gold of the Burwood Dental Centre in Sydney's inner west doesn't pull any punches when discussing oral health.

"I hate the fact that people dismiss tooth decay with the phrase, 'I have a hole in my tooth.' It would be much better if they said, 'Oh no! I'm suffering from *tooth cancer!* Then people might sit up and take notice about the condition of their teeth."

It was this passion for oral health—and helping people—that inspired Dr Gold to sit down and write a book. He had been taking notes for years but the impetus to actually start putting it all together came from—of all people—ex-PM Kevin Rudd. "It was back in 2007 when I saw Kevin Rudd make the pronouncement that climate change was the greatest moral challenge of our lifetime," Dr Gold explains. "And I remember thinking that Australia was also facing the greatest oral challenge of our lifetime."

That was all Dr Gold needed to get going. He wanted to create an informative, easy-to-read book on oral health that people would want to buy. He employed an illustrator to add some cartoons and had the finished product professionally edited—by one of his patients. "I was talking to her about the book and she liked the concept so much, she agreed to help me with the editing," explains Dr Gold. In 2010, his 74-page book, *How To Put Your Dentist Out Of Business*, was launched.

This self-published book was originally only for sale at Dr Gold's Burwood practice but recently he released an e-book version on Amazon. With sales of over 1000 copies, it has been an unmitigated success.

"The book doesn't enable people to fix themselves but it may well motivate the general public to go to the dentist and take their kids. It's written purely from the point of view of prevention. If you have teeth that are crooked, you

PHOTOGRAPHY: RICHARD BIRCH

