

## **The demand and provision for cosmetic dentistry in the UK**

### **Participant Information Sheet**

My name is Rizwana Lala. I am a researcher at The University of Sheffield. Before you take part in this study it is important for you to understand why this research is being undertaken and what it will involve. Please take your time to read this information and talk with friends and family if you wish.

#### **What is the purpose of the study?**

The purpose of this study is to understand the scene of cosmetic dentistry, what people understand by cosmetic dentistry and why people may want to have cosmetic work. People have different perceptions of a beautiful smile. I want to understand what influences people's understanding of a lovely smile and what may motivate them to change the appearance of their smile. I also want to explore the places where people have cosmetic dentistry. I am genuinely interested in your experiences of cosmetic dental care.

By having a greater appreciation of the reasons behind people's desire for cosmetic dentistry and the places where people seek cosmetic work, I aim to make recommendations to key organisations involved in practice of cosmetic dentistry to improve people's experiences.

#### **Why have I been invited?**

You have been invited to take part in this study as you are considering having, planning to have or have had cosmetic dental work done.

#### **Do I have to take part in the study?**

I think you can make a valuable contribution to help understand people's experiences of cosmetic dentistry. But you do not have to take part, it is your choice.

#### **What will I have to do if I agree to take part?**

The study will involve me coming to talk with you in detail about your experiences of cosmetic dentistry. I will do this by interviewing you individually in private. I will record the interview with a digital voice recorder but your views will be kept confidential, I will not use your real name.

You can choose where the interview will take place. The interview will last about one hour. During the discussion you will not have to say anything you are uncomfortable with and you can leave the discussion at any time without giving a reason.

I would like you to keep a diary for three days and note or take photographs of the people, conversations or things that you think may have influenced your decision to have cosmetic care. You will be able to choose the format you use to record your diary i.e. paper diary, voice recordings using your mobile phone, or a digital diary using your computer or app on a mobile device.

#### **What are the possible benefits of taking part?**

Although the study will not benefit you directly, by having a greater appreciation of the motivations behind people's desire for cosmetic dentistry and the places where people

## **Participant Information Sheet**

seek treatment, I aim to make recommendations to key organisations involved in practice of cosmetic dentistry to improve people's experiences in the future.

### **What are the possible disadvantages or risks of taking part?**

Your confidentiality and anonymity will be preserved at all times. You can refuse to participate in the study at any stage and you will not be asked to give a reason for this.

### **What if there is a problem or something goes wrong?**

If you decide to become involved and you feel there is a problem with the study your concerns will be taken seriously.

If you have a concern about this study, you should contact Ms Rizwana Lala either by email on [r.lala@sheffield.ac.uk](mailto:r.lala@sheffield.ac.uk) or by telephone on 0114 215 9319

If you are still unhappy and want to make a complaint you can do this by writing to the postgraduate administrator on [pgtdental.admin@sheffield.ac.uk](mailto:pgtdental.admin@sheffield.ac.uk) and your complaint will be managed by a member of staff not involved in the study.

### **What if I want to complain?**

We hope there is no need for you to complain but should you feel there is something you wish to raise as a formal complaint about this study you can do this by contacting Ms Rizwana Lala either by email on [r.lala@sheffield.ac.uk](mailto:r.lala@sheffield.ac.uk) or by telephone on 0114 215 9319. You can also contact Professor Barry Gibson by email on [b.j.gibson@sheffield.ac.uk](mailto:b.j.gibson@sheffield.ac.uk) or by telephone on 0114 215 9322.

### **Will anyone else know I've taken part in the study?**

It is very unlikely that anyone apart from our research team will know you took part. I will not use your real name or address. All the information from the study will be kept securely at the University of Sheffield.

### **What will happen to the results of the research study?**

The results will be published in a PhD thesis, scientific journals and other publications. The results may also be shared with different bodies involved in regulating the practice of cosmetic dentistry. However your views will always be anonymised.

### **Who is organising and funding the research?**

The study is being organised by Ms Rizwana Lala, who is a Clinical Lecturer in Dental Public Health in the School of Clinical Dentistry.

### **Who has approved the research study?**

This study has been approved by the University Research Ethics Committee.

### **Additional information**

Due to new data protection legislation we need to let you know that The University of Sheffield will act as the Data Controller for this study. This means that the University is responsible for looking after your information and using it properly.

In order to collect and use your personal information as part of this research project, we must have a basis in law to do so. The basis that we are using is that the research is 'a task in the public interest'.

.

### **Contact details**

If you want to know more, or you have a question about the research study, please feel free to contact me:

**Ms Rizwana Lala**

## ***Participant Information Sheet***

Contact Telephone Number: 0114 215 9319

Email: [r.lala@sheffield.ac.uk](mailto:r.lala@sheffield.ac.uk)

Or by writing to: School of Clinical Dentistry, Claremont Crescent, University of Sheffield, Sheffield, S10 2TA