

London's Smile gurus

There's been a boom in the number of Londoners getting instant smile makeovers. We find out how safe and effective they really are

BELLA
BLISSETT



ACCORDING to a recent survey by Mintel, the most sought after celebrity smile is Kylie Minogue's. Our obsession with the look of our own — and celebrities' — teeth has led to the rise of the quick-fix "smile makeover". London's dental practices are now looking more like spas, offering everything from instant veneers, fillings and crowns to diamond

polishes and the latest technology in pain-free teeth whitening. Suddenly, improving your smile has become as easy as popping into your local salon for a lunchtime facial or getting a walk-in appointment at a nail bar post-work and pre-party.

But do these new wonder treatments do what they claim — and how do we know if they are safe? We asked dentists and British Association of Cosmetic Dentistry (BACD) board members James Goolnik and Dr Tif Qureshi to rate London's new smile makeovers to see if they are really worth the money and got two writers each to test one out.

LONDON SMILING THE ALL-ROUND MIRACLE WORKER

How it works: London Smiling makes a visit to the dentist feel like a treat. Offering clients a "knife-free facelift", Dr Uchenna Okoye (the official dentist on Channel 4's Ten Years Younger) specialises in improving every aspect of your smile. By correcting gaps in the teeth with veneers or crowns and realigning the jaw, Dr Okoye can restructure the lower part of the face and plump out deep-seated lines. For the full works, the clinic is BACD-approved to administer Botox and dermal fillers. You can even have your



nails done during the procedure — and have a wardrobe overhaul by one of Nicky Hambleton-Jones's (another Ten Years Younger expert) stylists.

Good for: ageing smiles with a sagging jawline and deeply etched lines.

Ouch factor: Dr Okoye uses the “wand” — a new pain-free way of administering anaesthetic to the gum. Catching up on Sex and the City (or your choice of DVD) throughout the treatment will make you wish you could do the whole thing every day
Dr Tif Qureshi: “Full smile makeovers can definitely have an anti-ageing effect and help boost one’s confidence, providing you visit a properly qualified cosmetic dentist.” (www.bacd.com).

Price and contacts: from £175 to £30,000 at London Smiling, 020 7636 7616, www.londonsmiling.com.

THE WELBECK CLINIC ONE-DAY VENEERS

How it works: if you need an instant fix, Dr Joe Oliver uses photo-imaging technology to scan your teeth and show you your options, including gum sculpting, teeth straightening and gap

closing. He can create a perfect set of permanent porcelain veneers in one day, rather than the usual two weeks.

Good for: those who have a special event to attend and need results instantly

Ouch factor: a small “scratch” as the local anaesthetic is injected.

Dr Tif Qureshi: “Having an extensive treatment, such as veneers, completed in one day may be convenient for patients with busy lifestyles. However, under the traditional procedure the dentist will provide temporary veneers to be worn for two weeks, so adjustments can be made before the new smile is fitted permanently.”

Price and contact: £975 per veneer at the Welbeck Clinic, 20 Welbeck Street W1, 020 7467 5411, www.thewelbeckclinic.co.uk.

WWW.SUPER-SMILES.CO.UK MOBILE TEETH WHITENING

How it works: a Super Smiles “smile technician” will come to your office or home in a van rigged with all the equipment needed to carry out BriteLite whitening. You sit in a

dentist’s chair while a hydrogen-peroxide formulation is activated by UV lamps to remove stains from coffee, red wine etc.

Good for: coffee addicts who don’t have the time to book into a surgery.

Ouch factor: they claim the procedure is quick and painless.

James Goolnik: “The people offering this whitening treatment are not dentists and, therefore, according to General Dental Council guidelines, they should not be carrying out this business.”

Price and contact: £60 for a 30-minute session, 0845 643 0667, www.super-smiles.co.uk.

LONDON CENTRE FOR COSMETIC DENTISTRY WY10 WHITENING

How it works: one of the new whitening systems, it promises to lighten teeth by

up to 14 shades in a 20-minute treatment. Dr Mervyn Druian (co-founder of the London Centre for Cosmetic Dentistry) claims that its whitening gel contains a purer form of hydrogen peroxide than other whitening procedures and is combined with an organic activating ingredient that kick-starts the process of stain removal.

Good for: those with sensitive teeth

Ouch factor: they say it’s painless and liable to create less sensitivity than other bleaching techniques.

James Goolnik: “Any methods of

whitening that use hydrogen peroxide will be effective, although I have not seen any clinical studies proving this method to be particularly fast.”

Price and contact: £775 at the London Centre for Cosmetic Dentistry, 93 Haverstock Hill, NW3, 020 7722 1235, www.londoncosmeticdentistry.co.uk.

THE AQUA DENTAL SPA CEREC DENTAL RESTORATIONS

How it works: the Aqua Dental Spa has recently launched CEREC (Chairside Economical Restorations of Esthetic

Ceramic) which uses computer-aided design technology to take a digital image of the mouth instead of using traditional (and uncomfortable)

impression trays. This is sent to an on-site milling system which produces the relevant restoration — from filling replacements, crowns and veneers — of the perfect size and colour for you within 20 minutes.

Good for: those who can’t face the drilling, multiple injections and myriad appointments that accompany traditional restorations.

Ouch factor: it’s all done under local anaesthetic and in one visit so the pain — and inconvenience — is minimal.

James Goolnik: “CEREC provides an alternative way of making a porcelain crown, veneer or inlay and saves a patient visit.”

Price and contact: from £695 at Aqua Dental Spa, 24-5 Manchester Square, W1; 020 7935 5332, www.aquadentalspa.com

PS... If you want to get a Hollywood smile and contribute to a good cause, from now until Sunday the BACD is encouraging more than 800 registered dental practices around the country to donate fees from whitening to the “Facing the World” charity which helps children from developing countries with facial disfigurements. Visit www.bacd.com to find your local participating dentist.

PUT TO THE TEST

DENTEXCEL

OPAESCENCE CHAIRSIDE WHITENING

How it works: first Dr Cohen inserted a gumshield to keep my lips out of the way and squeezed a protective liquid along my gum line, carefully covering any areas that might be prone to sensitivity. This liquid set instantly under the UV light, which was an odd but not unpleasant sensation. He gently brushed hydrogen peroxide gel on to the front of each tooth and a warm plasma arc light was applied for 10 minutes while I lay back with my eyes shut behind protective shades. The process was repeated three times, after which my teeth were a few shades lighter without looking garishly Hollywood.

Good for: those who want a painless, subtle whitening effect.

Ouch factor: I barely felt a thing, though the plasma light’s ticking was fairly torturous.

Dr Tif Qureshi: “Opalescence bleaching is a safe and effective whitening procedure

and is a quick alternative to traditional in-surgery whitening.”

Price and contact: £349, but a home bleaching kit, which can also be used as a follow-up, is £199. 23 Harley Street, W1, 020 7636 9393, or City Practice, 1c Angel Court, EC2, 020 7796 9393.

CONNIE ALLFREY

TOOTHPLACE

DIAMOND TOOTH POLISH

How it works: staff are trained dental hygienists. Using a mini-camera, they take images inside my mouth to identify problem areas before using a high-power air polishing jet for intensive scale removal. Then teeth are polished to a smooth high gloss with a diamond polishing paste.

Good for: smokers and coffee and red wine drinkers. This is a luxury treat before a party. Toothplace wants us to start taking dental hygiene seriously — like going to the hairdresser or nail bar — before serious problems occur.

Ouch factor: I winced a couple of times when the jet hit a receding gum. High-power air polishing is like a tickly car-wash for the mouth but the result looks good (and teeth feel super clean).

James Goolnik: “You should always see a dentist before visiting a hygienist.”

Price and contact: £80 for up to 40 minutes (recommended every three months) at Toothplace, 18-20 Cullum Street, EC3, 020 7929 1462.

LIZ HOGGARD

The white look:
everyone's after the
celebrity smile



Camera Press