



HARLEY STREET

DENTAL GROUP

S'miles better



Our smiles speak volumes about us. Research has shown that smiles can be classified into 17 different categories, and we make a judgment about someone's personality, communication style and mood from their smile within seconds of meeting them. However all this is changing with the increasing influence of social media and internet dating, when we are judged by our appearance before we even meet someone!

All this is making us much more aware of the impact of our smiles. When our livelihoods and our love lives are reliant on someone making a snapshot decision about us based on our smile, perhaps it is time to invest in making it picture perfect.

The British Orthodontic Society carried out research recently which showed that 45% of adults are not happy with their smiles and Dr Mark Hughes, Clinical Director of the Harley Street Dental Group agrees "Thanks to our exposure to film and TV stars most of the people who visit The Harley Street Dental Group are looking for a 'Hollywood Smile' and a more youthful appearance. Fortunately we are able to give people what they most want – clean, white, straight teeth and a smoother complexion."

45% *of adults are not happy with their smiles*

Months, weeks, hours ...

So how quickly can you achieve the smile you aspire to?

6 months. In as little as 6 months you can straighten crooked teeth and close gaps. There are now discrete, invisible braces available so that no one need know that you are having orthodontic treatment.

2 weeks. You can undergo tooth whitening to lift the colour of your teeth by up to ten shades and brighten up your smile in two weeks. The most effective treatment needs to be carried out by a dentist using professional tooth whitening equipment especially fitted for you.

1 hour. You can have your teeth cleaned, stains removed, and polished if you can spare an hour, so not only does your breath smell sweet, but your smile is buffed up to a gleam. There are even special cleans for smokers or brace wearers.

30 minutes. In as little as 30 minutes you can achieve a smoother complexion with a combination of facial freezing and dermal fillers to smooth out lines and wrinkles and even out the evidence of good living and a lifetime of laughter

Location, location, location

All these treatments are available in three of London's most desirable locations; Harley Street, Kings Road, Chelsea and the City of London where the Harley Street Dental Group has built up a reputation for providing a consummate level of clinical excellence coupled with tender patient care and support. The team of clinicians is paired with patient care co-coordinators whose role is to smooth the treatment journey for each client. They specialise in treating patients who may be anxious or are worried a treatment may hurt and need extra reassurance.

Facing the future

In Spring 2013 we will be opening the only full-service centre for the mouth and face in the heart of London's medical area on Harley Street. The new centre will have six floors of excellence where we will be able to offer multiple dental specialties as well as the most effective clinical treatments for facial rejuvenation.

FOUR REASONS TO SMILE

1. STRAIGHT

30%

OFF INVISALIGN

2. WHITE

25%

OFF ENLIGHTEN

3. CLEAN

25%

OFF CLEANING

4. SMOOTH

25%

OFF BOTOX, FILLERS & HYDRATION

DISCOUNTS OFF DENTAL AND FACIAL REJUVENATION AVAILABLE UNTIL THE 28TH FEBRUARY 2013, PLEASE VISIT OUR WEBSITE FOR FULL TERMS & CONDITIONS.

VISIT OUR WEBSITE

www.harleystreetdentalgroup.org

OR

CALL LYNLEY

020 7636 5981