



# Smile, this won't hurt a bit

**T**HE linoleum floors have been ripped up, the sadist's drill consigned to the scrapheap. In their place are softly-lit, interior-designed rooms, state-of-the-art equipment, the scent of aromatherapy oils and options such as Botox and Reiki. Welcome to the glamorous world of London's new dental spas. Such clinics, which

**BY ALICE HART-DAVIS**

offer regular dental work up to full makeovers costing around £20,000, first took root in America three years ago and are catching on here fast. "Dentistry is moving away from the old-style practice," says Dr Joe

Oliver, of Smile Creation (0870 241 6903; www.smilecreation.co.uk), who is transforming a property in Marylebone into a cross between a neoclassical, minimalist boutique hotel and a sumptuous spa to open in July. "People who come to me spend a lot of money on treatment and I want them to enjoy the experience."

I took a tour of the latest dental spas to find what they offer.

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**Q Clinic**

139 Harley Street, W1 (020 7317 1111; www.qclinic.com)

**Ambience:** Five-star hotel meets first-class airline lounge (think giant plasma screens and large drinks cabinet for style pointers) in the modernised interior of a breathtaking listed building at the north end of Harley Street. The clinic offers facial rejuvenation (with procedures such as Isolagen, a wrinkle filler which encourages the production of new collagen in the skin, and fillers such as Restylane), relaxing massage chairs and concierge services.

**What makes it special?** An award-winning centre of clinical excellence (each practitioner is a specialist in their particular field) offering the latest technology in dentistry, oral cosmetics, facial and plastic surgery.

**Aaargh! factor:** Full smile makeover, between £6,000 and £30,000, "depending on what it is you need for that perfect smile".

**Smile NW**

17 Hallswelle Parade, Finchley Road, Temple Fortune, NW11 (020 8458 2333; www.smile-nw.co.uk)

**Ambience:** Clinical and futuristic with wooden floors and bright, white cuboid shelving displaying top skincare ranges such as Environ and Dermalogica, but accessible and welcoming. "Dentists need to focus on more than just teeth," says Veronica Morris, the dentist behind the clinic.

**What makes it special?** Morris offers consultations with a maxillofacial surgeon, who can advise on realigning the jaw, as well as Botox and fillers, with facials for a soothing, spa-like element.

**Aaargh! factor:** Tooth whitening, £399, which includes a free half-hour facial.

**Bloomsbury Dental Group**

166 Leavesden Road, Watford, Herts (01923 233 600; www.bloomsburydental.com)

**Ambience:** A quiet back street in Watford seems an unlikely place to find world-class dentistry, but, says Dr David Bloom: "Don't judge by an address. We have a laboratory down the road producing veneers as good as anything in the States." The practice has a friendly feel, with Tuscan-yellow walls and blue carpets. Patients are called "guests" and offered a choice of DVDs to watch during treatment; jewellery can be cleaned while teeth are being dealt with.

**What's makes it special?** David Bloom and Dr Jay Padayachy have trained extensively in the States and were the first British dentists to lecture there.



Grin and bear it: Rahul Doshi and his wife Bhazna at Perfect Smile Studios

**Aaargh! factor:** One-hour hygiene programme from £174.

**Perfect Smile Studios**

7/9 South Street, Hertford, Herts (01992 552115; www.theperfectsmile.co.uk)

**Ambience:** Business partners and cosmetic dentists Ashish Parmar and Rahul Doshi aimed to create a clinic with a "wow" factor and their funky, vibrant premises, with its puce and purple upholstery, was runner-up in the recent Practice of the Year awards.

**What makes it special?** Advanced cosmetic dental treatment majoring on smile design (Parmar and Doshi have both studied aesthetic smile design with legendary American dentist Dr Larry Rosenthal), backed up with Botox, Isolagen, massage and beauty treatments.

**Aaargh! factor:** Laser whitening from £50. They don't do general dental work.

**Face: Smile and Skin Spa by Lund Osler**

38 Knightsbridge, SW1 (020 7838 8969; www.facebylundosler.com)

**Ambience:** Chic spa, complete with flowers floating in water bowls, aromatherapy candles and chill-out zone with suede sofas and tall vases of twigs. Situated just a few doors along from the renowned Lund Osler dental clinic, the gorgeous chic retreat that is Face, opens next week (9 June). That translates as a full spa menu of massage, facials and reflexology together with whitening, hygiene treatments, Botox and wrinkle-fillers: serious dental work will be done by the main clinic.

**What makes it special?** Offers "dermal (skin) aesthetics" and "dental aesthetics". You can go through a medical treatment as if it were a spa experience.

**Aaargh! factor:** Full smile makeover, from £20,000. "Go Guy" (male executive facial) £63.

● Dr Mark Porter is away

**SUDOKU SOLUTIONS**  
From page 27:  
Left to right:  
easy, medium,  
difficult

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