



SERVICE THAT WILL MAKE YOU SMILE

The bespoke approach to dental health and aesthetics at Advanced Dental Practice provides an exceptional dental experience

They say the eyes are the windows to the soul, in which case a smile must surely give insight into an individual's personality and self-esteem. Knowing the significance of a smile and a dedication to good dental health is what inspires the work of Dr Christopher Orr, the owner and founder of London-based Advanced Dental Practice. He is past president of the British Academy of Cosmetic Dentistry (BACD) and has acted on the boards of dental organisations worldwide, including the American Academy of Cosmetic Dentistry (AACD). He is an accredited member of the BACD and certified member of the European Society of Cosmetic Dentistry (ESCD) – a testimony to the quality of work he and his team dedicate themselves to.

SOLVING DENTAL HEALTH PROBLEMS

Every patient at the practice is assessed comprehensively and during treatment, the team uses a combination of techniques including tooth whitening, veneers, implants, bridges and orthodontics, to assemble a specialised individual treatment plan. Christopher finds that after a lifetime of what he describes as 'patch-up dentistry', many of his patients are looking for a more comprehensive solution to their dental health problems.

'We offer patients a quality, bespoke and very personalised treatment planning, rather than a "one size fits all" type service,' says Christopher. 'People tell us that the work we have done for them has completely changed their lives. Many people find having their smile improved gives them a great deal of confidence, and it is that resulting confidence which allows them to go on and transform their whole lives.'

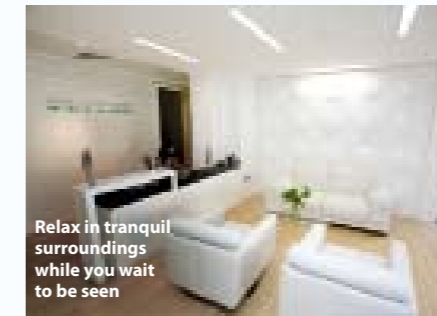
'It is what I find to be one of the most rewarding aspects of aesthetically based comprehensive restorative dentistry. Patients can see a benefit in physical appearance as well as receiving a healthy functioning oral environment. No wonder they are really very pleased with the results.'

THE DENTISTS' DENTIST

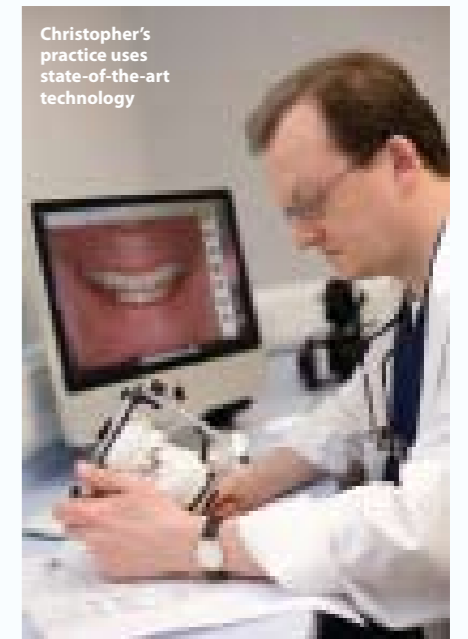
Many of the practice's patients are referred by other dental practitioners who trust Christopher and his team of associates and specialists to carry out complex procedures. In fact, some of his peers are his patients. 'A lot of my patients are dentists,' Christopher says. 'They tend to come for the cosmetic and aesthetic treatments which is rather gratifying. We are certainly the practice to come to if you want "the dentists' dentist".'

Advanced Dental Practice has grown out of two areas of business. One is the aesthetically based comprehensive restorative dentistry that the practice excels in. *Harper's Bazaar* magazine called the practice "the place to go for a

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Relax in tranquil surroundings while you wait to be seen



Christopher's practice uses state-of-the-art technology

complete MOT for your dental health." And it has gained an exceptional reputation for it.

The second area Advanced Dental Practice excels at is teaching. 'Our facility includes the UK's largest private independent postgraduate dental education facility,' says Christopher. He runs the country's leading course in cosmetic dentistry and aesthetic restorative dentistry and travels regularly to give lectures nationally and internationally.

SOOTHING SPACE

Central to the approach Advanced Dental Practice takes with patients is the understanding that a trip to the dentist isn't something most people look forward to. This is addressed not only by the practice's skillful dentistry but by the surroundings it is situated in.

Based in a quiet mews in London's ultra fashionable Bermondsey Street, the practice exudes a peaceful atmosphere where patients are immediately at ease among state-of-the-art technology that is subtly incorporated, and an ambience that is calm and tranquil.

'Quite a few people have come in,' reveals Christopher, 'sat down in the waiting room and said "I just turned my Blackberry off because I

didn't want to disturb the peace and quiet here". Again, this is just another way that Advanced Dental Practice tries to make the experience a little less daunting, by relaxing people, putting them at ease and making them feel welcome.'

Rounding off the practice's holistic approach, Christopher adds: 'We treat patients at the speed that is right for them. A lot of people who describe themselves as anxious about a trip to the dentist find that they completely change the way they view their visit.'

Advanced Dental Practice continues to flourish by word of mouth and the team is confident that future patients will continue to spread the word.

FOR MORE INFORMATION

To see examples of Advanced Dental Practice's work, visit www.advanceddentalpractice.com
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advanced dental practice