



## SMILES TO uplift

Advanced Dental Practice's **bespoke** approach to dental **health** provides an **exceptional** dental experience



**IF** the eyes are the windows to the soul, then surely a smile gives insight into an individual's personality. It is the combination of this knowledge of the significance of a smile and a dedication to good dental health that inspires the work of Christopher Orr, the owner and founder of London-based Advanced Dental Practice.

**INDIVIDUAL:** Christopher assesses every patient comprehensively, and during treatment uses a combination of techniques such as tooth whitening, veneers, implants, bridges and orthodontics to assemble a specialised treatment plan. Christopher also 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.

'What we try to do is offer quality, bespoke, very personalised treatment planning, rather than one size fits all,' says Christopher. 'We have a lot of people say to us that the work we have done for them has completely changed their lives. Many find that, for instance, having their smile improved gives them a great deal of confidence, and it is that confidence which allows them to go on and change their lives. 'It is what I find to be one of the most rewarding aspects of aesthetically based dentistry; patients can see a benefit, and they really are very pleased with the results.'

**EXPERIENCED:** Christopher is a Past President of the British Academy of Cosmetic Dentistry, so many of the practice's patients are referred from other dental practitioners who trust Christopher to carry out complex procedures and others include his peers: 'A lot of my patients are other dentists,'

Christopher explains 'They tend to come for the cosmetic treatments – 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: the aesthetic dentistry that the practice excels in, and has gained an exceptional reputation for, and the teaching aspect of Christopher's work. 'Our facility includes the UK's largest private postgraduate dental education facility, and we run the country's leading course in cosmetic dentistry and aesthetic restorative dentistry,' he explains.

**RELAXED:** Central to the approach Christopher takes with all his clients is the understanding that a trip to the dentist isn't something most people look forward to and this is addressed not only by his skillful dentistry but with the surroundings he practises in. 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. Christopher says: 'Quite a few people have come in, 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 in which we try to make the experience a little less daunting, by relaxing people, putting them at ease and making them feel welcome.'

Rounding off his holistic approach, Christopher says: '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.' ■

**CONTACT:** [www.advanceddentalpractice.com](http://www.advanceddentalpractice.com)