

# An Introduction

Cosmetic  
Dentistry



“I’m gobsmacked!  
They look amazing!”  
*Tina X*



Tina before treatment



Tina after treatment

### Tina Malone's Story

Actress Tina Malone, star of Channel 4's Shameless, Brookside and Celebrity Big Brother to name but a few, chose The Hospital Group for extensive dental treatment to get the smile she'd always dreamed of.

Although Tina has a long-standing fear of the dentist, she was amazed how calm and reassuring the process was and no longer has a phobia of the dentist. She was also very impressed at how quick and painfree the results were.

Tina had NuSmile pain-free veneers on her top and bottom teeth, plus bridge work and whitening to complete her “smile makeover”.

The transformation was stunning and Tina has plenty to smile about now!



Tina during her dental treatment





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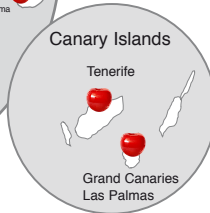
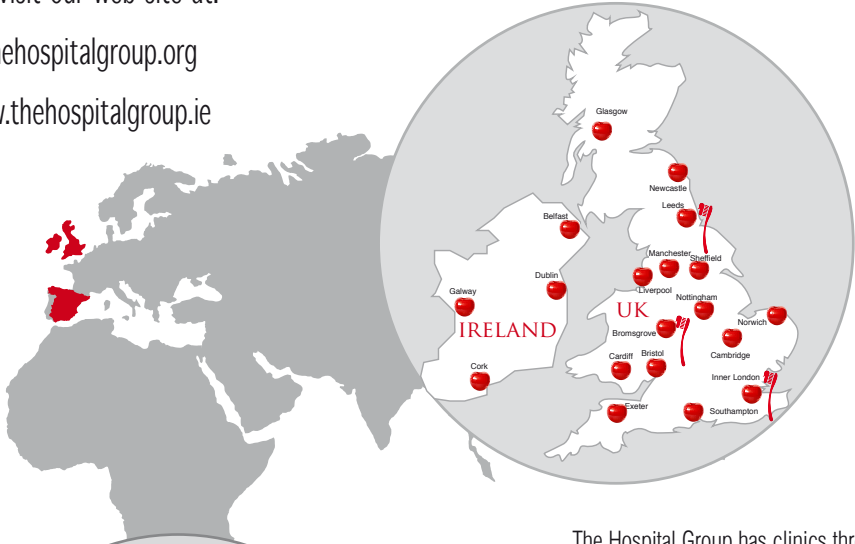
# Our Clinics & Hospitals

For a full list of clinic addresses

please visit our web site at:

[www.thehospitalgroup.org](http://www.thehospitalgroup.org)

or [www.thehospitalgroup.ie](http://www.thehospitalgroup.ie)



The Hospital Group has clinics throughout Europe and four specialist cosmetic dentistry centres in:

**Bromsgrove**



**London**



**Leeds**



**Marbella**



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# Welcome

"Smile" make overs are our speciality! A beautiful Hollywood smile that you're thrilled to show off can now be yours...

Here at The Hospital Group's NuSmile Cosmetic Dentistry Centres, we offer Individual Treatment Plans using a range of procedures from veneers and whitening to braces, implants and crowns; to help you to achieve a brighter, whiter and more attractive smile that you will be proud of.

Our team of cosmetic dentists are specialists in the field of cosmetic dental work. They are specifically trained in carrying out cosmetic and aesthetic dental treatments to straighten, enhance and whiten your smile, whilst not jeopardising the health and care of your teeth.

The key to our success is putting YOUR CARE as our principal concern so that your Individual Treatment Plan is fully agreed and explained every step of the way. We aim to make your experience with you as enjoyable and relaxing as possible. Many of our customers have a great fear about dentists, which we have successfully removed time after time by our gentle approach and great results.

With cosmetic dentistry centres of excellence around the UK and Spain, the latest equipment and prestigious treatment suites, you are putting your care into safe hands when you choose The Hospital Group.

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# NuSmile<sup>®</sup> Treatment Centres

NuSmile Treatment Centres are being introduced into the UK exclusively through The Hospital Group. The first centre is our Dental Hospital in Birmingham, which is located within our surgical and non-surgical facility set in the countryside. We are also conveniently located in London, Leeds and advanced treatments are offered in Marbella (Spain).

NuSmile Treatment Centres, are some of the most advanced and luxurious of their kind. They have a decidedly non-clinical ambience, which owes more to a spa, than a traditional dental centre.

From the initial consultation to the final treatment, patients can be assured of the highest standards of personal care in a relaxing stress free environment, where friendly staff will ensure that your visit, however short, will be as relaxed as possible.

NuSmile Treatment Centres only use the most up to date technology and dental equipment which is sourced from the top suppliers in Europe and the USA.

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**Dolan Park Reception**



**One of our Cosmetic Dentistry Suites**



**Leeds Reception**



**London Reception**



**Leeds Clinic**

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# Treatment Success

*with the personal touch*



# INDIVIDUAL COSMETIC DENTISTRY TREATMENT PLAN

We offer the full range of cosmetic dentistry treatments to help you achieve the look you are after and enable you to smile with confidence. But we know that everyone's dental needs and desires are different, so our treatment plan is built on a 3-step approach to your care.

**STEP 1** – open discussion between the patient and the dental team, so that we fully understand what you are looking for, as well as your dental history and oral needs that need correcting, such as poor bite or missing teeth

**STEP 2** - full assessment, which includes:

- Dental examination
- Smile consultation by a Cosmetic Dentist
- X-ray and/or impressions if required.

**NEW** – we are currently introducing OPG (full mouth X-ray) as an extension to our services. OPG has until now been the reserve only of the very elite international dental hospitals due to the high cost of the system. However, it is an invaluable tool in proper diagnosis and planning of certain treatments as it shows a lot of detail that you cannot see on a small X-Ray. The Hospital Group is therefore investing in this state of the art machinery for our centre in the Midlands and this will be INCLUDED in your consultation where required

**STEP 3** - your Individual Cosmetic Dentistry Treatment Plan. This tailor-made plan will be based on our discussions and your dental examination. Some people only need veneers and/or teeth whitening to make their smile brighter and more attractive. Others may need invisible braces to straighten crooked teeth, porcelain crowns/dental implants to fill in gaps left by missing teeth or white fillings so that you can laugh without worrying about people seeing unsightly fillings.

There's no obligation and it's a great opportunity to find out what's right for you from specialist cosmetic dentists. You'll be able to ask all your questions and help to shape the right treatment plan for your "smile makeover". You'll also receive your Patient Information Booklet, which provides more detail to help you make your decision.

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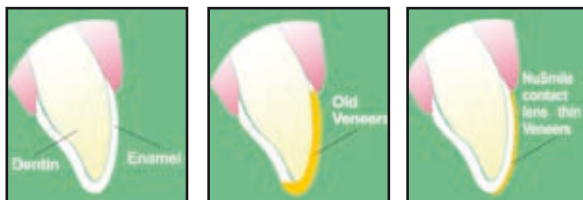
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Nusmile<sup>©</sup> Painfree

# Veneers

A beautiful Hollywood smile can now be yours and without the pain and discomfort usually associated with traditional teeth veneer placements as there is no need for painful filing and reduction of teeth as your own teeth are left fully in place.

NuSmile Veneers are virtually pain free to apply and rarely result in the teeth sensitivity problems often associated with old style veneers. The result is an amazing and dramatic improvement in your smile.



## The benefits of using NuSmile veneers are:

- Strong and thin tooth veneers with a wide choice of natural shades of white
- Keep existing tooth structure intact
- Instant, permanent results
- No injections, no drilling, no pain

The secret to this incredible treatment is ultra-thin veneers, made from porcelain as thin as a contact-lens. These are applied to the front of your existing teeth using a very strong bonding agent, providing strength and beauty at the same time as preserving your natural tooth structure.

A wide variety of unsightly and unhealthy dental conditions can be corrected including chipped, misshapen, misaligned, discoloured and rotated teeth.

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“I look 10 years younger”

Bal Singh, Painfree Veneers Patient.

Before



After



“My new teeth changed everything”

Laura White, Painfree Veneers Patient.

Before



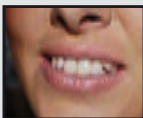
After



“I've got the perfect smile”

Kelly Simpson, Painfree Veneers Patient.

Before



After



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invisible

# Braces

Invisible Braces use a series of clear aligners which are custom-moulded to fit you. The virtually invisible aligners gradually reposition your teeth into a lovely straight smile that you will be proud of, gently realigning misaligned teeth and/or correcting awkward 'bite'.

The braces are a popular choice as they are invisible in use and comfortable to wear, but are also removable for ultimate convenience.

## The benefits of invisible braces are:

- Almost invisible – look much better than traditional braces
- Comfortable in use and easily removable when required
- Metal brace and wire free – less irritation in wear
- Brush and floss normally during treatment



The invisible braces programme will last for 6, 12 or 18 months depending on your dental requirements.

The results are stunning and surprisingly quick and painless, so it's never too late to achieve a lovely straight smile.

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teeth

# Whitening

Dental teeth whitening involves lightening the colour of the teeth to achieve a brighter look without harming the original tooth structure in any way.

It's one of the simplest and most effective ways of achieving a more attractive smile.

**The benefits of teeth whitening include:**

- A fresher look to your teeth
- Reduced stains and a whiter smile
- No damage to tooth structure
- Look years younger



Teeth whitening can be used alone or to complement other treatments e.g. whitening may be used after invisible braces to complete a total "smile make over", or may be used on lower or rear teeth to complement veneers.

For the ultimate in whitening, The Hospital Group professional "chair-side" whitening, which includes 2 sessions of whitening with a combination of professional peroxide gel and laser. However, we also offer the option of having the professional gel at home (without the laser), which is sometimes more convenient and also more economical.

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white

# Fillings

Unfortunately, most people need fillings to fill cavities or repair damaged teeth.

However, with the latest advancements in cosmetic dentistry, nowadays fillings are not only functional, but can be natural looking as well.

Unlike the traditional silver fillings, white fillings have distinct advantage as they can't be seen when you laugh or smile.

In addition, white fillings are different to silver fillings, as they stick to the teeth; which means that they can also be used to repair teeth that have been chipped, broken or decayed.

## **The benefits of white fillings include:**

- Gives a totally natural look
- A wide variety of shades to match to your natural tooth colour
- Reshape or rebuild chipped or broken teeth as well as fill cavities

Having a clean smile with no unsightly silver fillings looks really healthy and fresh. That's why white fillings are probably the most common form of cosmetic dentistry in the UK today.

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dental

# Implants

Dental implants are the best option for filling unsightly gaps and replacing missing teeth as part of your Individual Cosmetic Dentistry Treatment Plan.

By using Titanium Dental Implants, Crowns, Bridges or Dentures can be permanently secured to a dental implant which eliminates the need for removable dentures. The beauty of a titanium dental implant is that the bone can grow directly around it to create a new tooth root, making a strong foundation for porcelain crowns that look, feel and function like a natural tooth.

## The benefits of dental implants include:

- Dramatic results - filling gaps produces an attractive smile-line
- Eliminates the need for removable dentures
- Looks, feels and functions as normal teeth - strong enough for eating anything, brush and cared for as normal teeth
- Titanium dental implants can be used to support single replacement teeth (using a porcelain crown) or multiple teeth (using a bridge)



The procedure only takes around thirty minutes to fit titanium painlessly into the upper or lower gum using a local anaesthetic. Very often the crown can be fitted on the same day, so that you return home with a new tooth in place of the missing one!

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porcelain

# Crowns

Crowns or bridges are used to cover damaged or unattractive teeth to restore an attractive smile. Crowns are necessary when a tooth is generally broken down and fillings won't solve the problem. If a tooth is cracked, it holds the tooth together to seal the cracks so the damage doesn't get worse.

Crowns can be fitted over existing teeth provided the root is healthy. If this is not the case then they can be fixed with an implant. Porcelain crowns blend in with your own teeth and do not leave a black line at the gum like conventional crowns, thereby giving a more attractive and natural smile. The porcelain used is the same as that used for porcelain veneers which is very strong and durable and gives an excellent appearance.

## The benefits of porcelain crowns include:

- No drilling/grinding of your own teeth
- Cover cracked and broken teeth
- Blends in with your teeth with no black line at the gum
- Strong and durable



Crowns are also used to support a large filling when there isn't enough of the tooth remaining, attach a bridge, protect weak teeth from fracturing, restore fractured teeth, or cover badly shaped or discoloured teeth.

A bridge is essentially an adaptation of a single-tooth crown. Dental bridges literally bridge the gap created by one or more missing teeth using two "anchor" crowns on either side of the gap (supported by natural teeth or implants) and a false porcelain tooth or teeth in between.

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# advanced Procedures

Cosmetic dentistry can achieve outstanding results, but if you have more complex needs, we also offer a range of advanced procedures from our clinic in Spain. Our extended team in Spain includes dentists, maxillofacial surgeons, an oral surgeon and a specialist orthodontist, all of whom are very experienced in their chosen fields.

Requirements vary enormously, but we can offer anything from specialist zygomatic dental implants to full oral reconstruction after trauma (for example car accidents).

**Generally these are sophisticated tailor-made procedures, using a combination of specialist techniques including:**

- Dentistry and implants (including zygomatic implants)
- Orthodontics (fixed, removable and clear braces)
- Maxillofacial surgery (jaw and chin surgery)
- Facial plastic surgery (rhinoplasty, chin implants, face/eye lifts etc)



Your requirements are likely to be highly unique and therefore we recommend a private consultation with our specialist to discuss your individual requirements and assess what sort of result you could expect with treatment.

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# Why choose us?

**The Hospital Group only employ dentists who specialise in performing cosmetic dentistry procedures.**

All of our cosmetic dentists are extremely acclaimed, award winning professionals with years of experience in the cosmetic dentistry industry. Some have even appeared on television and carried out a smile make over on popular television show, GMTV.

We have state-of-the-art dentistry facilities in London, the Midlands and now in Leeds to give a national choice of cosmetic dentistry suites

We offer all the latest cosmetic dentistry procedures to enhance your smile, whilst keeping oral hygiene at a high level.

Our revolutionary treatments do not destroy your existing teeth. Unlike conventional veneers, we use your own teeth and build upon them, eradicating the pain and discomfort usually associated with veneers.

Many of our cosmetic dentistry advisors have had treatment at The Hospital Group, so at the point of consultation you can see the results for yourself.

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**We offer patients the opportunity to learn more about the full range of cosmetic dentistry treatments we offer in a private consultation with a specialist Cosmetic Dentist.**

Our cosmetic dentistry consultation is based on a 3-step approach to ensure we fully understand your personal requirements and dental needs so that we can recommend the most appropriate care. See page 9 for full details about the Consultation we offer.

There's no obligation and it's a great opportunity to find out what's right for you from specialist Cosmetic Dentists and friendly Patient Care Coordinators. You'll be able to ask all your questions and help to shape the right treatment plan for your "smile make over".

You'll also receive your Patient Information Booklet, which provides more detail to help you make your decision to achieve the look you are after and enable you to smile with confidence.

*Your next step...*

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This is solely a guide to those who may be interested in treatment and information is of a general nature. This booklet cannot be a substitute for a consultation with a practitioner as individual expectations can be varied. The final decision to carry out treatment is at the practitioner's discretion based on information given during your consultation.

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Information correct at time of print (Jan 2010)