



#TEETHGOALS

Your journey to straighter teeth

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treated as individuals



LET'S FACE IT; EVERYONE WANTS AN INSTAGRAM-READY SMILE.

And while undertaking an excellent daily cleaning ritual will keep your teeth sparkly white, it's impossible to correct misalignment without a helping hand.

Choosing the right dental treatment is an essential step en route to your #teethgoals. **Your journey to straighter teeth starts here.**

LET'S GET THINGS STRAIGHT

Very few people are lucky enough to find that their teeth naturally erupt in the perfect position. Before starting the journey to straighter teeth, though, you must confirm that it's what you want.

Straight teeth are synonymous with a winning smile. While you needn't match the Hollywood glow, there's no question that straighter teeth will enhance your life in many ways. Here's why focusing on your #teethgoals is a very smart move indeed.

1. Straighter teeth make you look more attractive – let's not pretend this isn't a major incentive.
2. Correcting alignment issues during your teens can prevent oral health conditions from developing.
3. Gaining a straighter smile makes it easier to protect and clean your teeth for years to come.
4. Straighter teeth avoid the need for custom-made gum shields for sports or other activities.
5. The natural feeling in your mouth, and knowledge that your teeth aren't straight can cause issues.

In an era where the pressure to look good is bigger than ever, a winning smile is the greatest asset you'll ever possess. You can either spend the rest of your life Photoshopping your teeth in photos, or you can invest in a smile you'll be proud to show off.

WE KNOW WHAT WE'D RATHER DO.

SO, WHY GO PRIVATE?

Given that the quality of NHS treatments has largely improved, you may wonder what's the point of considering private treatments.

However, with an estimated 250,000+ patients needing braces each year, it can put a lot of strain on the service.

Not only that, but, opting for the free NHS treatment does limit your opportunities. Another reason why private orthodontic care has become increasingly popular.

HERE ARE 10 KILLER REASONS TO GO PRIVATE AND FAST TRACK YOUR WINNING SMILE:

- 1** NHS braces are restricted to metal braces only. Conversely, private treatments allow you to pick for several styles – including invisible braces.
- 2** Due to the broader range of materials and style on offer, treatments can be completed in less time than traditional NHS treatments.
- 3** Waiting times between appointments, particularly in the early consultation and planning phases are far shorter.
- 4** The threat of delays and cancelled appointments on NHS treatments cause a great deal of unnecessary stress and frustration.
- 5** The surroundings at private clinics are naturally far more comfortable.
- 6** Private orthodontists handle fewer cases, so you are guaranteed the attention and care that you deserve.
- 7** Private orthodontists will use the latest technologies and adopt new equipment before NHS services, giving you the most up-to-date treatment on offer.
- 8** Modern braces can cause reduced pain and discomfort due to the individually tailored plans that cover every possible angle.
- 9** Aftercare support is generally better at a private clinic simply because the public medical teams are overstretched and cannot extend the same level of service.
- 10** NHS braces are only available to people under the age of 18. If delays prolong the start of your treatment until after that date, you may miss out.

Private orthodontists offer a **practical, convenient, and transparent service** that (crucially) bring the **best results in the fastest time**.

You don't want to be one of those people getting ID'd for a Red Bull in your 20s due to having braces. Go private, and that outcome can be avoided.

Plus, with a range of finance packages available, treatment needn't be cost prohibitive either.





AN INVESTMENT INTO A HAPPIER FUTURE

The idea of choosing private orthodontic care may be a hard sell, especially when you're trying to convince mum and dad. But the truth of the matter is that this isn't merely a luxury purchase; it's a genuine investment into a better life.

A straighter smile can influence every aspect of your adult life. Aside from protecting the way you look and feel about yourself, a winning smile is shown to exhibit a friendlier and trustworthy appearance.

This can translate to better career prospects.

As various studies have shown, a winning smile has the ability to influence a prospective employer's thoughts on a candidate.

In actual fact, a growing number of adults are now having braces fitted in later life, because they can see the benefits of a winning, straight smile.

THE ROAD TO A WINNING SMILE

Before you upgrade your smile in style, you should familiarise yourself with what to expect from your treatments. After all, the sense of unknowingness can be quite daunting – and ain't nobody got time for that!

When going private, the process can be broken into two main sections:

STAGE 1:

- The first interaction is a welcome pack and an appointment letter to answer any queries you may have.
- At your assessment appointment, you'll meet one of our qualified orthodontists, who will check your teeth and discuss your objectives and expectations.
- The final step of stage 1 is to choose the right treatment and style of braces for your specific needs and – of course – your budget.
- The stage 1 process commonly takes around 1-3 months to complete, which is considerably faster than alternative options.

STAGE 2:

- When going private, your treatment begins almost immediately, and your choice of brace will be fitted at an appointment with your orthodontist. We'll even prepare your mouth with a scrub to get them squeaky clean in advance.
- The following appointments involve semi-frequent visits to the orthodontist for adjustments.
- After the final corrective stage is completed, the brace is removed and a retainer is fitted to prevent teeth from moving back into their old positions.
- This stage 2 timeframe can vary massively from patient to patient. But yours will provide the quickest (and most effective) solution on the market.

WHAT ELSE YOU NEED TO KNOW

PRIVATE DENTAL CARE IS GUARANTEED

Did you know that not all teenagers are entitled to NHS braces?

Don't worry, most people don't. However, you should know that braces are only definitely available to patients that fall under grades 4 and 5 on the Index of Orthodontic Treatment Need scale. If you fall below this, it can feel like a lottery.

The subsequent analysis and application processes are another reason why the private route is better.

IT'S BETTER TO DO IT NOW THAN LATER

Out of your group of friends, well over half will either get braces or regret their decision not to in later life. So, while it can feel a little embarrassing at first, nobody really cares that you have them.

However, that shouldn't stop you from seeking a less visible solution either.

TEETH STRAIGHTENING ISN'T THE ONLY FEATURE

The Instagrammable smile you desire doesn't depend solely on the straightness of your teeth.

Our professional orthodontists can additionally support and advise you through the prospect of teeth whitening and other treatments.

Whether for purely cosmetic reasons or medical incentives too, it can make a world of difference.



Give yourself more reasons to smile

CONTACT US TO BOOK YOUR CONSULTATION

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