

Dental Treatment Dazzles



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Braces are back in fashion this year, with The Hospital Group seeing a dramatic increase in the number of people seeking dental treatment. Celebrities like Cheryl Cole, Tom Cruise and Cameron Diaz have opted to straighten up with [invisible braces](#) - but the trend is not just for the rich and famous.

The Hospital Group has more than doubled the amount of invisible braces fitted this year compared to the previous year, helping people to smile more confidently. As well as an increase in people seeking braces the group has also seen a 50 per cent increase in the amount of teeth whitening procedures performed.

David Ross, Chief Executive of The Hospital Group said: "So many people suffer with low self esteem because of the colour or shape of their teeth.



"There is now so much that can be done, invisible braces are great because no-one needs to ever know that you are correcting your teeth." Many celebrities opt for dramatically different results, but The Hospital Group can also help patients achieve more natural results. "At The Hospital Group, people can be assured of a dedicated, professional service, with astounding success rates and a limited waiting time."

The Hospital Group, the UK's leading [cosmetic surgery](#) experts, perform a wide range of dentistry procedures in its Birmingham-based exclusive Dolan Park Hospital, and its clinics in London and Leeds.

The NuSmile dentistry treatment centres at The Hospital Group perform hundreds of procedures each year, including teeth whitening, painfree veneers, invisible braces, white fillings and porcelain crowns. Teeth whitening treatments available on the high street can prove effective, but for long-lasting results dentists recommend professional bleaching.

Since The Hospital Group was established in 1992, it has grown from a small pharmaceutical company to one of the UK's foremost cosmetic surgery providers. The Group is committed to providing the very highest standards and all procedures are performed by an expert medical team in state-of-the-art facilities that are second to none.

For further information of The Hospital Group's range of cosmetic surgery procedures, surgery-seekers should visit the website www.thehospitalgroup.org or call our patient care coordinators on 0845 762 6727.

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