

CELEBRATING 5 YEARS AT SMILE DESIGN BY ASH



AN EXCLUSIVE INTERVIEW WITH ASH PARMAR BY FAE MANNING
(EDITOR OF FISH MEDIA GROUP LTD)

In January 2011, Smile Design By Ash was created. It was a brand new, state-of-the-art dental practice, designed by renowned interior designer Sheree Davenport, and fitted out with the latest technology and dental equipment. In this special interview, I caught up with the principal dentist Dr Ash Parmar, to find out more about his journey so far...

Q: So, congratulations on the 5th anniversary of Smile Design By Ash. Tell me how things have been in the last five years.

Asb: I am pleased to say that we have steadily progressed as a business year by year. I am very blessed to have the excellent support from my father Bhikhu who works hard behind the scenes helping run the practice and supporting me in many ways. I

would also like to sincerely thank my wife Jyoti, who has supported me as a wife and colleague at work – she has been very understanding as any new business requires an immense amount of hard work, energy and focus to become successful. I am also lucky to have a wonderful professional, friendly and caring Team whose main goal is to offer outstanding dental care at every visit.

Q: Feel Good Dentistry – tell me more about this.

Asb: Research has shown that many people are nervous about going to the dentist. People have often had a bad experience, which puts them off visiting the dentist. This means that their dental health suffers. They may also have lower self-esteem because they may not be confident with their smile. This can have a direct effect on a person's lifestyle including relationships, career and the ability to enjoy food. At Smile Design by Ash, we offer "lifestyle smiles". This means that we create a beautiful and healthy smile that is perfect for the client. This will make them feel good, and in many instances change their life. Other clients feel better when they can eat whatever they want for the first time due to having dental implants. And how do you think they feel if they know that they will have painless dentistry in a unique spa like environment? We care to ensure you "feel good" at every step of your journey with us.

Q: The practice name suggests you only do cosmetic dentistry. How true is this?

Asb: This is a misconception actually. I am well known for my skills in cosmetic dentistry and implants. However, as a dental practice we offer a complete range of services including hygiene treatment, fillings and dental check ups. We are also happy to see children and we charge nominal private fees up to the age of eighteen. My colleague Luk works full time and is highly skilled in providing braces treatment and general dentistry. Jyoti works part time and loves doing general dental treatment. Our very experienced hygienist Laura offers excellent professional care to achieve healthy gums and fresh breath. We also have other colleagues who are talented and experienced in implants and root canal treatment. So, the advantage of being a patient with us is that we can take care of all your dental needs "under one roof".

Q: What would you say makes Smile Design By Ash so special?

Asb: I am told many times by our clients that they feel almost like a family member when they visit us. Our staff make everyone feel welcome and we pay a lot of attention to detail so that every visit is comfortable for them. We also take a lot of pride in the quality of work we do. Above all, it has to be our unique approach to help reduce anxiety of going to the dentist. Whether it's administering painless injections, using our unique Nucalm system to make you feel naturally relaxed, or just taking the time to

listen carefully to their concerns, they will notice a difference.

We also work closely with an anxiety expert in Harley Street to help nervous clients eradicate their fears once and for all.

Q: What are people worried about the most?

Asb: Fear, feeling embarrassed, concern about the end result and the financial investment. Fear as I explained earlier is always overcome at Smile Design By Ash. I also give people hope by showing them cases far worse than theirs, with stunning improvements (see our Smile Gallery at www.smiledesignbyash.co.uk). We offer a complimentary artistic "mock up" or a "trial smile" to show how their smile will look before they commit to cosmetic treatment – in this way, clients feel confident they will have a smile to suit their face. Finally, we offer 0% interest financing over two years to help make treatment affordable.

Q: What is your plan for 2016?

Asb: It is really to carry on with what we are good at as a Team. I want to take it a bit easier to spend more quality time with my wife and children. Luk is doing a great job in supporting me as dentist, and our staff are well trained in helping the dentists with procedures such as taking X-rays, photographs and impressions. This allows me more time to meet new patients and give my advice on their dental concerns, and I might even fit in the odd round of golf!

Q: I notice you are putting effort in raising money for charities. How is this going?

Asb: My personal goal in life is to change peoples' lives and make them smile. In this context, it is really about acknowledging the grace of God, feeling gratitude for everything we have, and showing love and compassion for children and individuals who are less fortunate than us. Our fundraising campaign will culminate in a black tie event in Spring/Summer 2016. This will be truly a memorable night... ■ ”

THE DETAILS

Smile Design By Ash
contact our practice on 020 85000544.
Visit www.smiledesignbyash.co.uk for more information

