



Private Dentistry AWARDS 2007

Trust...



The Private Dentistry Awards 2007

You could taste the anticipation and excitement in the air at this year's *Private Dentistry Awards*. It was a bitterly cold (but fortunately bright) November day, and teams arrived in their droves to enjoy the free-flowing champagne, the delicious three-course meal, the excellent hosts, David Houston and Sir Paul Beresford, and for everyone, the victory of winning.

Of course, not every practice left the Café Royal that Friday with an award nestled under one arm, but as chairman of the Awards, David Houston said, everyone who made the shortlist in every category should be immensely proud of themselves. It is only the practices that go the extra mile, the teams that stand out among the rest, and the employers who take their role as leader and motivator seriously that are fortunate enough to be in the running. And as the standards of private dentistry in the UK rise year on year, the accolade of such an acknowledgement means even more.

Private Dentistry magazine is proud to present the winners of the *Private Dentistry Awards 2007*. And may we also say a special thank you to the event's sponsors, without whom this day would not be possible. The Dental Directory, Takara Belmont, Microminder, Philips Sonicare, Practice Plan, Astra Tech and *Private Laboratory* – companies who offer the support you need to be the best of the best. Turn to page 60 to read up on their latest innovations.

If you attended the Awards this year, thank you so much for coming along and making the day so special for everyone. And if you didn't, I sincerely hope to see you at the 2008 Awards, and who knows – maybe it will be your practice holding the Practice of the Year Award high above your head while posing for the camera. But we shall never know about your practice and the wonderful things you do unless you tell us, so get in touch with Holly to find out how to apply (holly@fmc.co.uk). **PD**



Most Attractive Practice

Winner: Sparkle Dental Boutique

Runner up commended:

The Cosmetic Dental Clinic



Best New Practice

Winner: Pentangle Dental Transformations

Runner up:

The Smile Spa



Best Employer

Winner: Simon and Susan Andrews -The Smile Spa

Runner up commended:

Kailesh Solanki - Kissdental

Best Dental Laboratory

Winner: Knight Dental Design

Runner up highly commended:

CBC Bristol



Most Innovative Practice

Winner: Portland Place
Orthodontics

Runner up: Sparkle Dental Boutique



Best Dental Team

Winner: El-Nashar Dental Care
Runner up: Private Dental Centre



Most Improved Practice

Winner: Kissdental

Runner up highly commended:
Pure Dental Studio