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Confidence

MAGAZINE

WHY EGO DENTAL CLINIC INTRODUCED THE UK'S FIRST CLINICAL VR DISTRACTION SYSTEM

WHY PREVENTIVE DENTISTRY IS THE SMARTEST STRATEGY

EARLY DIAGNOSIS, REGULAR EXAMINATION, AND LONG-TERM PLANNING FORM THE FOUNDATION OF RESILIENT HEALTH.

The Confidence By EGO Cosmetics

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Editor Notes

WELCOME TO FIRST EDITION OF THE CONFIDENCE MAGAZINE

We created this magazine to introduce our work in a more considered and meaningful way.

As a small, independent clinic, much of what we do is usually communicated through websites, social media, and online platforms. These channels are important, but they often allow only brief explanations. They rarely create space to explain why decisions are made, how treatments are chosen, or what sits behind the environment we have carefully created.

This magazine allows us to do that.

Within EGO Cosmetics, our work spans dentistry, beauty, and aesthetic care. Each discipline is distinct, yet all are guided by the same principles: health first, thoughtful planning, and respect for the individual. In this first edition, we introduce some of the treatments we offer and the technologies we use, explaining why they were chosen and how they support patient care. We also share the thinking behind the clinic itself — from clinical systems to design choices — because every detail has been selected with intention.

From the technology we invest in, such as digital imaging and immersive tools, to the way the space feels and functions, our aim has always been to create an environment that supports calm, clarity, and trust. This magazine gives us the opportunity to explain those choices more fully than is possible elsewhere.

We chose to create a printed magazine deliberately. Print invites time and attention. It encourages people to pause, read, and reflect. While this publication is also available online, the printed format reflects how we work: considered, personal, and not rushed.

The name Confidence reflects what we believe truly matters. In dentistry, beauty, and aesthetic care, people rarely seek treatment simply to change how they look. They seek to feel more comfortable, more assured, and more themselves. Confidence sits at the intersection of health, wellbeing, and self-perception.

Confidence is not about perfection or trends. It comes from balance, authenticity, and care delivered responsibly. When treatment is planned thoughtfully and carried out with integrity, confidence follows naturally.

This first edition focuses on introduction. In future issues, we hope to expand the conversation further by involving local colleagues, businesses, sports and wellness centres, charities, and community organisations. Health and confidence are shaped by community, and we would like this magazine to reflect that.

This project has taken time and care to bring together. I am proud of the EGO team for their professionalism, dedication, and belief in doing things properly. Their contribution is visible throughout these pages.

Above all, this magazine exists for our patients and clients. It is an invitation to understand our approach more clearly and to feel confident in the care you receive.

"True confidence is built through care, understanding, and trust."

Dr. Charlie Attariani
Editor-in-Chief, The Confidence Magazine

Dr. Charlie Attariani

An Integrated Approach to Dentistry, Facial Aesthetics, and Ageing

Dentistry has long been focused on the health and treatment of teeth, while facial aesthetics has traditionally addressed the appearance and behaviour of the face. Although these disciplines have always been anatomically connected, they were often approached separately in clinical practice.

Today, dentistry is increasingly understood as part of a wider system that includes facial structure, muscle activity, function, and long-term ageing. The teeth, jaws, and face do not work in isolation, and changes in one area often influence the others.

The teeth play a fundamental role in supporting the face. Their position influences lip posture, facial height, and the balance of the lower face. The jaws provide structural support, while healthy teeth and gums help maintain facial form over time. When these elements change, the effects are often seen not only in the mouth, but across the face as a whole.

One of the clearest examples of this relationship is tooth wear. As teeth gradually wear, the natural height between the upper and lower jaws can reduce. This loss of support may lead to changes in facial appearance, such as reduced lip support or a shortening of the lower face. While these changes are often associated with ageing, they are frequently driven by functional dental factors rather than skin or soft tissue alone. Modern dentistry recognises the importance of identifying and managing these changes early, focusing on preservation and support rather than correction alone.

At the same time, facial aesthetic treatments have developed significantly. Treatments such as botulinum toxin (Boto x) and dermal fillers, when used responsibly, can support facial balance and muscle function. However, they are not always the starting point. In many cases, addressing dental function and support is essential before considering facial treatments. In others, a carefully planned combination of dental and facial care provides the most natural and stable result. The key lies in understanding when to treat, how to combine approaches, and when restraint is the most appropriate choice.

Technology has played a central role in enabling this more integrated approach.

Digital dental scanners, three-dimensional facial scans, and advanced digital imaging systems now allow clinicians to assess teeth, jaws, and facial structures together. These tools improve accuracy, support long-term planning, and allow outcomes to be discussed visually rather than abstractly. They have also transformed communication, enabling patients to better understand how dental health, facial support, and ageing are connected.

This shift has changed the role of the patient as well. Today's patients are well informed and actively involved in their care. They expect explanation, transparency, and the ability to participate in treatment planning. Modern technology allows predicted outcomes to be discussed openly, supporting shared decision-making and realistic expectations.

Anti-ageing care, in this context, is not about reversing time or pursuing perfection. It is about prevention, preservation, and balance. Sometimes that involves dental treatment, sometimes facial treatment, and often a thoughtful combination of both. The most effective approach is always individual, guided by function, anatomy, and long-term wellbeing.

This is the modern direction of dentistry and facial aesthetics: collaborative, preventative, and grounded in understanding rather than trend. When oral health, facial structure, and aesthetics are considered together, care becomes more precise, more responsible, and ultimately more beneficial for the patient.

GALORÉ
WHITE - LONDON

Galoré White is a new, professionally prescribed tooth-whitening system made in the UK founded by Dr. Charlie Attariani and his clinical team after years of experience in cosmetic and restorative dentistry.

Created to address the limitations of over-the-counter whitening products, Galoré White offers a fundamentally different approach. Unlike generic strips or one-size-fits-all trays, this system is fully customised for each individual patient. Using advanced 3D digital scanning, bespoke trays are designed and laser-cut with precision, ensuring an accurate fit, improved comfort, and even whitening across every tooth.

The whitening gel contains 16% carbamide peroxide, a dentist-approved concentration that is both effective and safe when used under professional guidance. The system is designed for flexible use, day or night, allowing patients to achieve gradual, controlled whitening without unnecessary sensitivity.

Galoré White is not a cosmetic shortcut — it is a dentist-led, clinically designed home whitening system, combining British manufacturing standards with modern dental technology. The result is a natural, refined white — achieved properly, professionally, and without compromise.

MADE IN THE BRITAIN

HOW A CLINIC CHOSE TO GROW DIFFERENTLY — BUILT WITH CARE, NOT HASTE

An insight into how a family-run clinic grew with intention, prioritising standards over scale.

EGO grew in a deliberate way. We began with a single surgery, expanded to two, then three, and are now planning our fourth — each step taken only when standards could be maintained and the patient experience protected.

Our journey started in St James's, within a former beauty clinic called St. James Beauty, established in 2005. In 2017, we took over the premises and changed its use to dentistry. Rather than expanding quickly, we focused on building the clinic properly — one room at a time.

As the clinic evolved, we renovated continuously. Every space was designed with purpose, balancing function, comfort, and calm. From layout to materials, the aim was always to create a welcoming, reassuring environment where patients felt at ease.

From the outset, we chose to grow through word of mouth rather than advertising. As a husband-and-wife team, we built EGO as an independent, family-run practice, guided by a simple belief: quality matters more than quantity.

Why Continuous Improvement Became Our Culture

Dentistry and aesthetic care continue to evolve, and we have always believed that improvement should be continuous. We invested early in training, modern systems, and up-to-date technology — not to follow trends, but to deliver care that is precise, safe, and predictable.

This approach shaped the clinic and the team. Over time, it was recognised externally, with EGO receiving awards including Best New Practice (UK), followed by recognition for Best Practice, Best Patient Care, and Best Team at both London and national level.

These awards were never the goal, but they became confirmation of a culture built on discipline, learning, and consistency.

Our Direction Forward

Looking ahead, our focus remains unchanged: to improve thoughtfully and with intention. Progress, for us, is not measured by how fast we expand, but by how well we refine what already exists.

Future growth will continue to be guided by learning, training, and careful investment in technology that genuinely improves patient care. Each development will be considered against the same question we have always asked — does this raise the standard?

As we move forward, our priority is to remain a clinic where quality is protected, relationships are valued, and improvement is continuous. Building with purpose means staying curious, staying accountable, and never losing sight of why we began.

"We didn't grow by chasing scale. We grew by protecting standards — one room at a time, and one patient at a time."

Green Care by EGO: Our Sustainability Blueprint

From the very first day we opened our doors, sustainability wasn't an afterthought — it was a principle. Long before "eco-friendly dentistry" became a trend, we were already trying to shape a clinic that cared not only for smiles, but for the world those smiles live in.

It took years to refine our approach. Years of making difficult choices, investing in better systems, rethinking materials, reducing waste, and learning how modern dentistry can coexist with responsible environmental practices. None of it happened overnight. And none of it happened by accident.

But today, Green Care by EGO stands as the result of a steady, committed evolution — a blueprint we continue to improve every single day.

Our promise is simple: to provide exceptional care while respecting the environment as much as possible, whenever clinical safety and regulations allow. That means choosing greener alternatives where we can, reducing disposables without compromising hygiene, optimising digital workflows instead of paper, and continuously reviewing how we can do better.

We are not perfect — and we don't claim to be. Sustainability in healthcare is complex, regulated, and often restricted by necessary clinical standards. Yet within those boundaries, we push, innovate, and adapt. And we will keep pushing.

Because a modern clinic should do more than create beautiful smiles. It should stand for something.

At EGO, caring for our patients and caring for the planet are part of the same mission. And as we grow, evolve, and learn, our sustainability blueprint will grow with us — always aiming higher, always trying to do better than we did yesterday.

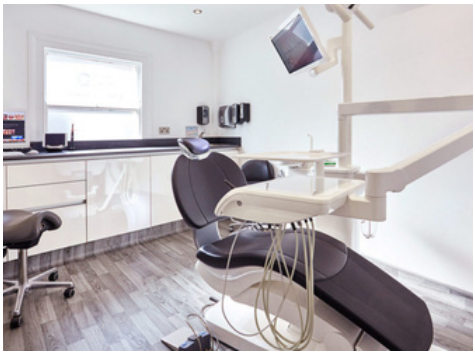
This is only the beginning — and it comes with responsibility. - Team EGO

The EGO Dental Sensory Experience

Designing Dentistry Around the Five Human Senses

Nothing about the EGO Dental environment was accidental. From the very beginning, every decision was shaped by one question: **how will this feel for the patient?** We are not the largest clinic, most modern dental clinic and we work within a defined space, but that limitation made our thinking more precise. Every item we introduced, every material we chose, and every adjustment we made was selected for a purpose — to support the senses, reduce unnecessary stress, and create a calmer atmosphere. Lighting, sound, layout, equipment, even the tone of the phone at reception were all carefully considered as part of one connected experience. We understood that no matter how thoughtfully a space is designed, visiting the dentist can still be difficult for many people. Our intention was never to eliminate that reality, but to soften it. Through careful study, discussion within our team, and at times external guidance, we worked collectively to shape an environment where treatment, technology, communication, and the five human senses work together. These details may appear small, but together they create something meaningful — a space that feels more controlled, more respectful, and more human, allowing patients to experience dentistry with greater ease and confidence.

EGO cinema room



For most people, visiting the dentist is not something they look forward to. It is often associated with anxiety, anticipation, and discomfort. Yet dentistry is essential. Regular examinations detect disease early. Professional cleaning protects long-term oral and general health. Preventive care changes outcomes.

Understanding this contrast is where the EGO Dental Sensory Experience begins. If dentistry is necessary, then the way it feels matters. Our approach is not about distraction or luxury, but about respecting how humans experience their environment — through their senses.

At EGO Dental Clinic, the clinical environment has been intentionally designed around the five core human senses: sight, hearing, smell, taste, and touch. Each is considered carefully, not individually, but as part of a complete experience that supports calm, trust, and clarity.

The EGO Dental Sensory Experience

Scan ME!

BTL EMSELLA®

Advanced Pelvic Floor Strengthening, Zero Downtime

Strength Where It Matters Most
Designed for Pelvic Floor Support and Control
Non-Invasive. Fully Clothed. No Downtime
A Modern Approach to Long-Term Pelvic Health

The EMSELLA Chair is a non-invasive medical device designed to support pelvic floor muscle strengthening and rehabilitation. Using focused electromagnetic technology, the chair induces deep pelvic floor muscle contractions that cannot typically be achieved through voluntary exercise alone. These contractions support improved muscle engagement, coordination, and functional pelvic floor support.

The treatment is fully clothed, comfortable, and requires no downtime, making it easy to integrate into a busy lifestyle. EMSELLA is commonly used to support pelvic floor health in individuals experiencing reduced muscle strength due to factors such as pregnancy, ageing, or post-surgical recovery. When delivered as part of a structured, clinically guided programme, it contributes to improved pelvic floor function in a safe and non-invasive manner.

EMSELLA is a non-invasive medical device intended to support pelvic floor muscle strengthening. Outcomes may vary between individuals. Treatment suitability and expected results should be assessed by a qualified healthcare professional following clinical evaluation.

EGO
COSMETICS - LONDON

"When the senses are respected, dentistry becomes calmer, clearer, and more human"

Sight (Vision)

A Calm and Beautiful Space from the First Moment

The visual environment is often the first trigger of anxiety. Harsh lighting, clinical glare, and cluttered spaces can immediately raise stress levels before treatment even begins.

At EGO, visual calm is created through warm, natural lighting that replaces traditional halogen glare with soft warm-white and warm-grey tones across both floors. In reception, Samsung The Frame displays curated digital artwork rather than conventional television content, creating a home feeling atmosphere with calming colours and visual balance. Elegant velvet seating with soft textures and rounded forms further enhances the sense of comfort, helping the clinic feel welcoming, calm, and thoughtfully designed from the moment patients arrive.

Sound (Auditory Sense)

Sound plays a subtle but powerful role in how calm a clinical environment feels. Sharp or unexpected noises can heighten anxiety, even when treatment itself is gentle.

At EGO, a balanced soundscape is created through soft ambient music in public areas and white-noise machines in every surgery. These help mask clinical sounds, reduce anxiety, enhance privacy, and create a more even acoustic environment during treatment. Together, these elements soften the clinical atmosphere and allow the space to feel calm, controlled, and distinctly boutique.

Touch (Tactile Sense)

Touch in dentistry extends beyond pain. It includes pressure, temperature, movement, and how the body is supported. From the moment patients sit down, comfort is considered through soft velvet seating, neck massagers in reception, and supportive positioning in the surgery.

Neck pillows, soft blankets, lip balm, and stress balls are available to reduce tension and create a sense of ease during treatment. Clear explanation before touch helps patients feel prepared and in control, allowing care to feel calmer, gentler, and more reassuring.

Taste (Gustation)

Taste is often overlooked in dentistry, yet it plays a meaningful role in comfort and perception. Lingering dental materials, dryness, or unfamiliar flavours can subtly increase anxiety and discomfort during treatment.

At EGO, attention is given to this sensory detail. From fresh cucumber-infused water offered at reception, to the careful selection of flavoured numbing gels, mouthwashes, polishing pastes, and lip balms, each step is designed to reduce unpleasant sensations and create a more considered experience. Timing, hydration, and clear communication all contribute to minimising discomfort.

By respecting taste as part of the overall sensory environment, treatment feels less clinical and more human — allowing patients to remain relaxed, present, and comfortable throughout their visit.

Smell (Olfaction)

Smell is closely linked to memory and emotion, and clinical odours are often one of the first triggers of dental anxiety. Traditional dental smells can create anticipation and discomfort before treatment even begins. At EGO, a calm sensory environment is supported through the use of the Cavir Smart Sense Air Machine, a professional-grade, waterless essential-oil diffuser that delivers a consistent, subtle scent across both floors of the clinic. This creates a clean, chemical-free atmosphere and replaces traditional clinical odours with a gentle, spa-like aroma.

By addressing scent intentionally, the clinic feels calmer and more welcoming from the moment patients arrive, helping to reduce anxiety and set the tone for a more comfortable experience.

MODERN DENTISTRY IN THE AGE OF AI AND DIGITAL TECHNOLOGY

A CLINICAL PERSPECTIVE BY DR. CHARLIE ATTARIANI

Artificial intelligence is becoming quietly woven into modern dentistry, not as a replacement for clinicians, but as a powerful tool for education, precision, and long-term care. One of its most important roles today is patient education. Dentistry is no longer based only on explanation and reassurance; it is increasingly visual, measurable, and transparent. This allows patients to truly understand their oral health and engage with their treatment in a meaningful, long-term way.

Advanced intraoral scanners now allow us to capture highly accurate 3D images of the teeth and gums in real time. These scans can reveal early wear, gum changes, bite imbalance, or subtle disease before symptoms appear. AI-supported systems allow scans to be compared over time, tracking slow developments objectively and reinforcing preventive care rather than reactive treatment. Patients can see their own mouth on screen, understand what is happening, and why certain recommendations are made. In selected cases, these digital files can also be used for chairside 3D printing, producing appliances, models, or surgical guides with exceptional accuracy.

Digital X-rays enhanced by AI analysis add another layer of early detection. These systems can highlight areas of concern such as early decay, bone changes, or pathology that may not yet be clinically obvious. This does not replace diagnosis, but it supports earlier intervention and clearer communication with patients, strengthening preventive dentistry.

In implant dentistry, CBCT imaging combined with digital and AI-supported planning has transformed both safety and understanding. Three-dimensional scans allow full visualisation of bone volume, nerve position, and anatomical structures before surgery begins. Patients can clearly see where an implant is planned and understand the reasoning behind it. Guided planning systems may support angulation and depth, but every decision, adjustment, and responsibility remains with the dentist, particularly when responding to real-time findings during surgery.

Digital Smile Design further demonstrates how AI supports education rather than promises. Facial analysis, dental proportions, and smile dynamics are used to simulate potential outcomes, helping patients understand how teeth relate to lips, facial balance, and expression. This keeps expectations realistic, natural, and individual.

AI also plays an increasing role in risk assessment, documentation, and long-term monitoring. By analysing patterns over time, it can help identify patients at higher risk of decay, gum disease, or tooth wear, allowing preventive strategies to be personalised. Automated systems reduce administrative burden, freeing clinicians to focus on precision, communication, and reassurance.

My belief is clear: AI will continue to elevate dentistry, but it will never replace the dentist. Our role involves understanding behaviour, responding to tissue feedback, recognising subtle aesthetic cues, and providing calm reassurance during moments of anxiety. Technology refines our tools, but education gives them purpose. Dentistry remains built on skill, empathy, and trust — and those will always belong to the clinician.

"AI is not replacing dentistry. It is helping it evolve"

EGO
COSMETICS - LONDON

Straighten your smile — quietly, comfortably, confidently.

invisalign®

Invisalign is a modern orthodontic solution designed for people who want real results without the visibility of traditional braces. Using a series of clear, removable aligners, Invisalign gently moves your teeth into their ideal position while fitting seamlessly into everyday life.

VENEERS IN MODERN DENTISTRY AESTHETIC PRECISION, RESPONSIBILITY, AND LONG-TERM CARE

What Are Veneers?

Dental veneers are thin restorations, usually made of porcelain or advanced ceramics, bonded to the front surface of teeth. Their role is to improve the appearance, shape, colour, and sometimes the function of teeth, while preserving as much natural tooth structure as possible. When planned carefully and executed well, veneers can look entirely natural and integrate seamlessly into the smile.

Veneers are not a cosmetic shortcut. They are a form of restorative dentistry that sits at the intersection of health, aesthetics, and long-term responsibility.

Why And Do Ee Use Veneers?

There are several valid indications for veneers, including:

- Aesthetic concerns, such as discolouration that cannot be improved with whitening
- Chipped or broken teeth, where appearance and strength both need restoring
- Uneven, worn, or irregular tooth shapes
- Small gaps or mild alignment concerns, where orthodontics may not be required
- Replacement of older restorations that no longer look natural

In many cases, veneers form part of a wider treatment plan rather than a standalone procedure. The decision is always individual and must be based on clinical findings, facial balance, and realistic expectations.

Dental Health Comes First

Before veneers are considered, the mouth must be dentally healthy. This is essential. Any gum disease, decay, bite instability, or grinding habits must be identified and addressed first. Veneers placed on unhealthy foundations are unlikely to last.

A thorough examination, professional cleaning, and preventive care are the starting point. Veneers are the final refinement, not the beginning of treatment.

Minimally Invasive Veneers — A Balanced Approach

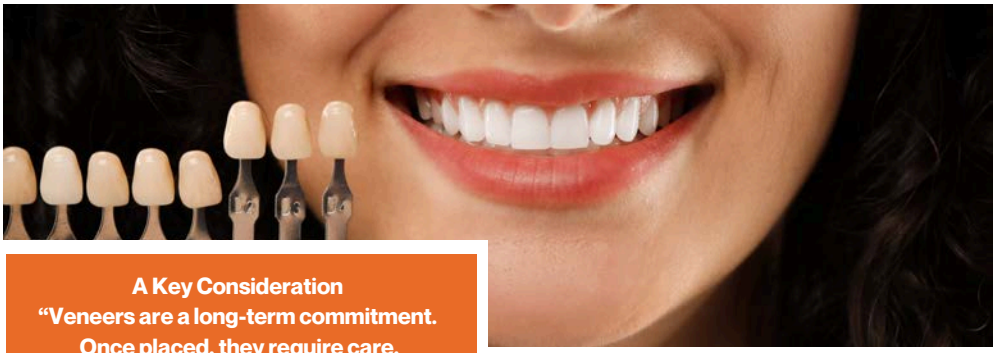
Modern dentistry favours conservative techniques, and many veneers today can be placed with minimal preparation. However, it is important to be clear: most veneers still require some degree of tooth preparation.

This preparation is usually limited and controlled, designed to:

- Create space for natural contours
- Improve bonding strength
- Support long-term aesthetics and stability

The aim is always balance — preserving tooth structure while achieving a predictable, durable result. “No-prep” veneers are not suitable for every case, and careful assessment is essential.

“Long-term success with veneers is achieved through regular maintenance, stable bite, and good oral hygiene.”



A Key Consideration
"Veneers are a long-term commitment. Once placed, they require care, awareness, and respect to perform well over time.

Veneers, like all dental restorations, are not living tissue. They rely on the health of the underlying tooth, the quality of bonding, and the habits of the patient. Understanding this before treatment begins is crucial.

Living With Veneers: Maintenance Matters

Caring for veneers is different from caring for untouched natural teeth. This does not mean they are fragile, but they do require responsibility.

Good maintenance includes:

- Excellent daily oral hygiene
- Regular professional examinations and cleaning
- Protective appliances if grinding or clenching is present
- Avoiding excessive biting forces on hard objects
- Prompt review if any changes are noticed

Patients who follow these principles often enjoy stable, attractive veneers for many years. Those who do not are more likely to experience complications.

By Dr. Charlie Attariani

Veneers vs Natural Teeth

Natural teeth have biological repair mechanisms. Veneers do not. Once placed, they depend entirely on:

- Stable gums
- A balanced bite
- Long-term maintenance
- Patient awareness

For this reason, education is as important as technical skill. Veneers are not a "fit and forget" treatment, but a partnership between clinician and patient.

How Long Do Veneers Last?

When well planned, carefully placed, and properly maintained, porcelain veneers commonly last 10–15 years, and often longer.

Long-term studies, including systematic reviews published in The International Journal of Prosthodontics, demonstrate high survival rates for porcelain veneers over ten years, particularly when:

- Oral hygiene is good
- Tooth preparation is appropriate
- Bite forces are well managed

Most veneer failures are not related to the material itself, but to underlying issues such as grinding, poor maintenance, or compromised dental health.

Closing Thought

"Aesthetic dentistry is not about changing who you are. It is about restoring balance, proportion, and confidence — responsibly and carefully."

Veneers can be transformative when chosen for the right reasons and supported by good dental health and long-term care. They are not suitable for everyone, and they should never be rushed. In the right hands, with the right preparation and understanding, veneers remain one of the most refined treatments in modern dentistry.

Laser Hair Removal: Science, Safety, and Long-Term Results

Laser hair removal has become one of the most widely requested aesthetic treatments, yet its effectiveness depends on understanding how the technology works and why results develop gradually. At its core, laser hair removal is a medically guided procedure designed to reduce hair growth safely over time, rather than remove hair instantly.

The laser targets melanin within the hair follicle, delivering controlled energy that converts to heat. This heat disrupts the follicle's ability to produce new hair while leaving surrounding skin largely unaffected. Precision and timing are essential, as the treatment relies on biological processes rather than surface-level hair removal.

Hair grows in distinct cycles, and only follicles in the active growth phase respond effectively to laser energy. At any given time, a large proportion of hair is dormant. This is why laser hair removal requires a course of treatments rather than a single session. Each appointment captures a new group of follicles as they enter the active phase.

Most individuals require six to eight sessions, though this can vary depending on skin tone, hair colour, hormonal factors, and treatment area. Areas influenced by hormones, such as the face, may require additional sessions or maintenance over time. Consistency is key to achieving stable, long-term reduction.

Not all laser systems are the same. Differences in wavelength, energy delivery, and cooling technology affect both safety and outcomes. Advanced medical-grade devices are designed to treat a broader range of skin tones while maintaining accuracy and comfort. Proper assessment ensures the right technology is selected for each individual, reducing risks and improving predictability.

Laser hair removal is not a cosmetic shortcut. It is a structured process that rewards patience, professional oversight, and realistic expectations.

When delivered correctly, laser hair removal offers long-term reduction rather than temporary results. The goal is not perfection in a single session, but gradual, controlled improvement that respects skin health and individual variation.

"Lasting hair reduction is not about speed, but timing — where biology, technology, and consistency align."

The Science and Clinical Thinking Behind Invisalign®

By Dr. Golnar Hassirian — Over 1500+ Treated Cases

Reaching more than one thousand Invisalign treatments represents a journey defined by patience, learning, and responsibility. It is a reminder that progress in dentistry is rarely instant. It comes from thoughtful planning, open dialogue, and a genuine respect for the person behind every smile.

Clear aligner orthodontics has reshaped the way we think about tooth movement, and Invisalign has played a central role in that evolution. What began as a discreet alternative to traditional braces has developed into a digitally driven orthodontic system capable of managing complex cases with accuracy and predictability.

My journey with Invisalign has now passed the milestone of over one thousand completed treatments. This figure is not about volume alone. It reflects years of refinement, experience, and continuous learning. Each case has contributed to a deeper understanding of biomechanics, digital planning, patient compliance, and long-term stability.

No two smiles follow the same path. Behind every treatment plan is an individual with different needs, expectations, and concerns. Invisalign, when used responsibly, becomes a tool that supports precision rather than replaces professional judgement.

What Is Invisalign?

Invisalign is a system of custom-made, clear aligners designed to move teeth gradually and comfortably over time. Using advanced digital scanning and treatment planning, a sequence of aligners is created to guide teeth into their intended positions.

The aligners are removable, discreet, and designed to integrate seamlessly into daily life. However, Invisalign is not simply about wearing aligners. The success of treatment depends heavily on accurate diagnosis, appropriate case selection, detailed planning, and consistent clinical oversight throughout the process.

Clinical experience, careful planning, and digital precision come together to create predictable outcomes. Invisalign is most effective when technology is guided by expertise, patience, and a long-term view of dental health.

Technology has transformed orthodontics, but it has not replaced the need for experience. Digital simulations can predict movement, yet every mouth responds differently. Understanding these nuances comes only through time, observation, and clinical responsibility.

Invisalign works best when expectations are realistic and treatment is guided by ongoing assessment rather than fixed assumptions. Thoughtful pacing, small adjustments, and patient engagement are often what determine long-term success.

Every Invisalign case begins with understanding. Digital scans and simulations allow us to visualise movement, but they do not replace clinical judgement. Tooth position, bite function, bone support, and patient habits all influence outcomes and must be considered together.

Treatment is a collaborative process. Patients play an active role through compliance and communication, while clinicians remain responsible for monitoring progress and making adjustments when required. This balance is what transforms aligners from a product into a personalised treatment journey.

Long-term success is measured not only by alignment, but by stability, comfort, and oral health years after treatment is complete. Thoughtful finishing, retention planning, and patient education are as important as the aligners themselves.

Practical, considered orthodontic care is built over time. When technology and experience work together, treatment becomes not just effective, but sustainable.

PROFESSIONAL TATTOO REMOVAL WITH MEDICAL-GRADE LASER

Lynton Laser Tattoo Removal is a safe, effective, and non-invasive way to fade unwanted tattoos using medical-grade laser technology. The treatment works by delivering precise laser energy to break down tattoo ink particles, which are then naturally removed by the body over time.

Suitable for a wide range of tattoo colours and skin types, each treatment plan is tailored to the individual, taking into account tattoo age, depth, colour, and skin tone. Sessions are quick, carefully controlled, and performed by trained professionals, with comfort and skin safety prioritised throughout.

Gradual fading occurs over a course of treatments, allowing the skin to heal naturally between sessions while reducing the risk of scarring or damage.

EGO COSMETICS - LONDON

PRACTICAL GUIDANCE ON TOOTH WHITENING, SAFETY, AND REGULATION

Reaching for a brighter smile has never been easier, yet understanding how whitening works — and what is legally permitted — remains essential. Tooth whitening is a regulated dental procedure in the UK, designed to protect patients while delivering safe, predictable results. When approached responsibly, it can enhance confidence without compromising oral health.

Clear regulation, professional oversight, and informed decision-making are what separate safe tooth whitening from cosmetic shortcuts. When whitening is guided by clinicians, results are not only brighter — they are safer, longer lasting, and biologically respectful.

Experience Matters

In the United Kingdom, tooth whitening is legally classified as a dental treatment. Only registered dental professionals are permitted to prescribe or supervise whitening products containing effective concentrations of hydrogen peroxide. This regulation exists for a reason: whitening agents interact with enamel, dentine, and gum tissue, and misuse can lead to sensitivity, irritation, or long-term damage.

Under UK law, over-the-counter products are limited to very low peroxide levels, meaning their whitening effect is minimal. Professional home whitening kits, prescribed after clinical assessment, are designed to be both effective and controlled — balancing results with safety.

UK vs USA: A Key Difference

In the United States, whitening products with higher peroxide concentrations are widely available without dental supervision. While this offers convenience, it also increases the risk of inappropriate use, uneven whitening, and avoidable complications.

The UK's more conservative regulatory framework prioritises patient protection. Whitening is tailored to the individual, guided by oral health checks, and supported by professional monitoring — a model that favours long-term dental health over instant results.

Professional Whitening vs Shop-Bought Products

Retail whitening products often promise dramatic results, yet their effects are limited by regulation and formulation. More importantly, they cannot assess whether whitening is suitable in the first place. Hidden decay, gum disease, enamel defects, or restorations may all affect outcomes.Professional whitening begins with diagnosis. Custom trays, prescribed gels, and clinician guidance ensure even whitening, reduced sensitivity, and predictable results — something no shop-bought kit can replicate.

SMOOTH SKIN – ADVANCED, GENTLE, CONFIDENTLY YOURS.

Powered by cutting-edge technology from Alma Lasers, Soprano Titanium represents a new generation of laser hair removal. Designed for comfort, safety, and effectiveness, it delivers long-term hair reduction with minimal discomfort and no downtime.

Using advanced cooling and gradual heat delivery, treatments are suitable for all skin types and can be performed comfortably throughout the year. Sessions are fast, precise, and designed to fit seamlessly into modern lifestyles.

Whether you're looking to reduce unwanted hair on the face or body, Soprano Titanium offers a refined, science-led approach — focused on results, skin health, and confidence.

Because lasting smoothness should feel effortless, comfortable, and considered.

EGO
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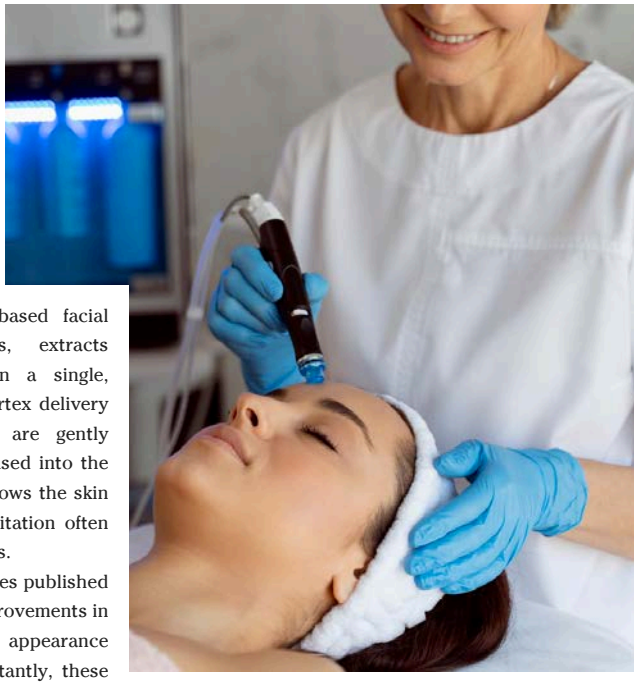
Hydrafacial: Simple Technology, Lasting Skin Health

Hydrafacial has become a cornerstone of modern aesthetic care by proving that effective skin treatments do not need to be complicated or aggressive. Built around advanced yet straightforward technology, it offers a consistent approach to skin health that prioritises hydration, clarity, and barrier support rather than short-term intensity.



At its core, Hydrafacial is a device-based facial treatment that cleanses, exfoliates, extracts impurities, and hydrates the skin in a single, controlled session. Using a patented vortex delivery system, dead skin cells and debris are gently removed while targeted serums are infused into the skin simultaneously. This dual action allows the skin to be treated efficiently without the irritation often associated with more abrasive techniques.

Clinical research and observational studies published up to 2025 consistently demonstrate improvements in skin hydration, texture, and overall appearance following Hydrafacial treatments. Importantly, these benefits are achieved with minimal inflammation and no downtime, making the treatment suitable for a wide range of skin types and tones. Concerns such as congestion, dehydration, uneven texture, and dullness can all be addressed without compromising the skin barrier.

One of the reasons Hydrafacial has endured while many facial trends have faded is its alignment with current evidence-based skin care principles. Modern dermatological research increasingly emphasises the importance of protecting the skin barrier, maintaining hydration, and avoiding unnecessary trauma. Hydrafacial supports these principles by working with the skin's natural processes rather than forcing rapid change.

"The most effective skin treatments are not defined by intensity, but by consistency and respect for how skin functions over time."

Skin is dynamic and continuously influenced by environmental exposure, lifestyle, stress, and ageing. For this reason, Hydrafacial is not positioned as a one-off treatment, but as part of an ongoing skin maintenance plan. Most practitioners recommend treatments every two to three months, depending on individual skin condition and goals. Some individuals may benefit from more frequent sessions initially, followed by maintenance treatments to sustain results over time.

What makes Hydrafacial a treatment that is here to stay is its adaptability. While the core technology remains intentionally simple, the ability to tailor serums and protocols allows treatments to evolve alongside advances in skin science. This balance of innovation and restraint is what gives Hydrafacial its longevity.Hydrafacial represents a modern philosophy of skin care — one where technology supports the skin quietly, predictably, and sustainably.

Preventive Care and Long-Term Health

Compliance, Education, and Awareness

Preventive dentistry is built on understanding. Regular dental examinations and professional cleaning are not simply routine appointments; they are structured opportunities to assess risk, monitor change, and protect long-term oral health. When patients understand the purpose behind these visits, they are far more likely to remain engaged and consistent with their care. Education allows prevention to work quietly in the background. It shifts dentistry away from emergency intervention and towards early action, where small changes can be managed before they develop into complex problems.

The Importance of Dental Examinations

A dental examination is a comprehensive clinical assessment, not just a check for visible problems. Teeth, gums, bite, soft tissues, and overall risk factors are evaluated together to form a complete picture of oral health.

NICE guidelines support a personalised, risk-based approach to examinations. This means recall intervals and care plans are tailored to the individual, rather than applied uniformly. Early signs of decay, gum disease, enamel wear, or infection can often be detected long before pain or discomfort is felt.

Pain is rarely the starting point of disease. More often, it is a late indicator that a condition has already progressed.

Why Professional Cleaning Matters

Professional dental cleaning plays a vital role in prevention. Even with good home care, plaque and calculus can accumulate in areas that are difficult to reach effectively. If left untreated, this build-up contributes to gum inflammation, bone loss, and eventual tooth instability.

Healthy gums are the foundation of long-term dental health. NICE guidance recognises the importance of maintaining gum health to support teeth, restorations, and overall oral function over time.

A Preventive Perspective

Preventive care is not about doing more treatment — it is about doing less, earlier. Regular examinations and hygiene visits allow clinicians to intervene at the right moment, often preventing the need for invasive procedures altogether.

This approach protects not only teeth, but confidence, comfort, and long-term wellbeing.

Closing Thought

"Pain is often the final signal, not the first. Preventive care is about listening long before urgency appears."

Our work continues to be shaped by this principle. The aim has always remained the same: to support oral health through consistency, clinical judgement, and respect for biology — quietly reducing the need for emergency care and allowing patients to maintain healthy, functional smiles over time.

Pelvic Floor Strengthening: A Modern, Non-Invasive Approach

Experiencing symptoms related to pelvic floor weakness, such as reduced bladder control or loss of pelvic support?
A weakened pelvic floor can affect comfort, confidence, and quality of life — but it can be addressed with the right approach.
The EMSELLA® Chair offers a non-invasive, evidence-based method of pelvic floor strengthening, designed to improve muscle function, support, and long-term control without surgery or physical strain.

The EMSELLA Chair represents a modern, non-invasive approach to pelvic floor conditioning that focuses on strength, support, and functional rehabilitation rather than surgical or invasive intervention. Designed to work alongside everyday movement and healthy habits, it uses advanced electromagnetic technology to stimulate pelvic floor muscle activity in a controlled and targeted way. The aim is not instant change, but meaningful, progressive improvement that can be sustained over time.

At the core of the EMSELLA Chair is focused electromagnetic stimulation, which induces powerful pelvic floor muscle contractions beyond what can typically be achieved through voluntary exercise alone. These supramaximal contractions activate deep pelvic floor muscle fibres, supporting improved strength, coordination, and neuromuscular control. Because the treatment is non-invasive and fully clothed, it places no strain on joints, ligaments, or connective tissue, making it suitable for a wide range of individuals.

Clinical observations and published research up to 2025 indicate that repeated EMSELLA sessions can contribute to improved pelvic floor strength, bladder control, and functional support when used as part of a structured programme. The treatment is commonly applied in cases where pelvic floor engagement is difficult to achieve through conventional exercise alone, including post-pregnancy, post-surgical recovery, and age-related pelvic floor weakness.

As with any form of muscle conditioning, results depend on consistency. Pelvic floor muscles adapt gradually in response to repeated stimulation and adequate recovery. For this reason, a course of treatments is typically recommended, often delivered over several weeks. The exact number of sessions and spacing may vary depending on individual needs, baseline muscle function, and clinical assessment.

One of the defining strengths of the EMSELLA Chair is its ability to complement, rather than replace, pelvic floor exercises and lifestyle measures. It supports muscle activation and strengthening, particularly for individuals who may struggle to correctly engage the pelvic floor through exercise alone. When integrated thoughtfully, it enhances functional outcomes without promoting reliance on technology.

Long-term results are best achieved when treatment is guided by professional assessment and realistic expectations. Appropriate intensity settings, gradual progression, and allowing time for recovery help ensure that improvements remain safe, effective, and sustainable.

"True strength is built through repetition and recovery, not urgency. Sustainable results come from working with the body, not against it."

The EMSELLA Chair reflects a broader shift in pelvic health treatments — away from extremes and towards supportive, evidence-led approaches that respect physiology and promote long-term confidence, comfort, and function. It represents a modern view of strength: one that is built gradually, guided professionally, and designed to last.

Clinically Designed VR for Dentistry — Built for Care, First Introduced in the UK at EGO Dental Clinic!

For many patients, dentistry is not feared because of pain alone. It is feared because of the experience. The bright lights above the chair. The unfamiliar sounds. The sensation of lying flat while instruments move into view. The anticipation of injections. The feeling of surrendering control.

Even confident, health-conscious individuals can feel their anxiety rise the moment they enter a dental surgery. For patients with true dental phobia, that reaction can be overwhelming — leading to delayed care, worsening oral health, and a growing sense of helplessness.

At EGO Dental Clinic, we have always believed that excellent dentistry must address not only the mouth, but the mind. In 2026, that belief led us to become one of the first clinics in the UK to introduce clinically designed virtual reality (VR) distraction therapy, developed specifically for dental procedures, in collaboration with Mindergy in Sweden.

This was not a technological experiment. It was a clinical decision.

Traditional dentistry has often responded to this fear with pharmacological solutions — sedation, oral anxiolytics, or general anaesthesia. While these methods have their place, they are not always ideal as first-line solutions. They introduce cost, medical risk, recovery time, and can distance patients from their own care.

At EGO Dental Clinic, we asked a different question: ***What if we could reduce fear before it escalates — without medication?***

Why Dental Fear Persists — Even in Modern Dentistry

Dental anxiety is driven by a combination of sensory and psychological triggers occurring simultaneously:

- Visual overload from lights and instruments
- High-frequency clinical sounds
- Physical vulnerability while lying flat
- Anticipation of injections or discomfort
- Loss of control and predictability

WHY THIS IS NOT "JUST VR"

"General VR distracts the eyes. Clinical VR is designed to calm the brain — and that difference matters in dentistry."

The software has been designed specifically for dental procedures, taking into account:

1. Patients lying flat and remaining still
2. Before or during injections and local anaesthetic
3. Minimal head movement
4. Calm, structured environments rather than stimulation
5. Evidence-based anxiety reduction
6. Integration into real dental workflows

Unlike tablet screens or ceiling-mounted displays — which still leave patients visually and mentally anchored to the clinical environment — immersive VR temporarily removes the brain from the dental setting altogether. Attention is redirected at a neurological level, reducing anxiety, altering pain perception, and compressing perceived treatment time.

"True distraction isn't about giving patients something to watch. It's about giving their brain somewhere else to be. When fear no longer dominates attention, dentistry becomes manageable — and often transformative."
- Dr. Charlie Attariani D.M.D

How VR Distraction Compares to Other Anxiety Management Options

Traditional approaches to dental anxiety vary widely in invasiveness, cost, and clinical impact.

- Local anaesthetic alone relies entirely on patient cooperation and does not address anxiety itself.
- Nitrous oxide (gas and air) can be helpful for mild to moderate anxiety, but still involves medical oversight and added cost.
- Oral sedation reduces awareness but may cause prolonged drowsiness and requires recovery time.
- IV sedation is effective for severe anxiety but carries higher medical risk and limits patient communication.
- General anaesthesia is reserved for complex cases due to its high cost, medical risk, and recovery period.
- Hypnosis can be effective for selected patients, but outcomes depend heavily on individual susceptibility and practitioner expertise.
- Screen-based distraction (tablets or ceiling TVs) offers mild visual distraction but leaves patients exposed to clinical sounds, lights, and movement.
- Clinically designed VR distraction therapy is non-invasive, drug-free, immediately reversible, and preserves full communication — making it uniquely suited for patients with dental fear and phobia.

A CALMER DENTAL EXPERIENCE, DESIGNED IN VR

The EGO Dental Sensory Experience is a deliberately designed environment that addresses the sights, sounds, textures, and sensations that commonly trigger dental anxiety. By layering multiple subtle interventions, we aim to reduce stress before it has a chance to take hold.

WHY WE CHOSE TO PIONEER THIS IN THE UK

Our collaboration with Mindergy in Sweden was deliberate. The system was developed with input from neuroscientists, psychologists, and clinicians specialising in anxiety regulation, cognitive behavioural therapy, and paediatric mental health.

We chose to introduce this technology because we believe dentistry should evolve beyond "coping mechanisms" and move towards preventive emotional care.

In 2026, EGO Dental Clinic officially launched this service — marking a significant step forward in UK dentistry.

Clinical Research: Looking Beyond Adoption

While international research already supports VR distraction therapy, innovation must also be validated locally. For this reason, EGO Dental Clinic will be conducting in-house clinical research throughout 2026, involving over 200 patients.

This study will assess:

- Anxiety reduction
- Patient comfort
- Pain perception
- Treatment acceptance
- Willingness to return for future care
-

The goal is not only to improve individual experiences, but to contribute meaningful data to the future of patient-centred dentistry.

A New Milestone in Dental Care

Dentistry does not need to be endured. With the right environment, the right tools, and the right intent, it can become calm, controlled, and even empowering.

At EGO Dental Clinic, this is our next step — and we believe it represents the future of how dental fear is understood and treated in the UK.

"Sedation quiets the body. Clinically designed VR quiets the mind — and that distinction changes everything in dentistry."

MADE IN SWEDEN

Hydrafacial®

NON-INVASIVE, COMFORTABLE, AND SUITABLE FOR ALL SKIN TYPES

Hydrafacial is an advanced skin treatment that helps you feel refreshed, confident, and radiant. Whether it's preparing for a special event, improving your everyday skin health, or simply taking time for self-care, Hydrafacial offers an effective and relaxing solution. Using gentle vortex technology, it cleanses, exfoliates, and hydrates the skin while delivering powerful nourishing serums deep into the pores.

This treatment helps remove impurities, reduce congestion, and restore moisture balance without discomfort or downtime. Hydrafacial is suitable for all skin types and can be tailored to address concerns such as dullness, dryness, fine lines, and uneven texture. It supports healthier-looking skin and promotes a natural glow. Regular treatments can help maintain skin clarity and resilience, allowing your complexion to feel smoother, calmer, and more balanced over time.

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