

# the a.b.c. smile®

Dentistry  
CLINICAL  
CASE AWARDS  
2 0 2 2

WINNER

Restorative: Composite  
Smile Makeover

Dentistry  
CLINICAL  
CASE AWARDS  
2 0 2 2

WINNER

Restorative: Ceramic  
Smile Makeover

PRIVATE DENTISTRY  
AWARDS 2022

WINNER

YOUNG DENTIST LONDON

Dentistry  
CLINICAL  
CASE AWARDS  
2 0 2 3

WINNER

Restorative: Full Mouth  
Rehabilitation

Dentistry  
CLINICAL  
CASE AWARDS  
2 0 2 3

WINNER

Restorative: Ceramic  
Smile Makeover



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Photographs & illustrations by Dr. Edward Li  
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## thank you

As graduates from King's College London, our partnership began in our final year with shared principles for providing exceptional and empathetic dentistry. In 2017, we took a courageous step and founded 'the a.b.c. smile', a clinic dedicated to delivering high aesthetic and functional results.

In our serene clinic, we take great care to provide you with genuine advice, clarity in options, and precise yet artistic dental treatments. Our team is committed to ensuring that you will experience the level of seamless attentiveness you deserve.

The recent awards are a testament to our dedication to contemporary dentistry and clinical excellence, as well as our unwavering focus on your health and your smile.

We are humbled by the trust you have placed in our hands and grateful to have you with us. Thank you for taking the time out of your day, we look forward to providing the continued quality care that you have come to expect from us.

**Dr. Edward Li & Dr. Tanya Patel**

Founders of the a.b.c. smile

# principals



## Dr. Edward Li

BDS (KCL)  
Principal Dentist  
GDC 258660

Edward is an inquisitive mind whose eye for design and curiosity for engineering stuck with him.

Whether it's rehabilitating tooth-wear with composites or crafting new smiles in porcelain, his artful dentistry attracts a meticulous audience seeking contemporary cosmetic and functional make-overs.

### Recent Achievements

Best Young Dentist '22 Private Dentistry Awards  
4x Winner Clinical Case Awards '22 '23  
Academy of Operative Dentistry Prize



## Dr. Tanya Patel

BDS Hons (KCL) PGCert  
Principal Dentist  
GDC 258657

Tanya is a creative mind with her interest in the arts seen in the dental care and her ability to attentively formulates agile solutions for your dental needs.

Her compassion and attention to detail provides great comfort and patient service, building timeless professional relationships with you and operating a well-run clinical space.

### Recent Achievements

Saunders Prize King's College London  
Koray Feran Prize Clinical Case Presentation

# team



## Dr. Farnam Pourezza

BDS Merit PGDip MCLinDent Endo '27  
Associate Dentist GDC 283510

Farnam's delivery of exceptional dentistry developed through his commitment to further education in the diverse spectrum of restorative dentistry. Currently in training for his speciality in Endodontics at KCL.

### Clinical Focus

Root Canal Treatment  
Posterior Restorations



## Kristina Limbu

Dental Hygienist GDC 165306

Kristina has the tactile precision and attention to detail that is complemented by her attentive chair-side care. Motivated in this art of self-care through great oral hygiene, she will impart her ways to keep your smile glistening at its best day-after-day.

### Clinical Focus

Periodontal Treatment  
Gum Health & Hygiene



## Klaudia Kwiatkowska

Dental Nurse GDC 284898

Klaudia is a conscientious and cordial nurse who finds great satisfaction working with patients. Being directly part of the team for your journey and seeing the results achieved together is what motivates her.

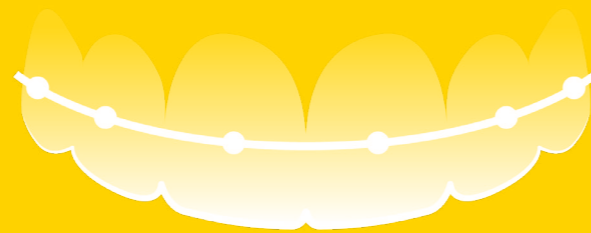
### Clinical Focus

Patient Care  
Clinical Assistance

the  
**a.b.c.**  
concept

## align

Using braces or aligners to provide efficient yet discrete orthodontics to straighten the foundation of your smile



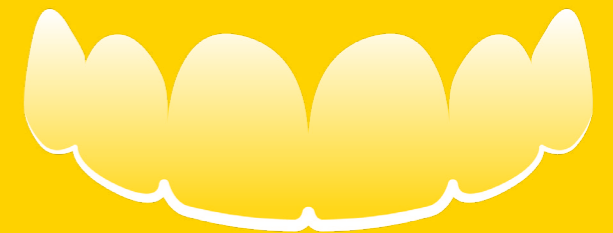
## brighten

Prescription teeth whitening to elevate the colour of your teeth to their brightest



## contour

Achieving perfection, balance and symmetry with composite resin or porcelain



# a.b.c. align

Our contemporary approach to your new smile begins at its foundation. Well-aligned teeth bring us symmetry and the aesthetic sense of proportion as teeth transition from one to another.

Once aligned, elevating your smile to the best version of what it can be is achieved by the next 2 steps of our a.b.c. concept; brightening and contouring.

Alignment of teeth is achieved with orthodontics, where individual teeth are moved towards their ideal position. We are then able to achieve the best smile we can, conserving as opposed to compromising healthy enamel.

Our main focus with orthodontic treatments are for the teeth which are socially visible in your smile; usually the front 6-8 teeth using the back teeth as our anchors. Clear aligners or porcelain fixed braces are both options depending on the individual case presentation and preferences.



## porcelain braces

Our preferred system for orthodontics uses market-leading porcelain brackets, providing the balance between aesthetics and efficiency, whilst delivering results to our demanding standards.

Treatment times will vary between individuals, usually ranging between 5-9 months, followed by our guided protocols on keeping them straight.

# a.b.c. brighten

Teeth whitening is the single most effective way to elevate any smile. Our accurate assessment, tailored prescription strengths and use of whitening agents in custom fitting trays achieves results time and time again.

Used as step 2 of our a.b.c. concept, it prepares your teeth to their brightest natural shade and by doing so, allows contouring in the restorative phase to match your new brighter shade.

The safety and stability of the whitening result is our priority without any magic or illusions surrounding the science. The prescribed carbamide whitening agents work to oxidise and break down complex 'stain' molecules within your teeth, making them visually whiter. Carried out under our tailored guidance, it can provide long lasting brightness with minimal maintenance.



after shade B1



before shade A3-A3.5



## faqs

### Does teeth whitening damage the enamel?

No, prescribed from a GDC registered dentist, clinically approved prescriptions do not damage enamel with 30 years of clinical research behind it.

### Will I get sensitivity?

A transient phase of sensitivity during the whitening process is likely, lasting 1-2 days to cold stimulus.

### Will whitening work on my crown or veneer?

Sadly not, the whitening is only effective on natural teeth. Fillings/crowns/veneers may need replacing.

### How long does it last?

This is lifestyle dependant, but we expect a top-up night every 1-2 months to maintain the brightest shade.

# a.b.c. contour

The evolution in the science of composite resins (white filling material) has introduced entirely new possibilities for your smile. Our respect for what nature has given you leads to our dedication to provide life-changing smiles that preserve your natural teeth when possible. This is at the core of our a.b.c. concept.

Using our clinical artistry and skill, contouring allows us to refine your teeth by bonding composite resin directly to your healthy enamel. Each surface of your teeth can therefore be reshaped; improving proportions, introducing symmetry and restoring chipped and worn surfaces.

We believe this contouring phase of our a.b.c. concept is where we can truly elevate your smile. Through delicate and intricate refinements of all aspects of your teeth, we can meet your expectations and perfect your individual smile.



## spot the difference

The beautiful smile shown above is after contouring the upper 8 teeth. Looking closely at the smile above, the impact of contouring is clear from the first glance, whilst exact changes may be hard to detect.

A single pre-planned appointment of 2-3 hours is all that is necessary for us to achieve these results. For those of you with straightened teeth, contouring is the way to transform and perfect your smile without compromising healthy enamel.

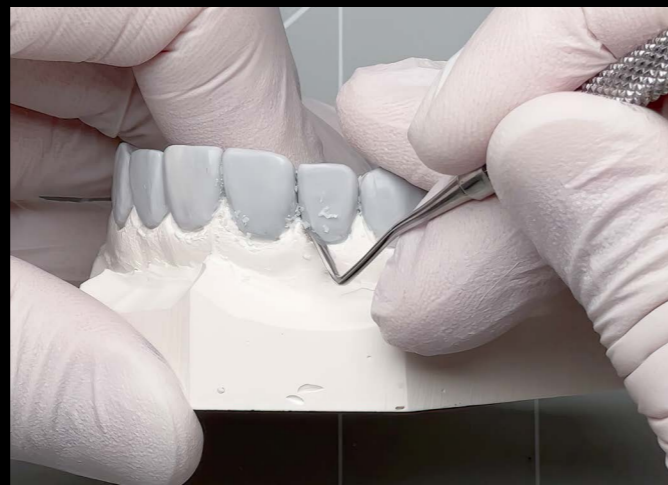
# smile design composites

In many instances, composite resins alone can achieve the results you are looking for. In keeping with our techniques used in our contouring phase of the a.b.c. concept, we use composite resins to reshape and enhance the teeth you already have.

Our appetite for innovative developments in the field of cosmetic dentistry deliver high aesthetic results with the longevity you would expect at our clinic. This is achieved through our understanding and analysis of your chewing patterns, use of premium materials and adherence to stringent bonding and polishing protocols.

Common situations where composite resin alone may be the most suitable treatment for you:

- Repairing fractured/chipped teeth
- Closing mild/moderate spaces between teeth
- Building-up naturally small/heavily worn teeth
- Basic fillings for decayed teeth or failed past fillings



## closing gaps

Beautifully simple treatments with near-to-no maintenance is why composite resin is our preferred method for closing mild-moderate spaces. The main benefit of this approach over orthodontic treatment is that there is no need for retainers to keep the spaces closed.

Since the majority of the composite is bonded along the non-biting surfaces of your teeth, our results can last much longer than you may expect.

In many instances, by broadening each tooth, we address and compensate for the cause of the space which gives us a very stable and aesthetic result in one dedicated appointment.



case 1 before



case 1 after

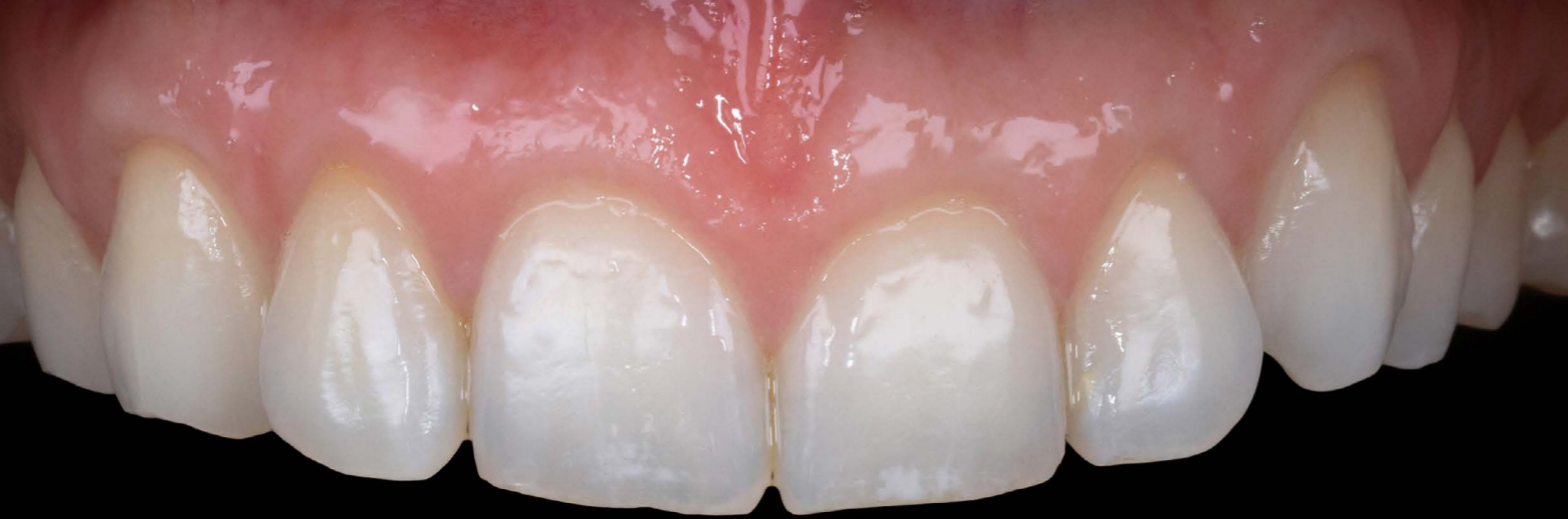


case 2 before



case 2 after

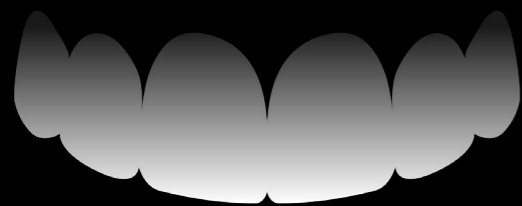




before composite contouring



after composite contouring



+



++



**Aligned & Brightened**

**Creating symmetry, level and proportion in the silhouette**

**Controlling surface reflections and contours**

## see teeth through our eyes

Beautiful teeth can be truly refined and perfected with contouring, be that after alignment or simply on its own.

These results bring the finishing touches to your new smile which were previously only achievable through more invasive treatments.

# smile design veneers

Porcelain provides strength and aesthetics of its own league far beyond composite resins. Working closely with our ceramist, our veneers are truly bespoke and individually crafted layer-by-layer.

Using porcelain gives us an infinite scope to elevate your smile. We can create teeth with ideal proportions bringing uniformity throughout the smile in brighter natural tones, more symmetry in the structure of your gums and can even provide a 'face-lift' by lengthening the height of your lower face. This softens facial lines, rejuvenates the muscles which support your lips and cheeks to truly transform your smile.

Our philosophy to protect and preserve healthy enamel means the selection process to offer veneers is kept for those of you who are suitable. Contemporary techniques and our pursuit of clinical excellence allows us to be minimally invasive, providing beautiful smiles.



## replicating nature

To replicate nature beyond the aesthetics is to use materials that most closely mimic the physical and optical properties of our natural teeth.

Specific sub-types of dental porcelain are the closest match to enamel and thus providing the most harmonising material to create perfected smiles with the longevity and crystalline gloss of enamel.

# smile design veneers

## design

Formulating a plan with natural aesthetics and a stable bite, we design your new smile using artisanal skills combined with leading-edge 3D scanning, modelling and printing



## vitri-fy

Provisional veneers are used in-between appointments to refine aesthetics with your feedback whilst the dental porcelain is brought to life layer-by-layer with our ceramist



## bond

Once crafted, each porcelain veneer is assessed and test-fitted over the natural teeth. Strict protocols are used to bond the porcelain to the enamel for a perfected finish and unrivalled longevity

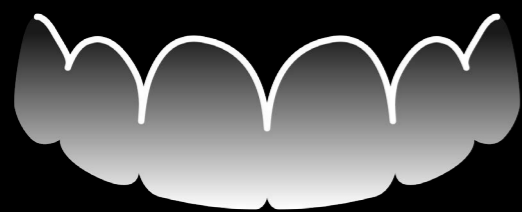




before porcelain veneers

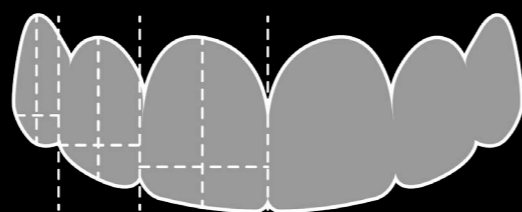


after porcelain veneers



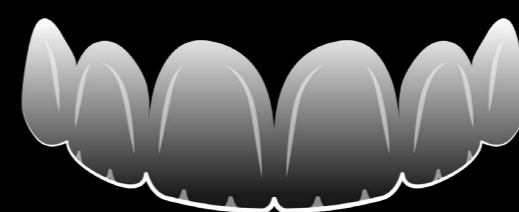
**Healthy gums with improved symmetry**

+



**Balanced proportions and anatomy of each tooth**

++



**Enamel translucency and textures with high lustre**

## see teeth like a dentist

Our delicately hand-crafted porcelain veneers remain the gold standard approach for teeth needing more coverage or strength.

Understanding what we seek in our veneers and when to replace past dental work can truly transform your smile without unnecessary treatment.

# white patches resin infiltration

One of the most recent developments in dentistry is our ability to reduce and eliminate the appearance of enamel white patches in your natural teeth. Results can be achieved in one appointment without any damage, use of a drill or injections.

This technique achieves results by opening up pores within the irregular crystals of the white patch and letting the resin infiltrate to fill the pores. This creates uniformity in the enamel crystals and therefore the desired aesthetic translucent properties.



before



after



cross-polarised photos to remove surface reflections

# gummy smile & asymmetry laser gum contouring

The gums can often be overlooked as part of a smile but in most instances, it plays an important role. Using precision lasers, gum contouring is a quick and painless treatment to reduce gummy smiles, reveal longer teeth and improve symmetry.

## Proportions

Bringing emphasis back to the two front teeth improves the overall balance of this smile.

## Lengthen

Lateral incisors are often tucked under low gums, making them look shorter than they actually are.

## Symmetry

The harmony in the symmetry and balanced proportions between teeth and gums allows us to create a beautiful smile.



before



after



before



after

# replacing metal fillings

Large amalgam restorations were the norm of the past and to their credit, they are very robust. What we observe now looking back over 20-30 years of metal fillings are that cracks in the teeth form around the filling, resulting in the metal filling staying in-place whilst the tooth breaks away and fractures.

Composite resin bonds to the natural tooth as opposed to simply filling a cavity, reinforcing the rest of the tooth for the years to come. In more extensive circumstances, using porcelain provides unrivalled strength for teeth with larger and deeper metal fillings where cracks in the natural teeth are prevalent.



# onlays & bridges

Providing your smile with a comfortable and efficient bite with structural integrity may require crowns and onlays where teeth have undergone large fillings and root canals from years ago.

The same principle can be used to replace a missing tooth with bridges if having a dental implant is not suitable for you.

Porcelains have evolved to provide strength and aesthetics to the point where metal-free restorations is our norm. No longer do the edges of crowns and bridges show a dark grey line, detracting from your smile.



# google reviews



I've been massive fans of Dr. Tanya & Edward and the artistry that they do for awhile now, and after 4 months of bespoke crafting, phenomenal care and an immaculate attention to not only detail but perfection, I am undeniably in a new chapter of my life where I thought my teeth couldn't get any better, but they have, and this has brought such a radiance skin deep.

I can't recommend them any more as investing in your smile is truly something so powerful that could impact your confidence & outlook to the world and I'm grateful for having such amazing doctors work on mine. They've been more than dentists, they've been partners and artists who will listen to what you want, and then recommend what you need .. and that's what sets them truly apart.

★★★★★ - A T



The a.b.c. smile is, hands down, the best dentist in London. If you are considering getting any dental work done, little or large, I couldn't recommend this dentist higher.

They are an incredibly talented team with a real passion for what they do. They are, perhaps more importantly, lovely people and will make sure you are happy with the results at every step along the way. No matter if you go for a check up or for the full a.b.c treatment, you will leave with an incredible smile.

★★★★★ - J Q



I can't recommend a.b.c. enough! Edward and Tanya were absolutely great and so talented! i am so happy with my teeth, they have completely transformed them without the use of braces. They listened to everything I said to make the perfect plan for me and even after the final appointment, I felt really looked after. Thank you so much guys!!

★★★★★ - J C



I am absolutely thrilled with my experience at this dentist's office. Dr. Edward Li and Dr. Tanya Patel are an incredible team. Their commitment to providing exceptional care is truly remarkable.

From the very beginning, they instilled confidence in me regarding the entire treatment process. Their professionalism and expertise are evident in the results, and I couldn't be happier.

★★★★★ - R C

## clinic details

69 Mortimer Street  
Fitzrovia  
London  
W1W 7SF

[enquire@abc.dental](mailto:enquire@abc.dental)

07921 844 948

@theabcsmile

### Opening Hours

Monday	11:00 - 19:00
Tuesday	11:00 - 19:00
Thursday	11:00 - 19:00
Friday	11:00 - 19:00
Saturday	12:00 - 16:00

The quickest way to arrange your appointment is through our online diary, updated live throughout the day.

[www.abc.dental](http://www.abc.dental)

## fee list

### the a.b.c. smile

Composite Contouring	from £350
Porcelain Veneer	£1050
Clear Fixed Braces	from £3450
Clear Removable Braces	from £3950
Prescription Teeth Whitening	£550

### essentials

Patient Examination	£70
Hygiene Scale & Airflow Polish	£120
Direct Access Hygiene Scale & AP	£150
Small Dental X-ray	£1.5 per image

### restore

White Composite Fillings	from £250
Root Canal Treatment	from £650
Extraction	from £250
Periodontal Treatment	from £350
Porcelain Onlay/Crown	£950
Bridge	from £1900

## your summary

