



Embargoed until 1<sup>st</sup> March 2011

## A Brilliant New Initiative

We may all aspire to a brilliant smile with clean, white and straight teeth, but a recent study showed 45% of adults are unhappy with the appearance of their teeth.<sup>1</sup>

Smilepod is a fresh new initiative which brings high-quality professional dental care to the high street in the form of walk-in hygiene studios geared to making customers look brilliant and feel brilliant.

The Smilepod ethos makes great oral care truly accessible for the first time in the UK. Its goal is to deliver genuinely customer focused, pleasurable treatments including teeth cleaning, stain removal and oral hygiene, plus teeth whitening and, Invisalign<sup>R</sup>, the revolutionary invisible teeth straightening treatment.

Smilepod abolishes all the 'nasty bits' everyone hates about going to a dentist, and, because every Smilepod hygiene treatment is undertaken by a dentist, there is no need to wait for a referral. At Smilepod there are no long waiting lists and appointment times are life-friendly for busy people who have better things to do than organise their schedule around dental consultations. Smilepod also make it easy to book appointment with their 'real time' on line booking system.

### Two new reasons to smile

The Smilepod concept studio in London's Covent Garden has been a brilliant success and was the winner of the 2010 Metro Newspaper best new UK Health and Beauty business. Today, Smilepod is on the expansion trail and is opening two more conveniently sited studios one right **in the heart of the City on 14 March 2011 and a second in Canary Wharf in April 2011.**

Smilepod transforms the traditional experience of visiting a dentist to make professional dental hygiene user-friendly, cost effective and even enjoyable. And Smilepod customers are loving the difference: a recent survey found customers felt traditional dental visits to be "expensive, anxious, a chore and stressful" while they found their visit to Smilepod "professional, convenient, friendly and quick".<sup>2</sup>

Richard Simpson, of Partner Capital One which is backing the Smilepod expansion commented *"It's increasingly rare to find a truly new concept. The team behind Smilepod are in tune with their customers who want clean, white, straight teeth in convenient locations carried out by friendly professionals."*

For more information or to book on-line visit [www smilepod.co.uk](http://www.smilepod.co.uk), call 0207 836 6866 or email [reception@smilepod.co.uk](mailto:reception@smilepod.co.uk)

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## Notes to Editors

Only around 50% of the UK population has seen a dentist in the last 12 months<sup>3</sup>. There are 22,000 dentists<sup>4</sup> in the UK yet only 6,000 hygienists. Access to the UK's undersized population of 6,000 hygienists<sup>5</sup> is restricted and only possible through a dentist. These restrictions combine to create the pent up needs which Smilepod aims to resolve by making oral care truly accessible.

Smilepod dental hygiene treatments start from just £35 for their *Smile on the Run*, and £85 for their renowned *High Gloss Diamond Polish* treatment. Smilepod also carries out teeth whitening using Zoom<sup>R</sup> Advance 2 and Invisalign<sup>R</sup> invisible teeth straightening.

## References

<sup>1</sup> YouGov survey conducted for National Orthodontic Week, 22 February 2011 - British Orthodontic Society,

<sup>2</sup> Smilepod customer survey, conducted in December 2010, n=102

<sup>3</sup> statistics.gov.uk

<sup>4</sup> British Dental Association

<sup>5</sup> British Society of Dental Hygienists and Therapists

## Your invitation

**Journalists are invited to visit Smilepod to experience their unique teeth cleaning treatments, carried out by friendly, professional dentists.**

Date: 18<sup>th</sup> March 2011  
Smilepod City  
18-20 Cullum Street  
London EC3M 7JJ

Date: 5<sup>th</sup> May 2011  
Smilepod Canary Wharf  
34 North Colonnade  
Canary Wharf  
London E14 5HX

Date: by arrangement  
Smilepod Covent Garden  
23 Rose Street (off Long Acre)  
London WC2E 2EA

**For further information about Smilepod, to book a treatment or interview its founder Mike Hutter or for images please contact:**

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