


A young woman with brown hair in a bun, wearing sunglasses on her head and a denim vest, is smiling and holding a clear plastic cup with a pink straw. The background is a bright, sunny outdoor setting with green grass and trees.

**brightside
dental**
Home of Calm and Gentle Dentistry

 **invisalign**[®]
Information Pack



Start with your smile

Welcome to Invisalign, the world's most advanced technology for straightening teeth.

Invisalign introduces the world's first clear aligners that can be worn without discomfort or inconvenience. Invisalign aligners move teeth through a series of carefully controlled movements. Unlike traditional braces, Invisalign treatment not only controls the amount of movement that each aligner delivers, but also the timing of the movement.

- Clinical Assessment worth £125 including x-rays, digital photos, and 3D scan
- Invisalign clear aligner treatment
- Discounted teeth whitening following completion of treatment worth £395
- Retainers included as standard
- Remote Virtual Monitoring included

We think you will be so impressed with Invisalign and what it can do for your smile that you will be keen to start treatment as soon as possible.



Your new Invisalign smile starts here

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Your Invisalign Treatment Journey...

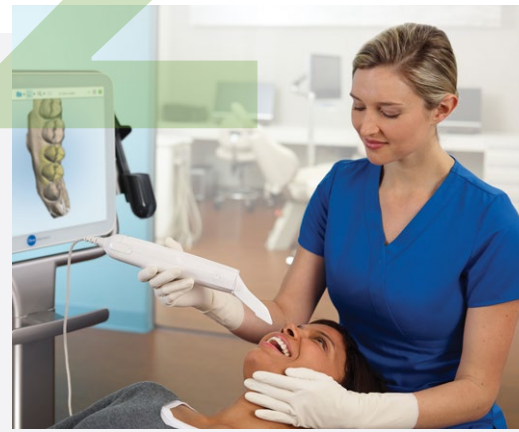
Step 1



FREE Invisalign Suitability Assessment

We would like to invite you to **Brightside Dental** and discuss your personal Invisalign Treatment Journey. This will include a **FREE Invisalign Suitability Assessment**.

Step 2



Clinical Suitability Examination

At your **Clinical Suitability Examination**, we will carry out an assessment to ensure you are suitable for Invisalign treatment. From our extensive experience and completed cases, we can also show you examples of how your new smile could look.

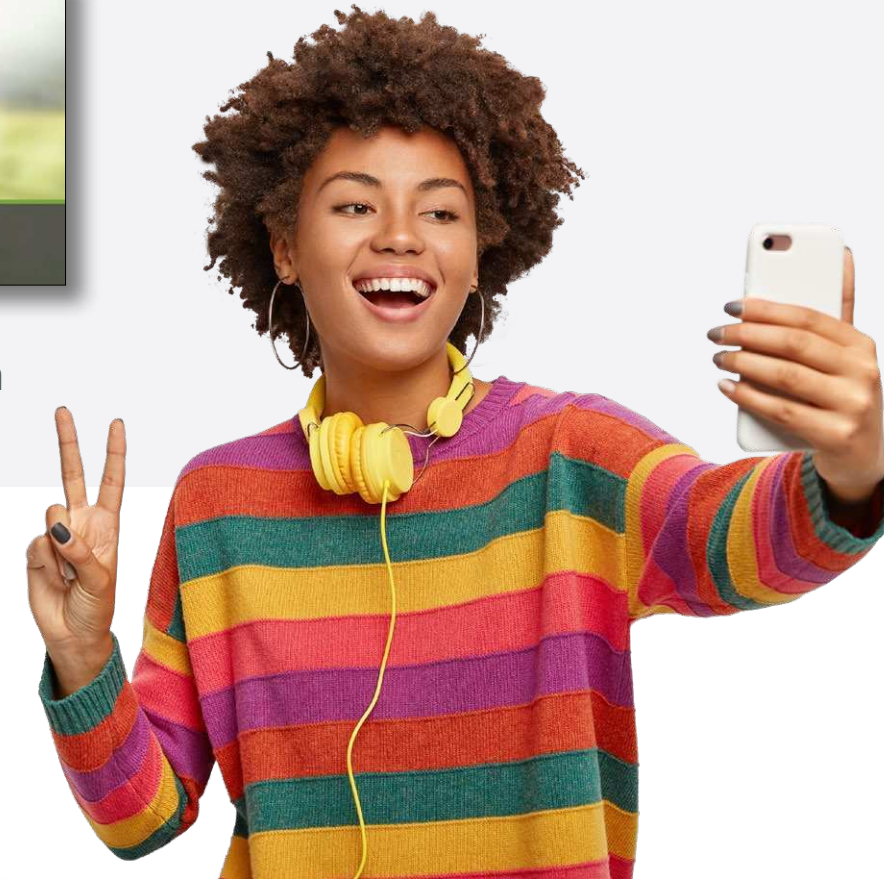
... 3 simple steps to a brilliant new smile!

Step 3



Your Personal Invisalign Treatment Plan

If you are suitable to start Treatment, we will produce your **Personal Invisalign Treatment Plan**. You can now choose to complete your digital scan and photographs ready to send to Invisalign and start your Invisalign Treatment journey to a brilliant new smile.





About Brightside Dental

You will be treated in the same way as we treat our family members

Our patients come first. We understand that most people don't look forward to a visit to the dentist and for many it's something that they fear and dread. Our aim is to make every experience you have with us calm and gentle. Your needs and concerns will be listened to and you will be treated in a completely non-judgemental manner.

We use the latest techniques and equipment to provide you with pain-free, comfortable dental treatment. You can see from our practice promises, that this is something we are obsessive about.

Brightside Dental is a clinic in Bounds Green that offers a caring service with a full range of dental treatment options. We will listen to your needs and concerns and will then give you honest advice on how we can improve your smile and the health of your mouth in jargon free language that you can fully understand. Treatment will be provided in an efficient manner, as pain free as possible and to a high quality standard to achieve long lasting results.

Your Invisalign Dentists



Dr Ketan Shah

Practice Principal

GDC No. 78336

I graduated from Guy's Dental Hospital in 2000. I have worked at the practice as an associate since 2004 and took over ownership in 2010. The main reasons I wanted to take over the practice was to have the opportunity to modernise the practice and provide the best possible service for our patients.

I regularly attend courses and training to further my skills and knowledge in order to improve the patient experience.

I always aim to provide gentle, painless dental care. My particular interests include teeth straightening and seeing nervous patients, as it is always great to see how transforming someone's smile and improving their confidence can have such a positive impact on their life.



Dr Paarth Darbar

Associate Dentist

GDC No. 265272

I graduated in 2016 from dental university and have completed my foundation-training year. I am young, eager and motivated to further develop my career and skills as an associate dentist to provide the highest quality care for patients. I have carried out further training and completed a cosmetic orthodontic course and I am now an accredited Smile Tru provider. I also undertake regular training courses to keep up my skills, help improve my work, and enhance my professional development.

Outside of work I am a very active individual. I go to the gym a lot and I also play a lot of sport - football and badminton in the winter and cricket in the summer. I also enjoy travelling and relaxing with family and friends.



Dr Ronit Patel

Associate Dentist

GDC No. 240479

My philosophy is to practice minimally invasive dentistry, with an emphasis on prevention to create happy smiles!

My key areas of interest are: Short term orthodontics, Cosmetic dentistry, and treatment of patients with anxieties & phobias.

I am a certified Invisalign provider and understand the individual differences of each smile. Therefore, I pride myself on providing a holistic approach to all my orthodontic cases to allow for a smooth journey and smiley outcome!



Dr Minal Shah

Associate Dentist

GDC No. 270763

I graduated in 2017 from the University of Leeds and my interests lie within cosmetic dentistry, facial aesthetics and skincare. To ensure I am able to provide quality care to my patients, I have completed operative and aesthetic restorative post graduate training alongside a veneers masterclass.

I am also an invisalign provider. I undertook my facial aesthetics training in Harley Street, and I believe I have the attention to detail and skills to provide subtle natural enhancements for my patients to make them feel more confident with their appearance.

I also have a firm interest in skincare, as an Obagi provider I am able to prescribe medical grade skin care for my patients who suffer with acne, pigmentation or even for those want to just keep their skin looking youthful!

Try on your
new smile!

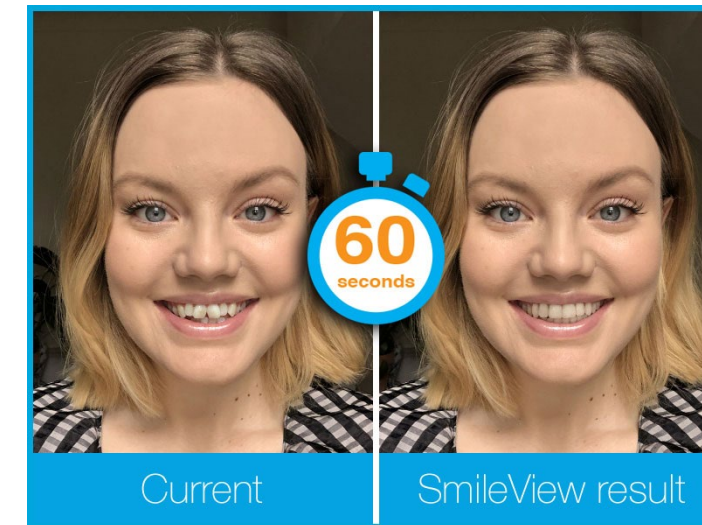


Invisalign SmileView - seeing is **believing**

Try on your new smile with Invisalign SmileView

Take a smiling selfie and in 60 seconds we'll show you what Invisalign treatment can do for you.

We'll then be in touch to see if you'd like to book a no-obligation **FREE Smile Assessment** and receive an advanced and enhanced 3D Smile Visualisation as part of your appointment.



Simply fill out the form online to get started.

www.invisalign.co.uk/SV/239380#search

You'll love Virtual Care for:

Convenience

Enjoy fewer in-person appointments, but many more checkpoints! Instead of going to our practice, we can get in touch with you virtually on a regular schedule.

Communication

Receive your own treatment recommendations and contact us easily with Virtual Care, thanks to the in-app messaging system.

Motivation

Visualize the evaluation of your smile thanks to the unique photomorphing technology. There's no better feeling than seeing your dream smile take shape on your screen.

Safety

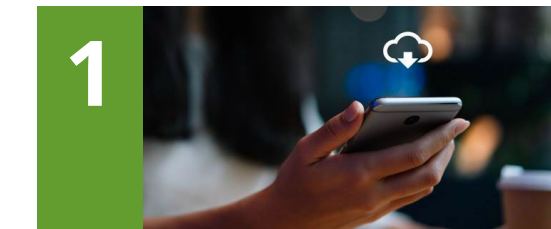
Reach out to us for any concerns or any questions. Just send us a scan and we'll be able to guide you or book an appointment if needed.



Virtual Care for treatment that fits your lifestyle

Your time is valuable. That's why we're happy to provide Virtual Care with your treatment: scan your smile from your smartphone, and we can keep track of your treatment, send you recommendations via the Virtual Care app, and more.

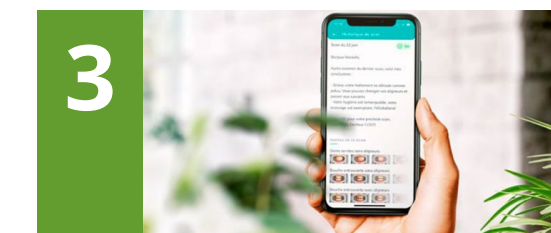
How does it work?



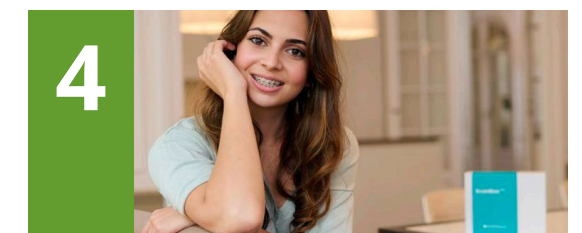
1 Download the Virtual Care app Use your activation email and easily download the app on your smartphone.



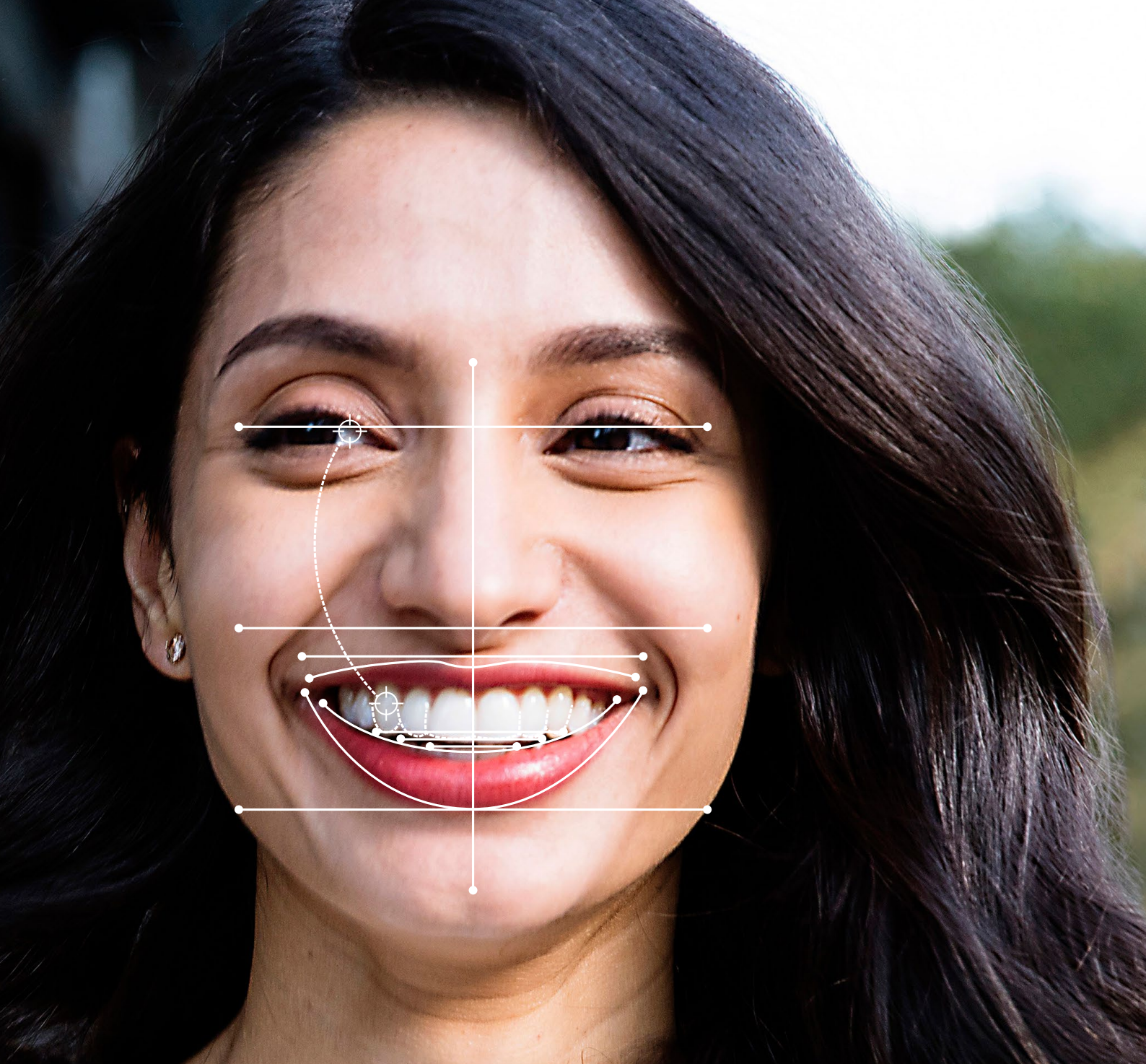
2 Use the Virtual Care retractor to take scans of your smile following your personalised treatment schedule.



3 Download the Virtual Care app. Receive your report and follow our instructions. Thanks to the regular scans we receive through the Virtual Care app, we can monitor your treatment progress as necessary. We can also contact you in the app, without the hassle of booking an in-practice appointment, unless it's absolutely necessary.



4 Relax and smile! No matter the stage of your treatment, rest easy knowing that we're able to keep track of your progress remotely, so enjoy your journey to a better smile!



What makes a **beautiful smile?**

Research has shown the key ingredients to a smile

- Symmetry of your teeth (particularly your front teeth)
- How straight your teeth are i.e. Not overlapping, crooked or spaced too far apart
- Tooth proportion
- Colour of your teeth
- Spaces between the tips of your teeth
- Smile width
- Gum health and gum line
- Shape, colour and fullness of lips

40% of people felt that straightening teeth was the most attractive improvement you could make to the look of your mouth.*

(*) Results from a survey of 300 respondents (50% male, 50% female) from across the UK, conducted on Tuesday 13th January 2015 by Positive Communications on behalf of Invisalign clear aligners.

Clearly aligned with your dream smile




What is the **Invisalign clear aligner** system?

The **Invisalign clear aligner system** straightens teeth using a series of **nearly invisible**, removable aligners that are custom-made specifically for your teeth. As you replace each aligner approximately every week, your teeth will move – little by little, week by week, gradually moving towards the projected final position.

By using **Invisalign clear aligners**, achieving the smile you always dreamed of doesn't have to be a big deal. The traditional route to correcting issues such as crooked teeth, gaps and crowded mouths has long been visible braces. However, the **Invisalign system** uses no brackets or wires - it is **clear, removable and comfortable**, so it won't interfere with your appearance or your life.

We know that a straight smile often means a healthy smile. Not only will **Invisalign system** clear dental aligners for adults straighten your teeth, they will also improve your overall dental health at the same time!





Now you can
get a beautiful
straight smile
without braces

Improved bite and comfort

Teeth and jaws that are not properly aligned can cause improper bites, which can lead to increased wear on the tooth enamel and painful trauma to the supporting bone and jaw joints. **Invisalign clear aligners** are an alternative to traditional dental braces and can effectively address these orthodontic issues.

Improved oral health

The metal wires and brackets of traditional fixed braces often trap food, which can lead to a build up of plaque and tooth decay. As **Invisalign clear aligners** are made of plastic and are removable, you can continue to brush and floss as you normally would to maintain good oral hygiene. Because straighter teeth are less susceptible to tooth decay and gum disease, investing in a straighter smile now may even minimise the need for costly dental work in the future.

Healthier teeth and gums

Crowded teeth can result in swollen, red gums, which is a sign of periodontal disease. When teeth are properly aligned, the gums fit securely around the teeth, allowing for a strong defence against periodontal problems. Once treatment has been completed and **Invisalign clear aligners** have straightened your teeth, you may find improvements in your overall gum health.

Moving even when you're not

As the **Invisalign system** discreetly does its work, life can continue as normal. **Invisalign clear aligners** are trimmed to your exact gum line so you can comfortably wear your aligners for the recommended 22 hours a day with little disruption. Even when you're not moving, your teeth will be.

Big changes from small movements

After starting your treatment, it won't take long until you notice a big difference in your smile. Your **Invisalign clear aligners** are custom-made with proprietary SmartTrack material. They fit snugly over your teeth and are clinically proven to improve control of movement, gently moving your teeth and even rotating them when needed.

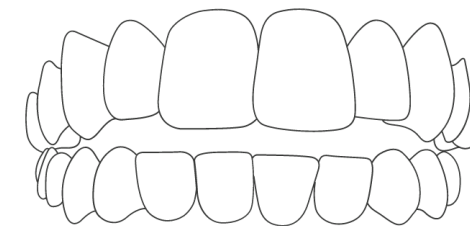
Don't let anything get in your way

Invisalign clear aligners are removable, so you can continue to do all the things you normally do, from brushing and flossing to eating whatever you like. Because they are nearly invisible, people are more likely to notice your changing smile than the aligners themselves.

Don't let anything
get in your way

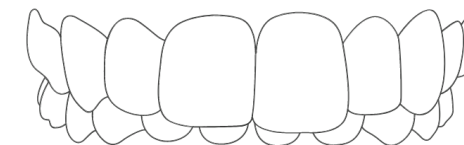
Made to move all sort of smiles

Invisalign treatment is clinically proven to be effective in addressing a variety of teeth straightening conditions. Your dentist will be able to confirm this after your **FREE Smile Assessment** and even provide a visualisation of how your new smile will look at the end of treatment.



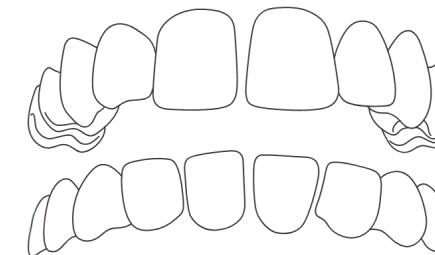
Open Bite

Open bite often occurs when some teeth are unable to make physical contact with the opposing teeth for a proper bite.



Deep Bite

Deep bite occurs when the upper teeth bite over the lower teeth.

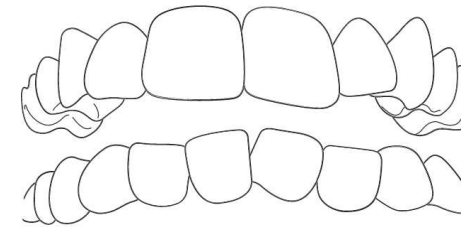


Gapped Teeth

Gaps between teeth can occur with abnormal continued growth of the jawbone. Missing teeth can also cause the surrounding teeth to shift due to extra space, creating gaps in your teeth.

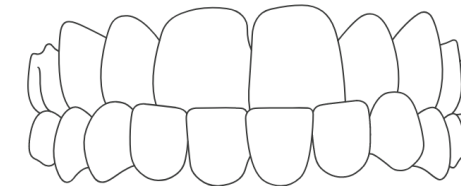
See the difference

Made to move all sort of smiles



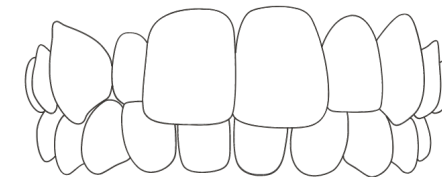
Overly Crowded

Teeth crowding occurs when there is simply a lack of room within your jaw for all of your teeth to fit normally.



Underbite

Underbite can occur when the lower teeth protrude past the front teeth.



Crossbite

Crossbite can occur when the upper and lower jaws are both misaligned.

Invisalign questions?



Invisalign aligner system **FAQs**

Learn more about Invisalign teeth straightening

What is the Invisalign system?

Invisalign clear aligners are a virtually invisible way to straighten your teeth and achieve the smile you've always dreamed of. Using advanced 3D computer-imaging technology, we can plan your complete **Invisalign** treatment based on your dentist's prescription, from the initial position of your teeth to the final desired position.

Then a series of **Invisalign clear aligners** are custom-made for your teeth – and your teeth only – to move them little by little. Each aligner is worn for 1-2 weeks before being replaced by the next in the series, gradually moving towards the projected final position. Your **Invisalign** treatment time will be determined by your dentist, based on your specific needs.

What are the benefits of the Invisalign system?

Invisalign clear aligners are nearly invisible. No one may even notice that you're wearing these virtually invisible aligners, making **Invisalign** treatment a seamless fit with your lifestyle and day-to-day interactions with others.

Invisalign clear aligners are **removable** giving you the flexibility to eat and drink what you want during treatment. You can also remove the aligners to brush and floss as you normally would for fresh breath and to maintain good oral hygiene.

Unlike traditional fixed dental braces, there are no metal brackets or wires. This means that in most cases, **less time is spent at the dentist** for adjustments.

Advanced 3D computer-imaging technology allows you to view your virtual results (**ask about our FREE Smile Visualisation**) and receive a detailed treatment plan so you can see how your teeth are expected to look when your treatment is complete.

Is this a new way to straighten teeth?

Dentists and orthodontists have successfully used removable appliances for years. However, with the application of Align Technology's 3D computer technology and aligner customisation, **Invisalign clear aligners** can be used to treat a wide range of patients who want straighter teeth. The unique **ClinCheck®** software allows patients to see their treatment plan from beginning to end even before the start of treatment.

How long has Invisalign treatment been available?

Align Technology Inc., the company that manufactures **Invisalign clear aligners**, was founded in 1997.

How old is the technology behind the Invisalign clear aligner system?

In 1945, Dr. H.D. Kiesling envisioned that one day modern technology would enable the use of a series of tooth positioners to produce the kinds of movements required for comprehensive orthodontic treatment. Align Technology has made this vision a reality. Using advanced computer technology, Align Technology produces a series of customised **Invisalign clear aligners**. Each aligner is worn sequentially by the patient to produce gradual tooth movements in both upper and lower arches.

How many patients are being treated with Invisalign clear aligners?

More than 15 million patients worldwide have been treated with **Invisalign clear aligners** but the number of Invisalign patients (and new smiles) grows daily!

Where are Invisalign clear aligners available?

Invisalign clear aligners are sold in over 45 countries using a direct sales model in the US, Canada, Europe, China, Japan, Asia Pacific, Latin America and the Middle East, and supported by distributors in smaller emerging growth countries in Europe, Middle East and Africa (EMEA) and Latin America.

How much does Invisalign treatment cost?

As with other types of orthodontic treatment, the cost of **Invisalign clear aligners** is dependent upon the complexity of your teeth straightening and your course of treatment. As a general rule, the cost is comparable to traditional fixed braces.

In simple terms, the more complex your teeth straightening, the more **Invisalign** aligners are needed to achieve your best smile. Conversely, the less complex the straightening, the less **Invisalign** aligners are needed. Consequently, based on the number of **Invisalign** aligners your dentist prescribes as needed, the price goes up or down accordingly.

On this basis, only an accredited **Invisalign dentist or Orthodontist Provider** is able to determine your cost. However, in the UK, prices for **Invisalign** treatment are generally between £2,500-£4,500 (depending upon the complexity).

How does the Invisalign clear aligner system work?

Invisalign clear aligners move teeth with an appropriate placement of controlled movement on the teeth. Unlike traditional braces, **Invisalign** treatment not only controls the amount of movement per aligner, but also the timing of the movement. So at each stage, only certain teeth are allowed to move, as per the treatment plan for that particular stage. This results in an efficient force delivery system that moves teeth into the desired prescribed position.

What are Invisalign aligners made of and what do they look like?

The virtually invisible **Invisalign clear aligners** are made of strong medical grade thermoplastic material, uniquely developed specifically for the **Invisalign** treatment system. The aligners are custom-made for you and fit snugly over your teeth.

Can I go to any dental practitioner for Invisalign treatment?

While **Invisalign clear aligners** can be used with virtually any treatment philosophy, special training is needed. All orthodontists and dentists interested in treating patients with **Invisalign clear aligners** must attend training to become qualified and proficient in the various requirements for treating patients before **treatments will be accepted from their office. More than 82,000** dentists and orthodontists worldwide are already trained to treat patients using **Invisalign clear aligners**.

What is the minimum age of a patient that can be treated with Invisalign aligners?

With experience, an **Invisalign** dentist or orthodontist can use **Invisalign** clear aligners to treat malocclusion for a majority of adults and adolescents who want a better smile. For teenagers, talk to your **Invisalign** Provider to see if **Invisalign** Teen may be the right treatment option for your child.

How often must I see my dentist once I have started Invisalign treatment?

Invisalign appointment intervals are generally the same as with traditional braces but can be much quicker with less time spent in the dentists' or orthodontists' chair during appointments as no adjustments need to be made to wires/brackets. Patients typically visit their **Invisalign** dentist every 4 to 6 weeks to ensure the treatment is progressing as planned and to receive their next few sets of **Invisalign** aligners. Your **Invisalign** dentist or orthodontist will decide based on your treatment.

How long does Invisalign treatment take?

The total duration of treatment depends on the complexity of the treatment and is generally comparable to that of traditional braces. Typically treatment can last between 3 and 18 months. During your consultation, your **Invisalign** dentist or orthodontist can provide you with more detailed information.

Is the Invisalign treatment painful?

Some people may experience temporary, minor discomfort for a few days, at the beginning of each new stage of treatment when they insert a new **Invisalign** aligner. This is normal and is typically described as a feeling of pressure. It is a sign that the aligners are working – moving your teeth gradually, helping you to achieve the final results. This discomfort typically goes away in a couple of days.

Does the Invisalign system work on overbites?

An **Invisalign** dentist or orthodontist can use **Invisalign clear aligners** to treat overbites in the vast majority of adults and adolescents. Consult your Invisalign dentist or orthodontist to determine whether **Invisalign** treatment is suitable for you. Are there certain dental conditions that automatically exclude someone from being an eligible patient? Only your **Invisalign** dentist or orthodontist can determine if you are a good candidate for **Invisalign** treatment.

Are bridges a factor in Invisalign treatment?

Because bridges firmly link two or more teeth together, they offer significant resistance to tooth movement. Your **Invisalign** dentist or orthodontist will be able to determine whether bridges will be a factor in your treatment.

Are crowns a factor in Invisalign treatment?

Crowns (tooth caps) are usually not a factor in **Invisalign** treatment. However, sometimes small tooth-coloured composites called “attachments” are bonded onto teeth to help achieve certain movements and are more difficult to bond on crowns than teeth. In these cases, the location of crowns must be carefully evaluated. Our **Invisalign** dentist or orthodontist can provide further advice during an initial smile assessment consultation.

Can Invisalign treatment close gaps?

Yes. Spaces between teeth are generally easy to close with **Invisalign clear aligners**. Your Invisalign dentist can determine whether Invisalign treatment is suitable for your teeth straightening and if this will close any gaps. Your **Invisalign Smile Visualisation** will enable you to see how your new smile will look after treatment.

Will TMJ affect Invisalign treatment?

TMJ refers to the temporomandibular (jaw) joint. People with a TMJ condition can have a number of problems with the jaw joint, some of which can be aggravated by appliances and treatments like **Invisalign clear aligners**, and some which can improve, remain the same or even cause the condition to deteriorate.

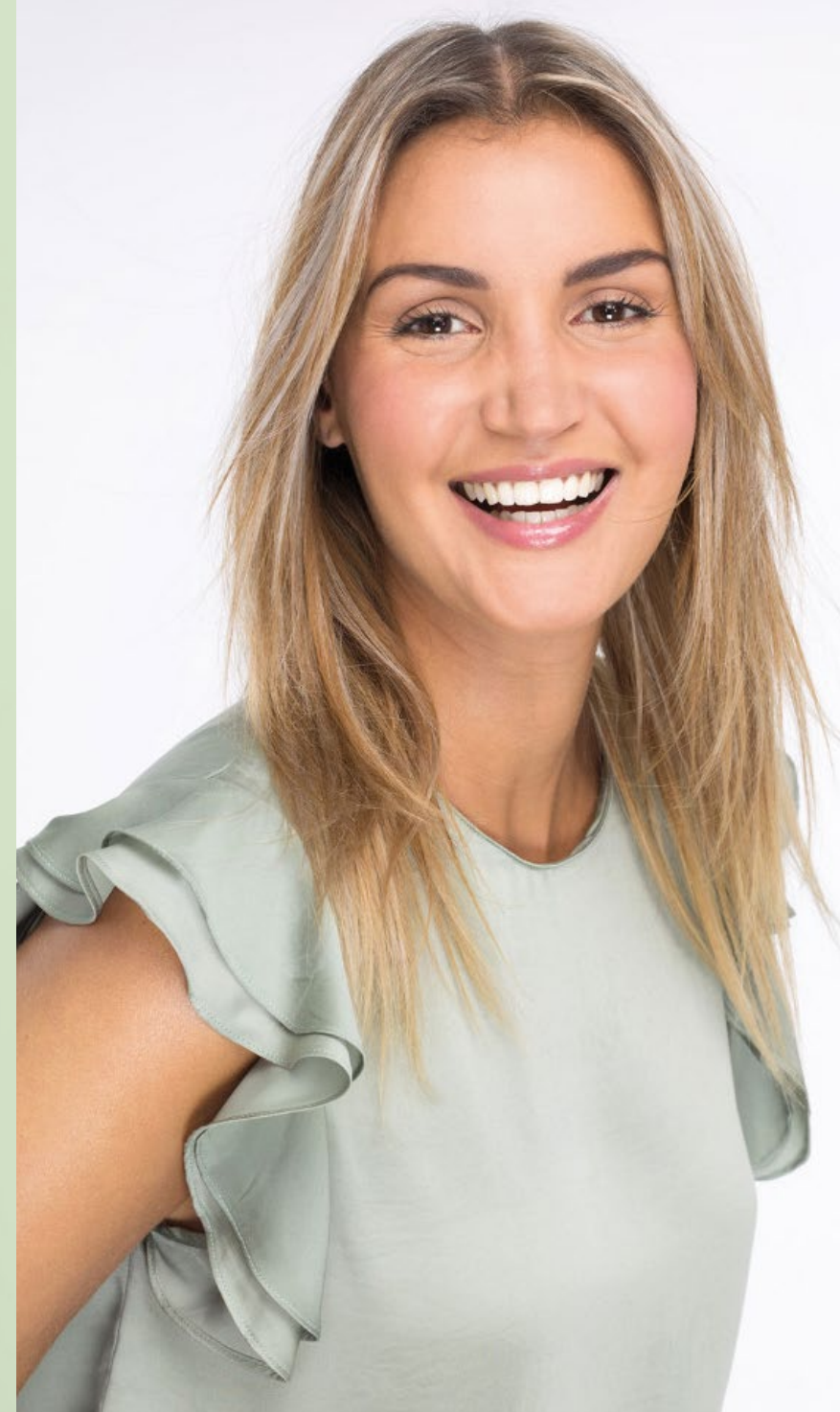
To find out if your TMJ problem will adversely impact treatment, please book an appointment to consult your **Invisalign** dentist.



Vincent's story

"I'm more confident, more outgoing and smiling so much more. A smile really can change your life.

Some people did notice I was wearing the aligners, but only because I was smiling more. Other people didn't realise until I told them at the end of the treatment. You can take them out for eating, so there are no problems with food. I'm 100% satisfied and would recommend Invisalign to anyone."



Khadija's story

"Thanks to the treatment I now feel so much more confident. Put simply, I got my smile back.

I'd developed a complex about my teeth. My front teeth stuck out and my jaw was too small, which meant that I hated smiling. I looked into treatment options and decided Invisalign was the perfect choice for me. Because they're nearly invisible, I was able to carry on living my life without being self-conscious; people didn't even know I was wearing them."





Kirsty's story

"Having Invisalign treatment has dramatically improved my confidence. I was always a happy, bubbly person but would try and hide my teeth. Now I love smiling.

I wanted a more discreet option than metal braces. I didn't want to draw more attention to my teeth. With Invisalign, people didn't even notice I had the aligners in until they could see that my teeth were moving. When I had the aligners fitted I liked how easy they were to insert and remove, and that I didn't have to keep visiting my dentist. They fitted my lifestyle. I would definitely recommend it to others. I wish I had done it sooner."

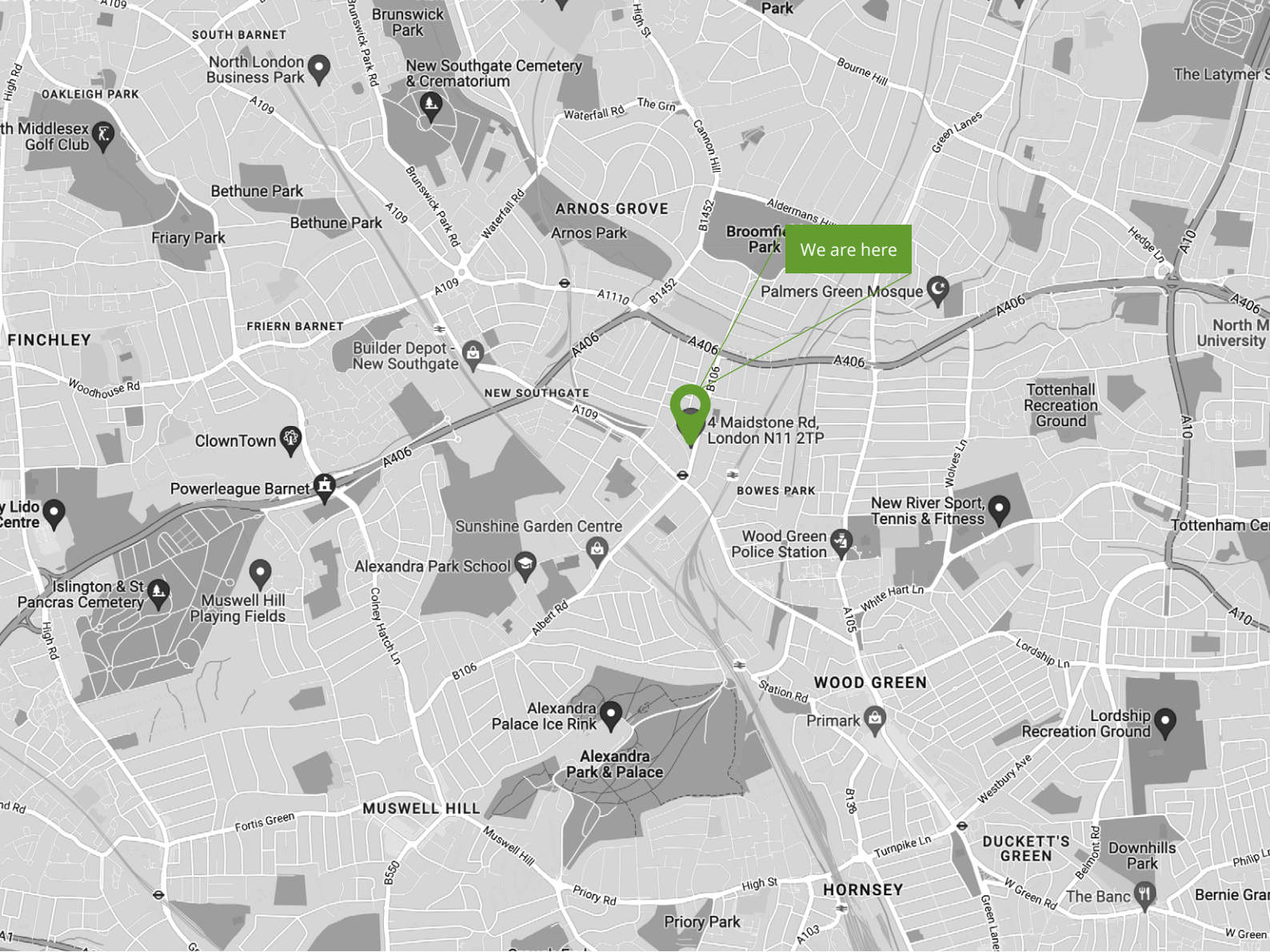


Mikala's story

"You don't realise how important your smile is. Invisalign has had a massive impact on my life: I smile confidently and I look better in photographs. The results were everything I imagined.

I chose Invisalign because the aligners are clear. Nobody noticed I was wearing them and I liked that you could take them out to eat. I sent pictures to my friends throughout the treatment; they were amazed by how my teeth were changing and how good they looked. The treatment gave me confidence from start to finish."





Brightside Dental Practice

key information

Company Information

Brightside is a sole trader
business: Ketan Shah
GDC: 78336

Complaints

In the event of you wishing to make a complaint, please be assured that we treat such matters with the utmost seriousness, whilst ensuring they are dealt with professionally, respectfully and in a timely manner.

Any concerns are to be forwarded in writing to:

Practice Manager
4 Maidstone Road
Bounds Green
London
N11 2TP

Patient Information

We have ensured practical measures are in place to enable the coordination of the legal and ethical requirements, rules, guidelines and best practice in respect of handling patient information.

A thorough and overarching GDPR Policy & Procedure is in place which links into the company Information Governance Policy & Procedure.

Should you wish to obtain more information on the above, including your rights in relation to the disclosure of information and who has access to such information, please contact our reception team who will happily assist you.

OPENING TIMES

Monday	10.00am - 8.00pm
Tuesday	09.00am - 6.00pm
Wednesday	09.00am - 6.00pm
Thursday	09.00am - 6.00pm
Friday	09.00am - 6.00pm
Saturday	08.00am - 2.00pm



Brightside Dental, 4 Maidstone Road,
Bounds Green, London N11 2TP

020 8888 4401
www.brightsidedental.co.uk

Free off street car parking for patients.
Within 1 minute walk of Bounds Green
tube station and served by bus routes
102, 184, 221, 299. Bicycle rack is
available for patients.



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London N11 2TP

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