

Going to this dentist is a very pleasurable experience...

so says Mr Rob Weinberg, who travels a long way to go to **SF Dental Practice** in Peterborough. "For a start, his surgery his more akin to an up-market 'boutique hotel' than a clinic. The décor is elegant with contemporary art, smart moleskin-covered chairs, and atmospheric lighting. Then there is the minimalist shelving with a tasteful display of colourful designer toothbrushes and organic herbal toothpastes from Italy – mine has '*8 erbe con protezione completa*' so my smile is sweet, and natural too. Plus this dentist's methods are so heart-warmingly gentle that he never allows the word 'pain' to pass his lips."

Dr Firoozmand, has been practicing dentistry for 34 years. He is committed to a forward looking approach to alleviate the pain and the fear that people associate with going to the dentist, hence his use of the *Healozone* technology in treating teeth without the use of injections and drilling. Using the Healozone device the tooth is exposed to ozone which instantly destroys 99.9% of the bacteria allowing the tooth to remineralize naturally and become resistant to further decay." Babies and children benefit from this treatment the most as this is a very effective preventative method, giving them a head start in oral health.

SF Dental Practice is celebrating its first year this November but above all is celebrating its success in having been able to help so many in conquering the fear of going to the dentist by providing a pleasurable experience. They have recently been nominated in the prestigious Private Dentistry Award 2008 for the best new private dental practice of the year 2008. The Private Dentistry Awards have received a phenomenal response in recent years and continues to do so year on year. To win you really have to be the best.

SF Dental Practice has reached the finals for the best new practice in its first year of opening. This event is like the Oscars of the dental profession with the award ceremony being held at the Intercontinental, Park Lane, London, on the 7th of November 2008.



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