



It's only Natural

Define Clinic is breaking beauty tradition by offering aesthetics and cosmetic dentistry under one roof. We speak to **Dr Benji Dhillon, Dr Mark Hughes** and **Dr Slaine McGrath** to find out their plans for the suburban space

WORDS: Rebecca Barnes

This March, three internationally renowned practitioners came together to launch an innovative one-stop-shop for facial aesthetics and cosmetic dentistry. Aside from the concept, what makes this clinic interesting is its address. Dr Benji Dhillon, Dr Mark Hughes and Dr Slaine McGrath – all from Harley Street institutions – have rejected a central London location for prime commuter belt territory.

With a large number of their clients travelling into the capital from the home counties to see them, it made perfect sense to bring their expertise to South Buckinghamshire.

Focused on finding the right building in the best part of town that offered sufficient size and scale to be able to deliver their state-of-the-art vision, they struck lucky when the 17th century, Grade II-listed Wendover House.

"We wanted to bring what people deem as excellence in central London to the suburbs, and make it accessible to everyone," says Dr Dhillon.

"We recognise that people don't always have the time to travel into London, so the idea was to bring something to the locals that's within easy reach."

With children at the same school, Beaconsfield residents Dr Dhillon and Dr Hughes met at a kid's party. As they bonded over balloons and cake, they realised they had a lot in common in terms of what they strive to achieve for their patients.

While talking, it became obvious to them that it can be very time-consuming for patients to have to go to more

than one place for services, so the idea of offering multi-disciplinary aesthetics under one roof was born.

By merging the worlds of cosmetic dentistry and aesthetic medicine, the patient would receive the most comprehensive advice and optimum treatment options and plan, following a unique joint assessment that uses photographs and video to assess the face and smile from all angles.

"A youthful, vibrant smile is more than just about having great teeth," says Dr Hughes. "The face is dynamic and I have learned to assess the whole face, both in static poses and full, spontaneous movements.

"This has opened my eyes as to how aesthetic and minor surgical procedures can complement and enhance my smile design work, and it has become apparent that for the very best results, both have to be considered, ideally before carrying out any treatment.

"I began referring patients to Benji and him to me, and we quickly realised that a fully integrated assessment and consultation approach was the best way forward."

In contrast to the increasing number of images seen online and on TV where an exaggerated look is preferred, the clinic is focused on providing considerably more understated results.

"One of our guiding principles is natural beauty," confirms Dr Slaine McGrath. "Overdone looks – veneers that are too big and too white, lips that are too big or faces that don't

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move – is not what we are about; in fact we are aiming to be the complete opposite.

“We can enhance the way someone looks without anybody knowing,” she continues. “If people come to us looking for an overdone look, we are more than happy to steer them in a different direction.”

Having spent time with McGrath and Hughes, Dr Dhillon has learned to appreciate the finer details of facial aesthetics, particularly when assessing the mid and lower face, and she is also a strong advocate of natural-looking outcomes.

“I am happiest when my patients come back to me for a follow up, and state that everyone around them kept on saying how good they looked but couldn’t work out why,” he says.

Having spent a number of years working within the aesthetics industry both from a manufacturer and a clinical side, Dr Dhillon has learned what to look for when choosing products.

“The most important thing to me is whether there is robust evidence to support their safety and efficacy, and the second and just as important, is choosing a partner to support you in delivering the best outcomes with the product for your patients, as well as being interested in helping you conduct clinical research with their product,” he says.

As a result he is currently working with Teoxane, Allergan, Lumenis, Envy, and miraDry (a Sientra company). The clinic also has an exceptional photographic system from

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Canfield, and are only the second medical facility in the UK to have this.

Treatments on offer include injectables, Dual Sculpting with CoolSculpting, laser resurfacing for scarring and skin rejuvenation, IPL for skin pigmentation, microneedling, LED phototherapy, combination treatments with laser and mesotherapy, and SilkPeel facials.

Dr Hughes’ current relationships also ensure he is providing cutting edge treatments and technology for his patients’ benefit: close partnerships have been formed with Align Technology which provides Invisalign, and the KaVo Kerr Group, which makes some of the finest dental equipment and dental materials in the world.

The team strongly believes that prevention and early intervention are key to long-term health and youthfulness. Any adverse growth of the face and/or mal positioning of teeth can often be averted with early treatment in childhood.

“About one in ten kids would benefit from early orthodontics and growth intervention between the ages of seven and nine,” says Dr Hughes.

“We are inviting parents to come and have their children assessed by our orthodontic team at this age.

“We also have a strong belief in creating natural yet beautiful results, in both areas of expertise. And this is intimately linked with a belief in health first, and where possible, the least invasive treatment options that will still achieve excellent results.” **AM**