

The results are in...



The votes have been counted and verified and we're delighted to reveal this year's **Private Dentistry Elite 20**, as voted for by you!

1. Zaki Kanaan

After two years in second place, Zaki Kanaan takes the top spot in the Elite 20 poll for a second consecutive year. His influence and impact on the profession was recently recognised with the FMC Award for

Outstanding Contribution to Dentistry at the 2014 Private Dentistry Awards.

Zaki qualified from Guy's Hospital in 1996, and his main interests lie in all aspects of cosmetic dentistry with a special interest in dental implant treatment, in which he achieved a masters degree from the GKT Dental Institute in 2001.

Zaki strongly believes in continuing professional development and lectures on all aspects of implant and cosmetic dentistry. He is a past president of the British Academy of Cosmetic Dentistry (BACD) as well as being an editorial consultant for *Dental Implant Summaries*, an international implant journal, and is a member of the Association of Dental Implantology (ADI) in the UK.

He has embarked upon a career pathway leading to him gaining a diploma in sedation, a diploma in hypnosis, and most recently, he has become a licentiate of the Faculty of Homeopathy. He is the director of K2 Dental Seminars, where he trains dentists, hygienists and therapists in power and home whitening techniques.

His knowledge and experience has led to him acting as a key opinion leader and lecturer for numerous dental companies.

Zaki opened his own award-winning private practice, K2 Dental in Fulham, London, with his wife Dominique in 2010.



2. Chris Orr

Chris Orr remains in second place, also a non mover in this year's poll.

One of the UK's most prominent cosmetic dentists, he practises from a multidisciplinary clinic in central London. Chris is founder and past president of the BACD, and has been a well-respected figure in the profession for many years. He is also a past president of the odontological section of the Royal Society of Medicine and a former director of the American Academy of Cosmetic Dentistry. Chris is still an accredited member of the BACD, and was its director of credentialing for several years. He is currently the chairman of the judging panel for the Aesthetic Dentistry Awards.

Chris is the sole lecturer for a year-long Advanced Dental Seminars course in cosmetic dentistry and aesthetic restorative dentistry, a popular postgraduate dental programme. In addition, he lectures extensively around the UK and abroad.

Chris frequently writes articles on subjects related to cosmetic dentistry in the press. His work has featured in the *Daily Mail*, the *London Evening Standard*, *The Independent on Sunday*, as well as in *Marie Claire*, *Cosmopolitan* and *Heat*. He has also appeared on radio and TV programmes such as *Extreme Makeover UK* and *Horizon*.



3. Gertrude Huss

A big climber this year is Gertrude Huss, well known as a prominent practitioner in the non-surgical



cosmetic industry. She is also a member of the BACD, and the International Academy of Advanced Facial Aesthetics.

Gertrude regularly features in national and international press, as well as writing articles for aesthetic medical and dental journals. She is on the editorial board of *Aesthetic Dentistry Today*.

She qualified from the University of the Witwatersrand, South Africa, in 1993. After being awarded the Sid Setzer Gold medal for paedodontics, she joined a private dental practice in Johannesburg.

Gertrude acquired the exclusive Hill Street Clinic, Jersey, in 2008, where she practices both cosmetic dentistry and non-surgical cosmetic procedures.

In 2009, she was cited as one of the prominent top 20 experts in her field by *Tatler* magazine in its cosmetic surgery and beauty guide.

4. Anoop Maini

This year's next big climber is Anoop Maini, one of the men of the moment in dentistry as the inaugural president of the European Society of Aesthetic Orthodontics (ESAO) and current BACD president.

Anoop qualified from King's College in 1992. He has worked in private practice since 1993, with a special interest in advanced cosmetic and implant dentistry, having studied extensively in the UK and the USA. He was one of the first dentists to offer Six Month Smiles orthodontic treatment in the UK, and is also the immediate past-president of the British Institute of Laser Dentistry.

Anoop is clinical director of Aqua Dental Spa in the heart of London, a



high-end aesthetic practice at the forefront of private, elective dentistry.

He is a dental phobia-certified dentist with the patient resource website www.dentalphobia.co.uk, and caring for nervous or phobic patients is a central aspect of his practice.

5. Andrea Ubhi

A regular presence in the Elite 20, this year York-based clinician Andrea Ubhi breaks into the top five for the first time.

A regular award winner in the past, she has been Dentist of the Year North in 2013 and Dentist of the Year in 2005. Andrea opened her first dental practice in York in 1996. Recognising the need for individually tailored treatment of patients who wanted to improve their smile, she opened Andrea Ubhi York in 2002 to provide a practice dedicated to high quality cosmetic dentistry.

In 2009, she started reducing her clinical commitment, allowing her to focus on training and the management of both of her practices. She remains the clinical director of both Clock House Dental and the private cosmetic dental practice Andrea Ubhi York, and works closely with her team to ensure that patients have access to high-quality cosmetic treatments.



Channel 4's *Embarrassing Bodies* series.

James' work has been widely published in the dental press and he regularly instructs dentists on the art and science of cosmetic dentistry. He has also helped develop new techniques for the ethical provision of cosmetic dentistry. In March 2011, Procter & Gamble announced it had signed James as its new celebrity face to be an ambassador for the Oral-B range of products, and to highlight the importance of good oral hygiene.

7. Linda Greenwall

A slight mover from last year, Linda Greenwall was born in Cape Town, South Africa, and following in her father's and grandfather's footsteps (both dentists), she graduated from Witwatersrand, Johannesburg, South Africa, in 1984.

Working in general practice following her graduation and a move to London, Linda began to specialise in restorative dentistry, before embarking upon an MSc at Guy's Hospital. She has combined an innovative and award-winning multidisciplinary private practice in London, which has been awarded the Investor in People status, with research in the field of tooth bleaching. In 2008, she launched the British Dental Bleaching Society (BDBS). She is a fellowship examiner for the Royal College of Surgeons of England, a specialist in restorative dentistry and prosthodontics and honorary clinical teacher at King's College Dental Institute.

The Dental Wellness Trust was set up by Linda in 2011, fulfilling a long-envisioned life goal: to establish a dental charity to develop oral health education programmes for children and the elderly in the UK and around the world. Linda is also editor-in-chief of *Aesthetic Dentistry Today*.



6. James Russell

One of the UK's best-known names in aesthetic and cosmetic dentistry, James Russell maintains his high placing in the Elite 20.

With a high media profile, James has recently moved out of London and back to his childhood home of Shropshire, although he has kept up a varied workload of clinical work and lecturing.

James was awarded the highly prestigious BACD accreditation in recognition of excellence in cosmetic dentistry, the youngest dentist to achieve this. He graduated from the University of Manchester in 2001 and gained his masters certificate in advanced aesthetic dentistry in 2005 at the Palm Beach Institute in Florida. His main areas of interest are comprehensive restorative and cosmetic dentistry.

James is the official dental expert for



8. Paul Tipton

Another regular in the Elite 20, this year Paul Tipton comes in in eighth place.

Qualifying in dentistry in 1978 from Sheffield University, he has worked in private practice for more than 30 years. When Paul qualified, he was also a cricketer: a right-hand batsman and off-break bowler who played for Cheshire.

Increasing his commitment to dentistry, Paul established a mixed practice in



Manchester, turning fully private in 1986.

He studied in London for three years under Michael Wise and completed the Brånemark implantology course in Sweden. After a further two years of study at the Eastman Dental Hospital and London University, he graduated with an MSc in conservative dentistry. In 1999, Paul was awarded specialist status in prosthodontics from the General Dental Council.

He was a founding member of the British Academy of Aesthetic Dentistry (BAAD) and the BACD.

Paul's current focus is his training business, based in Manchester, which teaches in excess of 300 dentists each year.

9. Elaine Halley

This year's first new entry is Scottish dentist Elaine Halley, who practises at Cherrybank Dental Spa, with clinics in Perth, Edinburgh and Glasgow.

With an aesthetic focus to her work, Elaine founded the BACD alongside Chris Orr and David Bloom, serving as president in 2007 and remaining an accredited member. She has also attained an MSc in aesthetic and restorative dentistry.

Away from the practice, she has taught at the Rosenthal Institute in New York - the first cosmetic dentist in Scotland to have done so. She is also an instructor of advanced cosmetic dentistry at the Eastman Dental Hospital in London.

Training is an ongoing focus and Elaine plans to work more on courses for digital dentistry and for treatment co-ordinators.



10. Andy Lane

Andy Lane is a regular face in the *Private Dentistry* Elite 20, this year at number 10.

Andy qualified from the University of Bristol with a bachelor of dental surgery in 1978, followed by the diploma in general dental practice from the Royal College of Surgeons in 1993, and a master of philosophy in 1999 for research into dental materials at the University of Manchester.

He won the Smithkline Beecham Dental Practice Innovation Award in 1995 and the Manchester Postgraduate Dental Society Award for research in 1999. Andy



is the owner of Stockport Dental Seminars.

He was a founder of the British Society of Occlusal Studies (BSOS) in 1986 and as secretary for 10 years, organised almost 30 postgraduate training courses. Other positions held include dental vocational training advisor in general dental practice, UK chairman of the American Equilibration Society, and chairman of Dental Relief for Romania Appeal.

11. Professor Andrew Eder

Our second new entry this year is Professor Andrew Eder. Andrew qualified from King's College Hospital School of Medicine and Dentistry in 1986, before moving to the Eastman Dental Institute in 1989 for his postgraduate training, completed a masters in conservative dentistry. He has maintained a close connection to the Eastman ever since; currently he has a vice-provost role, focusing on CPD and short course development. Previously, Professor Eder was director of education and CPD at the UCL Eastman Dental Institute, where he continues to be involved in postgraduate dental education.

As a specialist in restorative dentistry and prosthodontics, he also maintains a referral specialist private practice in central London and in 2013 launched the London Toothwear Centre as an add-on to his private work.

12. Ashok Sethi

Ashok Sethi is world renowned for his excellence in clinical implant dentistry, and is the founder of the diploma in implant dentistry at the Royal College of Surgeons.

For more than 25 years, Ashok has championed the art and science



11. ↑
New entry

of implant dentistry from his private practice in Harley Street. He is widely recognised as a pioneer in implant dentistry in the UK and beyond.

He is a founding member and past president of the ADI and has been designing courses and teaching postgraduates for 20 years at programmes run by the Royal College of Surgeons, the University of Lille and in the private sector. Ashok's most recent venture is the new PID (Practical Implant Dentistry) Academy, set up with Dr Naresh Sharma, offering dentists and technicians the chance to develop their skills in this area.

13. James Goolnik

James Goolnik, clinical dentist and founder of Bow Lane Dental Group, which won Best Practice in London at the 2006 Dentistry Awards, slips a couple of places down the Elite 20 this year.

Bow Lane also has two other Elite 20 names as visiting clinicians - Zaki Kanaan and Anoop Maini. James also features regularly in the Dentistry Top 50 of influential UK dentists, topping the list in 2011 and 2012. He lectures on tooth whitening techniques to other dentists and is on the board of the BDBS, as well as being a past president of the BACD.

A founder of the Heart Your Smile campaign, James also lectures internationally on minimally invasive dentistry and practice marketing.



13. ↓
Last year: 11

14. Donald Sloss

Another new entry this year to the Elite 20 is Donald Sloss, one of the founders of the recently set up Dental Excellence at Harewood, winner of Best New Practice and Most Attractive Practice at the 2014 Private



14. ↑
New entry

Dentistry Awards.

He was one of the first dentists in the country to be made a fellow in general dental practice for the Royal College of Surgeons of England. He is also a member in general dental practice of the Royal College of Surgeons of Edinburgh and is the only dentist in Yorkshire to have passed the strenuous accreditation process of the BACD.

Donald continues to be an examiner for the fellowship of the Royal College of Surgeons of England. He has previously served as scientific director of the BACD and has recently been appointed as chair of credentialling for the academy, overseeing the accreditation process.

15. Andrew Chandrapal

Current vice president of the BACD, Andrew Chandrapal qualified at Birmingham University and rapidly progressed to achieve the further qualifications and training which form the basis of his special interests, namely dental cosmetics, bonding and management of wear. He has participated in a number of advanced continuing education courses both in the USA and UK, and has spent time with a number of the world's best clinicians in the art of aesthetics and smile design.

He is a partner at Bourne End Dental in Buckinghamshire and also practises at the London Smile Clinic. As well as his BACD role, Andrew is a long-standing member of the American Academy of Cosmetic Dentistry (AACD), the International Team for Implantology (ITI), the ADI and the BSOS. He is also an educator to other dentists and key opinion leader to the industry within the disciplines of aesthetic dentistry, treatment planning and composite resin artistry.



15. ↑
New entry

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