

## Zoom! London's Luxury Teeth Whitening Service



**Best London Dentists:** It's considered the must-have [celebrity](#) accessory – a stunning bright smile.

Try if you might, you will not see an A-lister with discoloured teeth. And it's a trend that's catching on. So much so, you can now have your gnashers whitened in your lunch hour.

Although I'm excited to trial the latest Zoom! Procedure, I confess to being a little nervous as I make my way to Dr. Simon Darfoor's dental practice in the prestigious Harley Street, London.

I've seen the horror photos of some people in the public eye whose teeth are so white, every time they smile it almost blinds onlookers – and I don't want that.

However, I need not have worried.

Dr. Darfoor puts me immediately at ease. He's professional, knowledgeable and friendly, and I find myself relaxing.

He explains to me that tooth discolouration is a natural process due to the mineral content, and, despite how good we are in terms of avoiding products that stain – such as red wine or coffee – the whiteness will fade.

Although my teeth aren't that discoloured, I explained to Dr. Darfoor that I want to brighten my smile – but not too much.

We agree on six shades lighter – you can go up to nine shades if required – and sit in the dreaded dentist chair and the process begins.

Dr. Darfoor – who has whitened the teeth of A-list celebrities worldwide and has 10 years of experience – begins by coating my teeth with a peroxide-type formula.

My lips are forced open by a plastic implement as it's vital none of the substance touches my skin.

A laser is then applied for 15 minutes as I sit back, listening to the chilled-out jazz music.

Dr. Darfoor explains: "Tooth whitening was historically the domain of the rich and famous

however, a greater understanding of the process and increased awareness has made this an increasingly popular procedure.

"The perfect celebrity smile is certainly achievable with safe and efficient tooth whitening procedures. It certainly changed my clinical practice in terms of longer lasting results."

With the first half of the treatment over quickly, Dr. Darfoor reapplies the coating and puts me back behind the laser. There's no pain during the treatment, but during the final few minutes, I can feel that there's a 'pressure' being applied to my teeth.

I'm pleased when it's over – and even more happy when I take a look at my smile in a mirror.

My teeth are definitely brighter – but it looks natural and not artificial in the slightest.

I'm told that I can't eat anything 'that would stain a white shirt' for at least 24 hours and it's also explained that my teeth will feel sensitive and I might get pangs of pain for the next day.

I'm then sent on my way. At 30 minutes with a brief consultation, it's the perfect lunchtime treatment that really will brighten your day.



**To book:**

Dr. Simon Darfoor, The Darfoor Dental Practice, 1 Harley Street, London, W1G 9QD. Visit [www.drsimondarfoor.com](http://www.drsimondarfoor.com), 020 7580 2294. Selection of tooth whitening services with prices starting from £225.

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