

# Spreading smiles

Dr Charlie Attariani is owner of Ego Dental, an award-winning practice that's become a staple of Strutton Ground

BY ALICE CAIRNS

## Why Victoria and Westminster?

We have clients from all over London and beyond, so what better place than Victoria! We are in the heart of London – within walking distance of the Houses of Parliament, Big Ben, Victoria Station, St James's Park and Green Park. We're also easily accessible from Chelsea, Belgravia and the West End.

## What do you love about the area?

It is full of life. It's one of the most visited areas in London, so you regularly come across people from all over the world. Also, I love that we have a great food market just outside the clinic at Strutton Ground, which is open every weekday during lunchtime, bringing lots of people into our street.

## What services do you offer?

We offer all kinds of dental and facial treatments, including both general and cosmetic dentistry. What makes us different from lots of other dental clinics is that we focus on quality rather than quantity. We offer a very high standard of care in a very high-tech clinic, meaning that we use the latest up-to-date materials and equipment, such as state-of-the-art lasers, digital x-ray machines and digital scanners. To be environmentally friendly, the clinic is fully digitised, meaning we are paperless and use scanners and digital equipment instead

of traditional impression materials, making treatment outcomes much more precise and environmentally friendly.

## What is your proudest achievement?

It has to be winning multiple awards, including Best New Practice 2018 – UK at the Private Dentistry Awards, and Practice of the Year – National Winner at the Dental Awards 2020. I was also so proud for my wife, Dr Golnar Hassirian, when she achieved Diamond Provider status for Invisalign, which is the highest ranking given to Invisalign providers. She works at Ego Dental too!



## Quick fire:

### Favourite place to eat?

My local lunch spot is Urban Greens, which is an amazing salad bar just next to St James's Park station, and the Ivy on Victoria Street.

### Favourite place to shop?

It has to be Cardinal Place. It has everything you need!

