

## **PRIVATE DENTAL COSTS ON THE RISE AS STANDARD CHECK-UPS ROCKET IN PRICE BY 22%**

- **Average cost of consultations increases to £39 - orthodontist consultation rising by 16% to £114**
- **Brace yourself: average cost of clear braces, popular with adults, rises above £2,000**
- **141% increase in demand for laser teeth whitening sees average cost of treatment fall by 23%**
- **Plymouth ranks as the most expensive city for private dental services, Swindon the cheapest.**

**19 October 2012, London** -- The cost of a private dental check-up has increased by almost a quarter (**22%**) in the past 12 months, from **£32** to **£39**,<sup>(1)</sup> according to research carried out by [WhatClinic.com](http://WhatClinic.com). The private healthcare search engine looked at the average fees charged by more than 3,000 private dentists across the UK, on a range of the most common treatments and services.

The survey of private dental fees revealed that a consultation with an orthodontist will now set you back on average **£114**, compared to **£99** a year ago – an increase of **16%**, while the cost of having dentures repaired privately has risen on average **11%** in the past year, from **£52** to **£58**, and having a porcelain crown fitted has increased in cost by 7%, from **£462** to **£493**.

## Brace yourself

Braces may have long been the reserve of the teenager, but an increasing number of adults are now using braces, and in particular clear braces, to correct long-standing problems with their teeth. The growing popularity of clear braces is reflected in the latest figures, with enquiries up **135%** since 2011. And this rise in popularity, along with limited supply, has seen the average price of clear braces rise by a staggering **38%**, from **£1,459** to **£2,015** in the past 12 months.

However it is not all bad news. The explosion of celebrity culture has seen cosmetic teeth whitening become all the rage in the UK. This is reflected in a huge increase in enquiry levels. We have seen enquiries for laser teeth whitening more than double (**141%**) in the past year alone.

At the same time most high street pharmacies now sell do-it-yourself whitening kits, and this increased competition has had the effect of driving down the average cost of private treatment. A year ago, undergoing laser teeth whitening at a private dental clinic would have cost on average **£448**. Now the average price is **£347**, a drop of **23%**.

The following table shows the average price of some of the most common dental treatments and services, and how much they will cost you now compared to 12 months ago.

Treatment	2011 Prices	2012 Prices		Difference
Clear braces	£1,459	£2,015	?	38%
Dentist Consultation / Check-up	£32	£39	?	22%
Orthodontist consultation	£99	£114	?	16%
Denture repair	£52	£58	?	11%
Braces	£1,386	£1,518	?	10%
Porcelain crown	£462	£493	?	7%
Gold inlay or onlay	£358	£376	?	5%
Bridges	£495	£514	?	4%
Gold crown	£422	£435	?	3%
Root canals	£234	£240	?	2%
Dental X-ray	£11	£11	-	0%
Porcelain veneers	£439	£440	-	0%
Teeth cleaning	£41	£42	?	-1%
Dentures	£445	£422	?	-5%
Laser Teeth Whitening	£347	£448	?	-23%
Fillings	£84	£63	?	-24%

Not surprisingly, the range of fees being charged for similar treatments remains extremely broad, with the experience of the dentist and location of the clinic all playing a part in determining the fee.

For a standard dental consultation, the most expensive locations in the UK are Plymouth, Edinburgh and Cambridge, while the cheapest are Swindon, Glasgow and Slough. This means that an Edinburgh resident can save themselves £47 by simply taking a trip down the M8 to have their dental consultation in Glasgow.

The following table shows the five most expensive areas in the UK for a standard dental consultation:

Location	2012 Price
Plymouth	£75
Edinburgh	£74
Cambridge	£73
Bradford	£69
Leeds	£64

The following table shows the five cheapest areas in the UK for a standard dental consultation:

Treatment	2012 Price
Swindon	£26
Glasgow	£27
Slough	£30
Stoke	£30
Liverpool	£32

**Caelen King, CEO of WhatClinic.com, comments:** “An increasing number of people are choosing to have private dental treatment. We have seen an 81% increase in enquiry levels, this year alone. This is partly due to NHS dentist waiting lists getting longer, but also, more people are taking advantage of the advancements in dental techniques, to have work carried out on their teeth that simply wasn’t available when they were younger.

“Although the price of some common treatments, such as the initial consultation, are creeping up, the consumer is still receiving very good value for money. And with strong competition in the market, especially for cosmetic treatments such as teeth whitening and clear braces, it is possible to save tens, if not hundreds of pounds by shopping around.

“Even in your local area, prices for common treatments may vary considerably between private clinics, and a few minutes searching online could mean that perfect smile won’t cost you the earth.”

– Ends –

## Notes to Editors

1. WhatClinic.com polled a total of 3,284 UK dental clinics and practices in September 2012

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## About WhatClinic.com

Established in 2007, [WhatClinic.com](http://WhatClinic.com) provides consumers with free information about medical facilities and services nearest to them. It gives detailed information on prices, location, treatment lists, opening and closing times, as well as a wide range of other details for consumers.

Set up by entrepreneur Caelen King (CEO), [WhatClinic.com](http://WhatClinic.com) lists over 100,000 clinics worldwide and has helped over 16 million people find information on medical services.

Under each clinic listed on [WhatClinic.com](http://WhatClinic.com), customers can input reviews of the service they received. The site acts merely as a provider of these reviews; it doesn't have any editorial function.