



**arden house DENTAL**  
*centre for excellence*

PRESS RELEASE

February 2010

**ARDEN HOUSE DENTAL MOVE FORWARD  
WITH NEW BRAND & WEBSITE**

*Arden House make a visit to the dentist a pleasurable experience*

Arden House DENTAL *centre for excellence*, situated on London Road, Charlton Kings in Cheltenham has recently undergone a complete rebrand to enhance the promotion of the advanced areas of dentistry that the practice offers.

The dental practice run by Ian Hazlem for the last 18 years has taken on Twice Creative, a Cheltenham based creative design and marketing Agency to help develop their new brand.

Arden House DENTAL already offers a number of unique services to clients including same day dental crowns, a first for the region, allowing a patient to have a crown fitted with no second visit, impressions, or temporary crowns. The crowns are created with the aid of the Cerec 3D system.

Ian said "We are a dental practice with a number of unique features and felt that it was time to update our look and to let everyone know about our services. Recent new guidelines regarding cross infection control have been issued and we are keen to demonstrate to our customers that we take this issue very seriously. We are currently working on some state of the art developments that will be announced in the New Year."

Arden House DENTAL pride themselves on their homely and "undentist-like" atmosphere within the practice. Ian's five dogs also accompany him to work and they have built up their own fan base amongst the patients over the years. Whilst Ian is working, patients can watch and enjoy the dog's adventures outside in their play area, from the waiting room.

Following feedback from patients, Arden House DENTAL have offered Saturday opening hours since 2002, a popular choice for locals who are unable to attend the dentist during weekdays. As a practice, they are keen to create an environment that works for their patients and are constantly striving to improve their services where they can. An award winning practice, Arden House DENTAL are proud to be annually accredited with the BDA's prestigious Good Practice award for standards of good practice.

For further information on Arden House DENTAL *centre for excellence*, please visit <http://www.ardenhouse.co.uk/>, the practice is located at 232 London Road, Charlton Kings, Cheltenham, Gloucestershire GL52 6HW Telephone: 01242 512444.

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