

# Nuyu Dental & Aesthetics

**Naiz Khan** explains how he and Natalia Agalakova's 'yin and yang' approach to business created a new benchmark for modern dentistry within a spa-like setting

**F**or us, Nuyu started as more than just an idea; it was the chance to create a space that reflected our values, our partnership, and the future of modern dentistry.

I've always been driven by momentum, turning ideas into action and refining them along the way. Natalia brings the perfect balance, applying her characteristic precision and foresight to every decision. Together, that combination became Nuyu Dental & Aesthetics: a place where dentistry is elevated into an experience.

## SHAPING UP

We used to live on the very road where Nuyu now stands. Back then, the site was home to a Blockbuster Video store, but every time we walked past, we imagined what it might become.

The soaring, double-height space was perfect for transformation, and we added a mezzanine to keep it open and light while creating space for staff areas and our Nuyu Gym. It has also created room for further expansion, with additional surgeries and treatment rooms ready to be developed as we grow.

Today, just minutes from Cheltenham's centre with ample parking, it is a dental clinic that feels more like a private lounge. Securing the site wasn't easy. The landlord's team, used to multinational tenants, questioned me in

a panel interview. I laid out the scale of our investment, a state-of-the-art clinic that would never sit empty. By the end, they said I had sold myself well. That was the moment Nuyu became real.

Building work began in September 2024 and, after months of dust and delays, we opened on 28 May 2025. Over budget, yes, but the quality speaks for itself.

We collaborated with Alex at Decadent on planning, sourcing materials, and designing custom cabinetry, including the reception desk and coffee bar. The company also supplied and installed dental equipment, cabinetry, worktops, concierge desks, plant equipment, X-ray

systems, scanners, decontamination rooms, dental chairs and the lighting.

## UPLIFTING AND NATURAL

From the Aquaveil waterfall and dandelion chandeliers to the coffee-bar concierge desk, every detail was carefully chosen to set the tone.

Patients check in on tablets, relax with warm lighting and furniture from Boconcept (finished in medical-grade, wipeable covers), and even enjoy a four-metre digital display wall showing nature scenes and treatment highlights. Dentistry feels less clinical, more uplifting, and naturally calming for anxious patients.

The same thinking shaped our surgeries, which are large and airy, helping patients feel comfortable rather than enclosed, with large screens so dentist and patient can review treatments together.

We chose Belmont Eurus chairs in ivory with folding leg rests, more like armchairs than dental units. As well as desirable aesthetics, we knew the company's reputation for durability. Our scanning suites use the latest Itero Lumina technology, with CBCT imaging and Sprintray 3D printers integrated into the workflow. AI-powered systems support radiograph analysis, helping us achieve greater precision.

Every team member has a Nuyu-issued phone and Bluetooth earpiece, using the Microsoft Teams Walkie Talkie

## Step inside...

### THE PRACTICE

Nuyu Dental & Aesthetics  
64 Winchcombe St  
Cheltenham  
GL52 2ND

### TELEPHONE

01242 339233

### WEBSITE

[www.nuyu-dental.co.uk](http://www.nuyu-dental.co.uk)

### INSTAGRAM

@nuyu.dental.cheltenham



## *The ethos*

At Nuyu Dental & Aesthetics, dentistry is not just about treatment; it is about how the team makes patients feel. Compassion, personalisation, and empowerment shape every interaction. With AI diagnostics, digital smile design, and a beautifully curated space, the team empowers patients to be active partners in their own health. For Nuyu Dental & Aesthetics, dentistry is a lifestyle-enhancing experience, and the team is redefining what modern care can be.



# The team

**DIRECTOR & LEAD IMPLANT AND COSMETIC DENTIST**  
Dr Natalia Agalakova

**DIRECTOR & DIAMOND APEX INVISALIGN PROVIDER**  
Dr Naiz Khan

**CLINICAL CARE COORDINATORS**  
Ellie Cooke, Chelsea Meats

**CONCIERGE & CLINICAL CARE SUPPORT**  
Laura Walker, Ellen Nokes, Kiaya Moroney, Phoebe Mills

**DENTAL NURSES**  
Bethany Adkins, Cerys Redfern, Ruby Soule,  
Victoria Bennett, Kasia Furze

**DENTISTS**  
Dr Alex Part (special interest in orthodontics),  
Dr Shazia Parveen (general and cosmetic dentist),  
Dr Tinashe Nhova (cosmetic restorative dentist),  
Dr Jake McDonnell (general and aesthetic dentist)

**DENTAL THERAPIST**  
Imogen Johnson

**DENTAL HYGIENISTS**  
Rema Miah, Jocelyn Harding, Amy Hull

app to coordinate instantly and maintain a seamless patient journey.

That journey is central to everything. Instead of a front desk, patients are welcomed at the coffee bar by one of our concierge and clinical support team, all of whom are qualified dental nurses trained in radiography and digital workflows. They guide patients from scans to consultation rooms, where private conversations feel natural and unhurried.

Alongside them, our clinical care coordinators manage the more complex treatments such as implants, Invisalign, composite bonding, and advanced restorative cases, ensuring patients always feel supported through every stage.

## TREATMENT OFFERING

Our services grew quickly as patients connected with our aesthetic dentistry, digital precision and welcoming environment.

We also offer appointments beyond five days a week, including Saturdays and Sundays soon, too.

As a Blue Diamond Apex Invisalign provider, I knew aligners would be the heartbeat of our first months. A six-week campaign brought nearly 200 consultations.

Natalia, meanwhile, leads our Smilefast Centre of Excellence composite bonding work and fully digital implant treatments using Straumann systems.

Our social media presence, managed by Dentapix, and our website, designed by Dentopia, gave us the platform to showcase Nuyu's difference from the start. Together, these services have made Nuyu known for both aesthetics and precision.



Looking ahead, we are adding sedation and expanding our wellness arm with the Nuyu Gym, where personal training links health and aesthetics.

Soon, patients will also meet our AI concierge, available 24/7 for bookings and information, complementing the warm conversations our team is known for.

## UPDATED DENTISTRY

Ultimately, Nuyu is about raising standards. We have designed a space that feels welcoming, calm and exclusive, a place where advanced technology meets genuine care.

We want dentistry to feel visual and engaging for patients, bringing them into the process and showing them what we see, while adding accuracy at every stage.

Patients tell us Nuyu feels more like a members' club or spa than a dental practice. That is exactly the point. We wanted to challenge the outdated view of dentistry as cold and clinical. What stands here today is proof that it can be so much more.

## Who was involved?

**Design and build, equipment supply and installation**  
Decadent

**Chairs and treatment centres**  
Belmont

**Website, marketing and social media**  
Dentopia and Dentapix