

Impactful simplicity

Mojtaba 'Moj' Dehghanpour opens the door to Yourdental Wellness, winner of New Practice London at the 2024 Private Dentistry Awards

Islington in north London was an area Mojtaba 'Moj' Dehghanpour had only glimpsed while passing through as a dental student at Queen Mary University during the noughties. Years later, after enduring long commutes to Kent via an often congested M25, a friend inspired him to start a new chapter – establishing a squat practice closer to home.

This time, he saw Islington through a different lens. Viewing the neighbourhood with a fresh perspective and a mature business head, he was drawn to Upper Street. This vibrant, populated stretch of the A1 buzzed with youthful energy and had an irresistible pull.

AN HOLISTIC APPROACH

Yourdental Wellness is part of the expanding trend in private dental clinics prioritising a holistic approach to health and wellbeing. In addition to general dentistry, orthodontics, cosmetic dentistry and implants, the clinical team offers skin and wellness treatments such as vitamin infusions, acupuncture and a full complement of facial aesthetic procedures.

The clinic's modern frontage and minimalist branding sit comfortably alongside the boutiques, trendy pubs, bars, diverse restaurants, delis and coffee shops that give the area



Step inside...

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its eclectic and vibrant feel. Hugely gentrified over recent decades, kerb appeal matters to the influx of young and affluent professionals, and Moj's 'dentist' eye for aesthetic harmony has served him well.

Previously a Bang & Olufsen retailer, the premises are situated on a corner of a quiet side street, offering a double-fronted view. From either perspective, passers-by can take in Moj's thoughtful simplicity. Its modern architectural aesthetic, clean lines and minimalist tonal colour palette give the modest square meterage an illusion of space. The front desk, with its neat, rounded edges, the subtle floor lighting and the glass balustrade on the staircase leading to surgeries on the newly installed mezzanine, create the all-essential 'wow' factor.

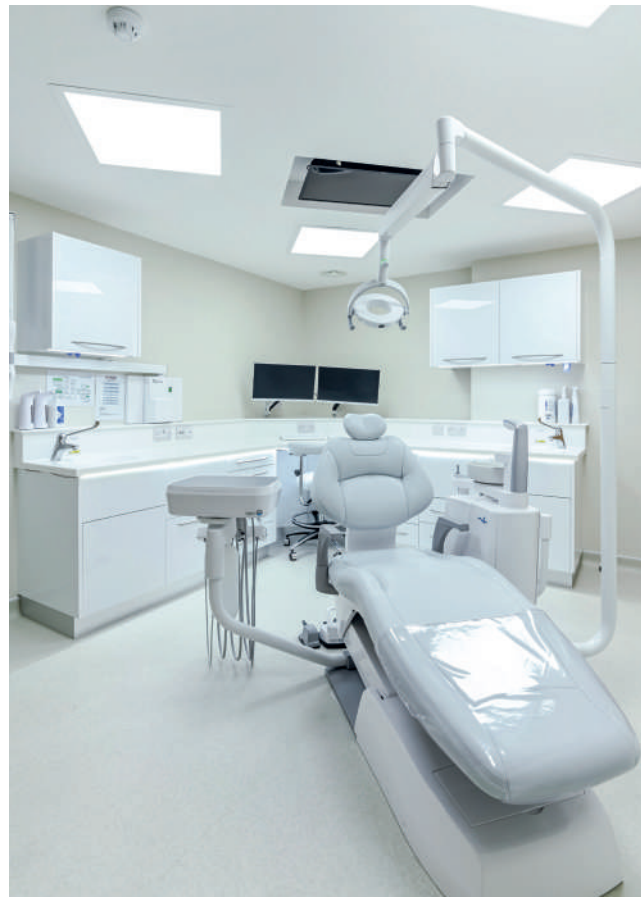
TAKING ROOT

But let's roll back to where the seeds of this ambition took root. After graduating in 2007, Moj got a training post in Norfolk, becoming a partner in the practice and remaining there for seven years before relocating to London. He also practised in Qatar, and both roles gave him a head start.

Practice ownership so early in his career gifted him the clinical freedom to embark on courses to expand his skill set; the Middle East experience an appreciation of contemporary design.

By 2016, Moj was working at Hospital Lane Dental and Implant Clinic in Kent – a multidisciplinary dental practice that, he says, was a 'phenomenal place to practise' and was founded by Tony Auger and Richard Ebanks, who had opened the purpose-built private dental practice in April 2007. However, when the business was sold to Bupa shortly after COVID-19, it served as a catalyst for change.

'I felt it was time to finally do my own thing. I'd been commuting from north west London to Hospital Lane – at times a two-hour journey on the M25 – since September



2016, when I returned to the UK from Qatar. In fact, I only gave up my associate role at Hospital Lane in December 2024. But, I felt there was a demand for a different kind of dentistry in various areas in and around north London.'

Impressively, Moj was very hands-on with his due diligence, taking annual leave over the Easter period in 2022 for some thorough area research. He recalls: 'I thought I could be with my family and explore potential opportunities. However, when my wife and son got COVID-19, it left me more time for my research.

'Over that week, I conducted extensive Google searches and looked into multiple practices in and around the areas I considered commutable. Islington stood out as it mostly met the criteria I had in mind. It is a shorter commute from home, and it suited the type of clinic I wanted to open.'

Inspiration for the design of Yourdental Wellness came from numerous places. 'It was a combination of things,' he says. 'I love the aesthetic of the Apple store in Regent Street, but primarily, I was trying to recreate a video of a spa in Dubai – the look, feel, and colour palette. I also wanted a premium-sounding name.'

The practice aligns perfectly with the boutique-style offerings in the area, which emphasise beauty and wellness and mirror the ethos of nearby businesses such as Pilates studios and skincare boutiques.

GOING UP

Despite being a massively saturated area – ‘there are eight other dental practices within a 15-minute walk’ – footfall has increased monthly.

‘The young professionals we target often prioritise convenience and quality over loyalty, so they tend not to stick to a single dental practice, which may have worked to our advantage,’ Moj says.

January marked a milestone with record-breaking patient numbers. However, he is cautious about discussing growth since opening its doors on 10 July 2023.

‘Yourdental Wellness fits the area and clientele. Maybe if I had created the same brand and launched it elsewhere, it may not have succeeded,’ he laughs. ‘We initially invested in a marketing campaign, but in all honesty, it has been the quality of the team that has elevated this business – from the front of the house to our dental nurses and hygienists to managerial staff and our dentists and specialists. They all play an enormous role in ensuring its success. Dentistry is more than just the aesthetic of a practice, its branding and reputation.’



Meet Moj

Moj is a highly skilled dentist with a special interest in restorative and cosmetic dentistry. He takes referrals for tooth wear and full-mouth rehabilitations. With over 13 years of experience in dental implants and a diploma from the Royal College of Surgeons in Edinburgh, Moj is among the few dentists with credentials from all three UK royal colleges. He holds a master’s in restorative dentistry from the Eastman Dental Institute in London. He has mentored newly qualified dentists and holds a fellowship at the Higher Education Academy.

This was borne out recently when Yourdental Wellness ticked all the boxes for the judges at the 2024 Private Dentistry Awards. Moj’s commitment paid off, as it scooped the New Practice London title and received a highly commended nod for its practice brand and design.

ENHANCING THE PATIENT EXPERIENCE

The three-storey practice has three surgeries, with a fourth planned this year. He has invested hugely in technology and equipment to enhance the patient experience. The treatment centres are all from Belmont and match the clinic’s drive for efficiency, reliability – and comfort.

‘I chose Belmont treatment centres because the models are dependable workhorses. Once the fourth surgery is installed, we will have two Eurus S6s with a folding leg-rest and two Eurus S8s. Based on conversations with colleagues and experience, I know parts are readily available, and servicing is reliable. While I’ve worked with other brands that focus on sleek, high-tech designs, they often overcomplicate things. I prefer simplicity, durability and patient comfort.’

THE ULTIMATE DECISION

Despite an irrepressible enthusiasm for his chosen profession and the vast successes it has brought him, dentistry was not his first love.

‘I originally wanted to study medicine and got some work experience in various London hospitals. Then, one day, a consultant sat me down and talked me through the money and hours to dissuade me from that path. My dad knew a dentist and secured some experience in a practice. After two weeks, the dentist explained that his career choice gave him control over his hours and life, allowing him to enjoy his profession.’

The stark difference in work-life balance between the doctor and the dentist greatly influenced Moj’s career choice. ‘After those two weeks, I quickly rewrote my UCAS application and replaced “I’ve always had an interest in medicine” with “I have always had an interest in dentistry”,’ he laughs.

What started as youthful enthusiasm on paper has developed into tangible success. In February, Moj opened his second squat practice in the equally dynamic postcode of Maida Vale in west London. Yourdental Wellness – and Moj – seem poised for a capital future.

