



**Ritu Gupta** BDS, MSc. FDS. Morth. RCS(Lond.)  
Specialist in Orthodontics



“...when you put a smile out there, you get one back...”

Heidi Klum, model

## Can you benefit from treatment?

**A beautiful smile can boost your confidence and self-esteem and give you pleasure every day. If you are thinking about changing your own smile come and talk to us about it.**

### Why for adults

**Do your teeth make you self conscious in your professional life or does it hinder you socially? Do you avoid photos or cover your smile with your hand? Perhaps because you didn't take the opportunity of sorting them out when you were younger.**

Are you wanting the perfect smile for a very special occasion? Wearing

braces is increasingly common amongst adults who want to be able to smile with confidence.

People from all walks of life wear braces and there is no age limit. Together we can discuss your needs, any worries you may have, and the options available to you.

### Why for teenagers

**Teenagers also care about their appearance and want to achieve a beautiful smile as discretely as possible.**

Your dentist will refer you for NHS treatment if you are suitable. There

specific NHS criteria for acceptance and waiting lists.

*A private option offers a better choice of braces and appointment times particularly:*

- If you do not qualify for NHS treatment but want straight teeth
- If you would prefer not to wear silver train tracks. Many teenagers are young adults and want the confidence to fitting in the workplace.
- If you would like appointments that fit in with busy school/ college commitments



**“Excellence is a Journey ...  
Not a Destination!”**



**“We place care, trust, respect and integrity at the heart of our practice.”**

**Chichester Orthodontic Clinic**

## About

**Our philosophy is to provide a professional service with the high standard of care that we would wish for ourselves...treatment which is modern, evidence-based and tailored to your needs.**

We are specialists in orthodontics by training, qualification & experience. Orthodontics is a specialty for the development, prevention, and correction of irregularities of the teeth, bite and jaw. Our practice is limited to all aspects of orthodontics

and we do not provide other dental treatments.

We focus on giving you choices in treatment options and brace systems, acting in your best interest, delivering results that are predictable and maintainable for the rest of your life.

We have a relaxed and friendly approach and we take great efforts to put you at ease and help understand your needs and expectations. We also take time to explain all orthodontic

treatment so that you have all the information to make an informed decision.

We are constantly improving our service by and updating our knowledge, training and listening to our patients. We pride ourselves in following “best practice” standards in hygiene and patient care as set by our professional regulating bodies.



“A beautiful smile makes such a difference to peoples lives... and that’s the best part of my job.”

**Chichester Orthodontic Clinic**

### About Ritu

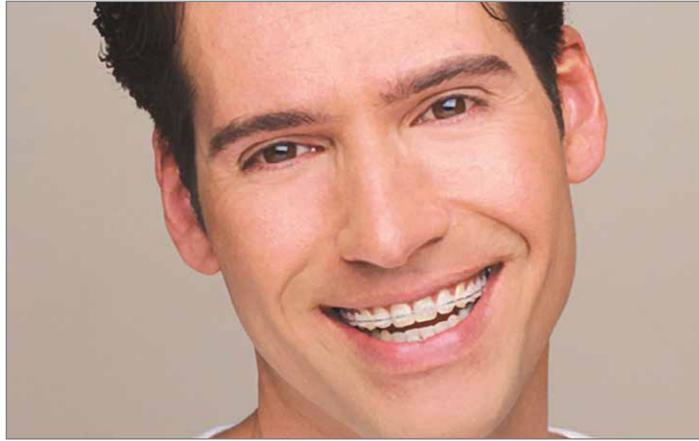
**Ritu Gupta is a specialist in orthodontics. Her practice has been limited to orthodontics since she obtained her postgraduate Fellowship in Orthodontics from the prestigious Royal College of Surgeons of England in 2001.**

She trained as a specialist at Kings College Dental Institute, London and the Royal County Hospital, Guildford. She is registered on the “Specialist List” with the General Dental Council (Reg. No. 68593) and is a member of

the British Orthodontic Society, the British Lingual Society and the British Dental Association. She qualified as a dentist from Guys Hospital in 1992 and gained experience in General Practice, Oral Surgery, Children’s Dentistry and Oral Medicine.

She leads the team at Chichester Orthodontic Clinic which was established in 2004.

She also works at the Orthodontic Department at St. Richard’s Hospital.



“Braces are simply a tool to moving teeth but using them skillfully is the expertise of the orthodontist...”

Chichester Orthodontic Clinic

### Why go for Braces?

**For many people, wearing braces is the safest and most sensible way to straighten teeth.**

- Modern braces are invisible and they move teeth slowly by using gentle forces over a period of time.
- The alternative option of crowns & veneers may offer an instant fix but with irreversible and damaging consequences. Modern thinking advocates conservation and enhancement of our natural teeth.
- The length of treatment can vary

between 6-24 months depending on how much movement is required to achieve the result. Teeth need to be moved at a natural biological rate to prevent irreversible damage to the supporting roots and bone. Speeding up treatment can give poor treatment results.

### Private treatment

**Both adults and children can have private treatment.**

- Invisible brace options only available privately, to give you

confidence during the journey to a beautiful smile

- Appointments at convenient times outside school or work, including Saturdays.
- An opportunity to have straight teeth if you have been declined NHS treatment or to avoid NHS waiting lists.

Versatile payment options can make treatment more affordable and once you have invested in your smile, you can wear it for the *rest of your life!*



“Because of your smile, you make life more beautiful...”

Thich Nhat Hanh, *Buddhist monk & peace activist*

### Your first consultation

**Your first visit is an opportunity for us to meet each other and to discuss your needs and expectations from orthodontic treatment.**

You may wish to discuss any anxieties you have about wearing braces or be excited about getting started. You may want to find out about the brace options available, length of treatment and the fees involved.

Only when you are happy with your consultation, will we arrange impressions of your teeth, photos and X-rays. We would prefer that you are dentally healthy and free of tooth decay or active gum disease before considering braces.



“A smile is a facelift that’s in everyones price range!”

Tom Wilson, actor & comedian

### Your investment

**The total investment required in achieving your result will vary according to the complexity of orthodontic treatment and the type of brace you choose. You may also have a choice of different treatment plans.**

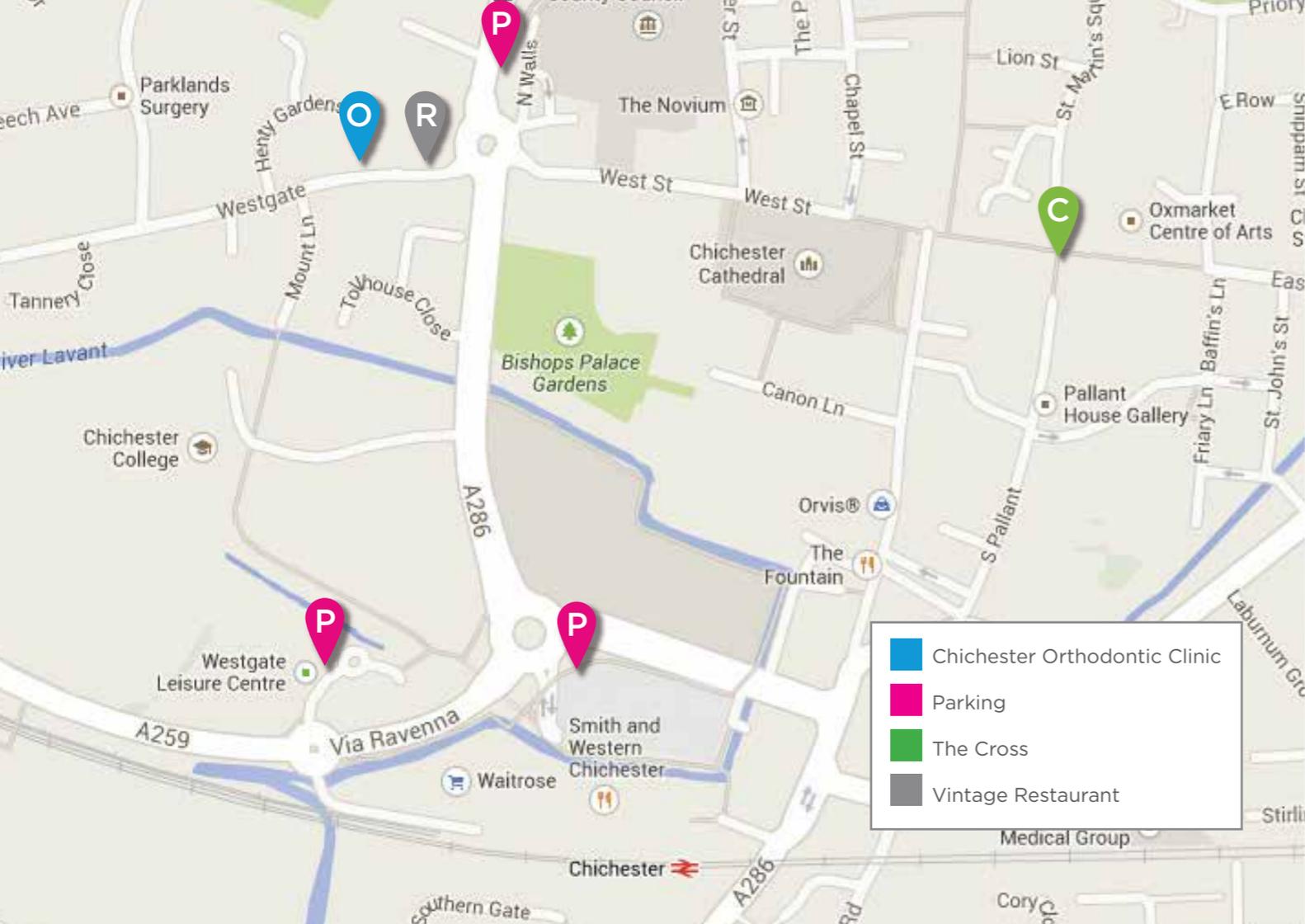
We can only give you a personalised estimate of fees after a consultation.

Many of our patients prefer to spread the payment beyond the duration of treatment with a finance agreement.

It is interest-free for 1 year and a small rate of interest is charged for longer periods up to 36 months.

An in-house payment scheme can allow you to spread the payment over the duration of the treatment with an initial deposit, monthly installments and the balance payable by the end of treatment.

Whatever you budget, we will help to make your dream of having a beautiful smile affordable and a true investment for your future.



“A smile is the universal welcome”

Max Eastman



**Map & Parking**

We are a short 5 minutes walk along West Street from “The Cross” in the city centre.

20 Westgate, Chichester, W.Sussex, PO19 3EU.

**Car parks:** Roundabout on Orchard Street.  
 Waitrose Multi-storey car park (7 mins walk)  
 Westgate Leisure Car Park (7 mins walk)

Please visit our website for more information about having orthodontic treatment with us.

**e:** [info@chichesterorthodonticclinic.co.uk](mailto:info@chichesterorthodonticclinic.co.uk)  
**w:** [chichesterorthodonticclinic.co.uk](http://chichesterorthodonticclinic.co.uk)  
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You can find us on social media

