

Doctors warn of danger in cosmetic dentistry

SCOTTISH surgical experts have highlighted the risks in cosmetic dentistry, describing the quest for a celebrity smile as porcelain pornography.

The dental surgery faculty at the Royal College of Surgeons of Edinburgh says some aesthetic procedures can cause irreparable damage to healthy teeth.

They claim some dentists are cashing in on a demand of pearly whites – which they say is becoming increasingly popular due to certain reality TV shows.

Martin Kelleher, a consultant in restorative dentistry, claimed the potentially-lucrative practices have caused many dentists to carry out quick-fix treatments despite the harm done.

He argued that many patients are not aware that such treatments will only last around 10 years and involved the permanent filing down of teeth.

Dr Kelleher said: “The fashion for what I term porcelain

pornography is a real and present danger for society and the dental profession at large.

“It appears to be promoted by individuals and in certain dental publications that have strong commercial interests.

“Lured by rapid profits, some younger dental colleagues are being encouraged down a path leading to the unnecessary destruction of sound teeth.”

Cosmetic dentistry includes the use of porcelain or ceramic veneers on teeth and can cost between £5,000 and £20,000.

It has been estimated that the aesthetic dental industry will reach around £3.6 billion this year as the British people become increasingly concerned with their image, especially on social media.

Dr Kelleher also points out that the rise of compensation claims due to botched cosmetic treatments have risen fourfold between 2006 and 2012.

