

## Committees at the London Chamber of Commerce

THE LCCI runs a series of successful policy-forming committees and forums on specialist subjects, with most groups meeting four times per year. High-level guest experts are often invited to speak to meetings. These committee meetings also enable members to have a direct influence on the policy-making process at local and national Government levels.

In addition, committees help devise and guide events covering their special area for the wider LCCI membership. The press and public affairs team also arrange a series of briefing throughout the year with Ministers, Opposition front bench MPs, MEPs and officials where members can voice their opinions directly to the policymakers. Members can view a summary of the minutes of the committees listed below by logging in to the members' zone and clicking in the committees & forums section under press & public affairs. In 2006:

- The Asian Business Association will be focussing upon issues of serious crime within the Asian community, as well as diversity matters in relation to the Olympics.
- The aviation committee will be very active in areas such as surface access and the many issues facing the aviation industry, including expansion of airports and runways.
- The crime & business risk forum will be producing regular material updating members on how they can best protect themselves against fraud and other crimes directed against businesses.
- The defence & security committee will be looking to further their work in contingency planning and security in the UK, as well as ensuring the defence events are once again a success in 2006.
- The pensions committee will be furthering their work in relation to the pension's debate in the UK.
- The property & construction committee will be looking to help members better understand commercial property matters.
- The taxation committee will respond to the Budget in spring 2006 and the pre-Budget report in November.
- The transport forum will be active in relation to congestion charging and the many other issues facing London and its transport infrastructure.

For further information on the work of the committees and forums, or if you wish to be considered for one of the committees, please contact 020 7203 1971 or spatel@londonchamber.co.uk.

# Whiter teeth for City toilers

*Time-poor City types can have their teeth whitened during their lunch hour, reports Kelly Edwards.*



**H**OLBORN Dental Centre specialises in lifestyle dentistry for time-poor patients.

Opened in 2004 by Dr Andrew McCarthy and Dr Graham Tinkler, the Centre filled a gap in the market by offering hours (8am-8pm weekdays apart from Friday) and treatment times to suit busy London professionals. I was amazed to learn that with the aid of cutting-edge technology complete restorative dental work has been cut down from at least two or three visits to a single treatment lasting only one to two hours.

After less than two years of opening, the practice was awarded 'Business Achievement for Outstanding Services in Healthcare throughout 2005' from Media Today group demonstrating both high quality treatments and patient care.

## Comfort

The treatment I had was ZOOM tooth whitening which can be done one of two ways – either by laser treatment at the surgery costing £495 or at home with a kit costing £295. I undertook the home whitening treatment which means one quick visit to the dentist to get the 'trays' made by taking moulds of the teeth. These plastic retainers or 'trays' were sent to me by post and used to apply the whitening gel.

This treatment is great for those who can not spare the time for the initial consultation and the hour or so for the laser whitening and it can be done in the comfort of your own home, usually for an hour before you go to bed. Another plus of this treat-

ment is that it gives patients the flexibility to choose how white their teeth become.

I found that a certain amount of dedication is needed for good results as you can't just apply the gel on an ad hoc basis. Ideally

it needs to be done daily for a period of a few weeks depending on the discolouration of your teeth. Also, for two hours after each treatment you should not drink or eat anything with strong colouring, so no red wine or coffee straight after, although Dr Tinkler did assure me that white wine, clear spirits and food without strong colourings are OK.

I started my whitening process over the Christmas period and found it quite hard to keep up the treatments on a daily basis; however I made sure I did not leave more than a two day gap between each treatment, so there is a degree of flexibility.

I was really pleased with the results which took around two weeks to achieve and although my teeth were reasonably white prior to the treatment, there was still a noticeable difference which looked natural as opposed to the glaring white smiles sported by some celebrities.

Both treatments can achieve an average

of eight shades of improvement and which one to choose is very much down to the individual. If you are dedicated enough to use the home kit properly, the results are just as good as the laser treatment and you have more control over the colour.

For those with hectic social diaries or those who prefer immediate results the laser treatment would better suit and has the added bonus of being good value for money with a home kit included in the price to top up whiteness when necessary.

As well as tooth whitening, Holborn Dental Centre offers all standard dental care, the pioneering CEREC 3D treatment to restore teeth to their natural shape and size and the cutting-edge 'Invisalign' which replaces metal braces and is a discrete, painless and invis-

ible way to straighten teeth using custom-made plastic aligners.

Holborn Dental Centre would like to offer London Chamber of Commerce members 10% off all dental treatments until the end of April 2006. Please call 020 7242 7212, email: [enquiries@holborndental.co.uk](mailto:enquiries@holborndental.co.uk) or visit [www.holborndental.co.uk](http://www.holborndental.co.uk).



Service for your smile: Holborn Dental Clinic