

I love your smile



There's a new beauty buzz in London's trendy West End. The boundaries of medics and beauty have crossed with the creation of SmilePod, a cosmetic tooth salon

BY HELEN STONE

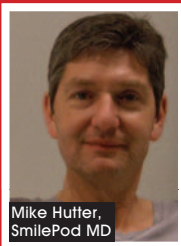
Created as a walk-in tooth salon and hygienist, SmilePod offers an extension to the regular beauty routine of image-conscious clients. For these people, a beautiful smile is as essential as perfect skin, shiny hair and well-groomed nails when it comes to looking and feeling good. And now, rather than waiting and paying out for a medical dentist, they can complete their beauty regime with a sparkling smile, whitened teeth, tooth jewellery and even have bad breath stamped out at a high street salon – just as they have their other cosmetic needs tended to.

Set in the heart of Covent Garden amongst many nail, hair and beauty salons, SmilePod aims to help increase the pull of customers to the world of pampering – in turn helping to increase the spend in this industry. So as the beauty industry gains yet another string to its bow, Helen Stone talks directly to SmilePod MD Mike Hutter about his new concept in tooth beauty and discusses how it fits perfectly into the professional beauty scene. **S**

"A smile happens in a flash, but its memory can last a lifetime."

SmilePod

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Mike Hutter,
SmilePod MD

What is SmilePod all about?

"SmilePod opened in March this year and is a professional and friendly walk-in hygiene and oral beauty company. Our qualified dentists focus on mouth hygiene and tooth whitening like any other dentist. But what's special about us is the immediacy of it. The public can just drop in and it can take as little as 15 minutes for a service. Rather than these people having to make an appointment with their dentist and then see a hygienist and basically pay twice, we want to make these services much more available and much more instant. We're all about accessible mouth and healthcare. Our services are affordable - we offer treatments from a Classic Clean & Polish to a Diamond Polish, which actually uses pieces of diamond to brighten the teeth."

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Why did you set up in Covent Garden?

"Covent Garden was the most obvious place to start a company like SmilePod. It's the hub of the beauty and glamour industry in London. There are many other companies here that will support our concept - hair, nails and beauty salons – all bringing customers to the area who are looking for quick-fix beauty treatments."

Who uses SmilePod?

"We have an exact 50/50 split with male/female and our customers are predominantly aged 30-40. A lot of our customers love to use us to get ready for the weekend. They come in on Thursdays and Fridays to get themselves looking great – just as they go to their nail tech, hairdresser or therapist. People also incorporate our treatments into their pre-holiday beauty regimes."

Does anybody else offer a service like this?

"No, nobody else in the UK provides a walk-in oral hygiene service. It has been tried in various places but failed. Some of the large chemists tried it, like Boots and Superdrug, but they've never marketed it well enough."

How do people get to know about you?

"The web is our dominant marketing tool. But we also get lots of business from walk-ins and referrals."

What's the future for SmilePod?

"It is going to expand organically to other locations both in the city and the West End. We're also looking to implant ourselves into other locations such as spas, salons, medical locations and retail areas such as Westfield shopping centre. For now though, SmilePod in Covent Garden is doing really well – we're growing every single day. We fit in here like a hand in a glove and we'll continue to offer whitening, brightening and sparkling services to keep our clients smiling with confidence."

