

Dental Wellness Mill Hill New Patient Page

Copy Recommendations & Examples

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1. Hero

Eyebrow:

Gentle, personal dentistry in Mill Hill

Headline:

Feel safe. Feel heard. Leave smiling.

Supporting copy:

Whether you are in pain, nervous about treatment or simply ready to feel better about your smile, you will receive clear answers, thoughtful care and a personalised plan built around you.

Primary CTA:

Book your first visit

Secondary CTA:

Call 020 3930 4900

Trust points:

5.0 from 400 Google reviews

Open seven days a week

Same day emergency care available

All dental insurance accepted

Featured review:

"I always felt welcomed and cared for as an individual, not just as a patient."

Cristina Donaldson, Google review

2. Dental Insurance

Headline:

Use your dental insurance with us.

Supporting copy:

We accept all dental insurance providers, including Bupa, Aviva and Vitality.

After your appointment, we will provide a detailed, insurance friendly invoice so you can submit your claim and receive any reimbursement available through your policy.

Bupa patients can also receive 10% off eligible treatments.

Insurance logos:

Bupa

Aviva

Vitality

All other dental insurers

CTA:

Ask us about your cover

3. Why Choose Dental Wellness Mill Hill?

Eyebrow:

Mill Hill's highest rated dental practice

Headline:

Find out why hundreds of patients trust us with their smiles.

Supporting copy:

Patients come to us looking for relief, answers and a dentist they can finally feel comfortable with. They stay because they feel listened to, understand their options and know they are being treated like a person, not a set of teeth.

Feel comfortable without feeling judged

It does not matter how nervous you feel, how long it has been since your last appointment or what condition your teeth are in.

We will listen, explain each step and help you feel safe before any treatment begins.

Patient review:

"I have anxiety with dentists but they all put me at ease. They always checked I was okay and explained each step."

Tracey Mezaguer, Google review

Understand what is happening

See what your dentist sees through digital images, scans and clear explanations.

You will understand what needs attention, what can wait and why a particular treatment may be recommended.

Choose care that works for you

Your treatment plan will consider your oral health, comfort, goals, schedule and budget.

If several treatments are suitable, we will explain the differences and give you time to choose without pressure.

Get help when pain cannot wait

Toothache, swelling and broken teeth can make eating, sleeping and concentrating miserable.

Same day emergency appointments may be available for new and existing patients.

Receive more of your care in one place

Access general dentistry, hygiene, dental implants, Invisalign, cosmetic treatment, oral surgery and specialist care from one experienced team.

Enjoy results that still feel like you

Our goal is not to give everyone the same smile. It is to help you eat comfortably, protect your health and feel confident with natural looking results.

Patient review:

"Actually looking forward to my next appointment for the first time in my life."

Kamila Kontra, Google review

CTA:

Book your first visit

4. Recognised, Regulated and Trusted

Headline:

Qualified care. Proven expertise. Trusted treatment systems.

Trust markers:

40+ years of combined clinical expertise

CQC registered practice

GDC registered clinicians

Pain Free Certified Dentist

Bupa recognised provider

Denplan care plans

Invisalign clear aligners

Straumann and MegaGen implant systems

Simplyhealth recognised

5. Your First Visit

Eyebrow:

Know what to expect

Headline:

Your first appointment begins with a conversation.

Supporting copy:

You will have time to explain what brought you in, what you would like to change and anything that makes dental visits difficult for you.

We will carefully assess your teeth and gums, show you what we find and explain your options in language that makes sense.

1. Tell us what matters

Share your concerns, symptoms, dental history and what you would like your care to help you achieve.

2. See what we see

Your dentist will use the appropriate examinations, images and scans to help you understand the current health of your mouth.

3. Leave with a clear plan

Know what needs attention, what can be monitored, which treatments may be suitable and what the expected costs are.

Primary CTA:

Book your first visit

Secondary CTA:

Watch what happens at your first appointment

6. Personalised Oral Care

Eyebrow:

Care built around you

Headline:

Not a generic treatment plan. Your treatment plan.

Supporting copy:

Two patients can have the same dental problem and need very different care.

Your recommendations will be shaped around your health, comfort, priorities, desired result and budget.

Know what matters most

We will explain which concerns require attention now and which can safely be monitored.

Compare suitable options

Understand the appearance, comfort, timing, longevity and expected cost of each appropriate treatment.

Make an informed decision

Ask questions, consider your options and decide what feels right without being rushed.

CTA:

Explore your treatment options

7. Real Patients. Meaningful Results.

Eyebrow:

Patient stories

Headline:

From worrying about treatment to smiling with confidence.

Missing teeth

The pain:

Feeling nervous about treatment, struggling to eat comfortably and hiding a smile.

The experience:

Every stage was clearly explained, with support throughout treatment.

The result:

Natural feeling teeth, comfortable eating and the confidence to smile again.

Damaged teeth

The pain:

Years of feeling self conscious when speaking, laughing or appearing in photographs.

The experience:

A carefully planned smile makeover designed around the patient's natural appearance.

The result:

A smile that looks natural and finally feels worth showing.

Severe molar pain

The pain:

Persistent discomfort and fear of needing root canal treatment.

The experience:

A clear plan, manageable stages and thoughtful aftercare.

The result:

Relief from pain and a much smoother experience than expected.

CTA:

See more patient stories

8. Especially for Nervous Patients

Eyebrow:

No pressure. No lectures. No judgement.

Headline:

You stay in control throughout your appointment.

Supporting copy:

Dental anxiety can come from fear of pain, embarrassment, a difficult past experience or simply not knowing what will happen.

Our team has specific experience supporting nervous patients and regularly trains to understand individual concerns.

Tell us what makes dental visits difficult

You will be listened to without judgement, even if you have avoided the dentist for years.

Know before anything happens

We explain what we are going to do before treatment begins and keep you informed throughout your appointment.

Pause whenever you need

You can agree on a stop signal, request a break or ask another question at any time.

Build confidence gradually

Appointments can be carefully planned to give you time to become familiar with the team and feel more confident receiving care.

Ask about additional support

In appropriate circumstances, sedation or other supportive techniques may be available.

Patient review:

"It doesn't feel like coming to the dentist."

Tanvi Kotak, Google review

CTA:

Talk to our team before booking

9. Dental Care for What You Need Now and Next

Eyebrow:

Expert care under one roof

Headline:

Find the right treatment without being passed from practice to practice.

Emergency Dental Care

Get same day help for toothache, swelling, infection, broken teeth, lost fillings and other urgent dental problems.

CTA:

Get emergency help

General Dentistry

Protect your teeth and gums, catch problems earlier and reduce the risk of painful or expensive treatment later.

CTA:

Explore general dentistry

Dental Hygiene

Remove stubborn buildup, improve gum health, freshen your mouth and receive advice based on your own teeth and habits.

CTA:

Explore hygiene treatments

Restorative Dentistry

Repair damaged or weakened teeth so you can eat, speak and smile comfortably again.

CTA:

Explore restorative care

Dental Implants

Replace missing teeth with a secure, natural looking option designed to restore everyday comfort and confidence.

CTA:

Explore dental implants

Invisalign

Straighten your teeth discreetly with removable clear aligners designed around your planned smile.

CTA:

Explore Invisalign

Cosmetic Dentistry

Improve the colour, shape and balance of your smile while keeping the final result natural and personal to you.

CTA:

Explore cosmetic dentistry

Wisdom Tooth Care

Receive assessment, removal and aftercare from clinicians experienced in impacted, infected and difficult wisdom teeth.

CTA:

Explore wisdom tooth care

10. Benefits of Joining Dental Wellness Mill Hill

Headline:

Dental care designed to make life easier.

40+ years of combined experience

Feel reassured knowing your care is supported by an experienced team of dentists and specialists.

Open seven days a week

Choose from weekday, evening and weekend appointments that fit more easily around work and family.

Same day emergency care

Get help sooner when pain, swelling or dental damage cannot wait.

Pain Free Certified care

Receive treatment from a practice committed to using gentle techniques and making comfort part of every appointment.

Specialists under one roof

Access a wider range of treatment without repeatedly starting over with unfamiliar clinics.

Modern diagnostic technology

Digital imaging and advanced equipment help your dentist identify problems, explain findings and plan treatment more precisely.

Clear treatment costs

Understand what is recommended, what it includes and what it is expected to cost before treatment begins.

Convenient Mill Hill location

Find us on The Broadway, around five minutes from Mill Hill Broadway Station, with parking available nearby and ground floor access.

11. Meet the Team

Eyebrow:

The people behind your care

Headline:

More than 40 years of combined expertise, delivered with a human touch.

Supporting copy:

Our dentists, hygienists, nurses, specialists and reception team work together to make every stage of your care feel easier.

Patients regularly mention team members by name because good dental care is not only about technical skill. It is also about being welcomed warmly, having your questions answered and knowing someone is paying attention to how you feel.

Primary CTA:

Book your first visit

Secondary CTA:

Meet the full team

12. Payment Options

Eyebrow:

Clear costs and flexible ways to pay

Headline:

Understand your options before committing to treatment.

Use your dental insurance

We accept all dental insurance providers and supply a detailed invoice after treatment to support your reimbursement claim.

Save with Bupa

Bupa patients can receive 10% off eligible dental treatments.

Join a monthly membership plan

Spread the cost of routine preventive care across the year while receiving additional membership benefits.

Apply for 0% finance

Qualifying treatment costing more than £750 may be eligible for 0% finance, allowing you to spread the cost over manageable payments.

Pay as you go

Choose treatment without joining a plan or entering a long term commitment.

Receive a clear estimate

You will know the expected treatment cost and what is included before deciding whether to proceed.

CTA:

Explore fees and payment options

13. Dental Hygiene Packages

Eyebrow:

More than a quick clean

Headline:

Choose the level of care your teeth and gums need.

Supporting copy:

Professional hygiene treatment removes buildup that brushing cannot reach, helps protect against gum disease and leaves your mouth feeling noticeably fresher.

Gold Hygiene

A focused professional clean for maintaining healthy teeth and gums.

From £67

Diamond Whitening

A deeper hygiene appointment designed to leave your teeth feeling cleaner and looking brighter.

From £98

Platinum Comprehensive

An extended appointment for patients who need more time, more detailed care or a thorough oral hygiene reset.

From £190

Your team can help you choose the most appropriate package for your current oral health.

CTA:

Book a hygiene appointment

14. Practice Gallery

Eyebrow:

See the practice before you arrive

Headline:

A modern, welcoming space in the heart of Mill Hill.

Supporting copy:

Take a look around the reception area, treatment rooms and facilities so your first visit already feels a little more familiar.

Slideshow captions:

A warm welcome on The Broadway

Bright and comfortable reception areas

Modern, fully equipped treatment rooms

Advanced imaging available in the practice

A friendly team ready to welcome you

15. Patient Reviews

Eyebrow:

5.0 from 400 Google reviews

Headline:

The moments our patients remember most.

Feeling safe and cared for

"I always felt welcomed and cared for as an individual, not just as a patient."

Cristina Donaldson

Finally finding someone to trust

"After searching for years for someone I trust with my smile, I am so glad I found him."

Emi OO

A smoother experience than expected

"The whole procedure happened effortlessly. It felt almost magical how smoothly and painlessly it went."

NMN Nari

Wanting to come back

“Actually looking forward to my next appointment for the first time in my life.”

Kamila Kontra

CTA:

[Read more Google reviews](#)

16. Frequently Asked Questions

What should I book if I do not know what treatment I need?

Book a new patient consultation or contact our team. We will ask a few simple questions and help you choose the right appointment.

Will I be judged if I have not visited a dentist for years?

No. You will be treated with patience and respect, regardless of your dental history or the current condition of your teeth.

Do you accept my dental insurance?

Yes. We accept all dental insurance providers, including Bupa, Aviva and Vitality.

How do insurance claims work?

You pay the practice for your treatment and receive a detailed invoice. You can then submit the invoice to your insurer for reimbursement according to your policy.

Do you offer same day emergency appointments?

Yes, depending on availability. Contact us as early as possible if you have toothache, swelling, infection or dental damage.

Can I book if I am not already registered?

Yes. New patients can book routine, specialist and emergency dental appointments.

Do you offer evening and weekend appointments?

Yes. The practice opens seven days a week, with evening appointments available on selected weekdays.

Can I spread the cost of treatment?

Qualifying treatments costing more than £750 may be eligible for 0% finance. Monthly membership plans and pay as you go care are also available.

Where is the practice?

Dental Wellness Mill Hill is located at 46 The Broadway, Mill Hill, NW7 3LH. The practice is around five minutes from Mill Hill Broadway Station.

17. Final Booking Section

Eyebrow:

Ready when you are

Headline:

Your next dental visit can feel different.

Supporting copy:

Book online in a few minutes or speak to our friendly team if you need help choosing the right appointment.

Primary CTA:

Book your first visit

Secondary CTA:

Call 020 3930 4900

Final reassurance:

Nervous patients are always welcome.