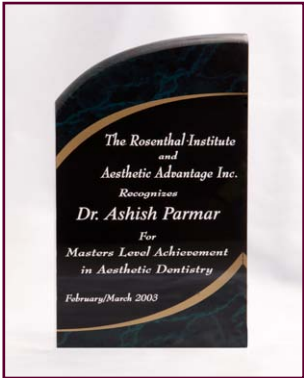




THE ACADEMY
BY ASH

*The Preferred Training Academy for
Excellent Dental Education*

Learning World-Class Dentistry



Before a dentist can train or educate others, it is essential to develop an inspired level of expertise, from a wide-range of specialists in their respective fields.

These are some of the “masters” who have influenced Ash in his career:

- *Larry Rosenthal (cosmetic dentistry)*
- *Frank Spears and David Hornbrook (restorative dentistry and occlusion)*
- *Hilt Tatum (implants and surgical dentistry)*
- *Bill Blatchford (dental coach, leadership and practice management)*
- *Cathy Jameson (practice systems)*
- *Greg Lutke (photography and patient communication)*



Education does not begin or complete with courses. Ash Parmar offers more – professional friendship and ongoing support and guidance.

As a regular contributor to dental journals, he is acknowledged as a leading dental authority. As part of his commitment to education and helping other dentists, he has also developed inspirational, well-designed presentations and excellent, supportive, course training literature.

Ash is a passionate and committed speaker who has an engaging and clear style of communication. Intuitive and inspirational, he motivates dentists to fulfil their professional ambitions, whilst maintaining a great work/life balance.



“Many years ago, I attended Larry Rosenthal’s first seminar in London. From that day, I knew that it was imperative for the long-term, to always aspire to learn from the very best.”

ASH PARMAR



Personal Message from Ash Parmar *Founder of The Academy by Ash*

In my pursuit of excellence, I have spent many years participating at world-class dental courses and training programmes. The lecturers selected have always been leading dental experts in their fields and internationally recognised business coaches for practice development. These mentors have combined dental professionalism with management flair and success.

The rewards, benefits and expertise gained from my investment for a world-class education, are now being incorporated within my own dental training and practice development programmes.

Offering a wealth of information on many subjects and as part of my commitment to dental education, I offer bespoke courses dependent upon *individual or corporate* criteria, which are not based upon either formula or one-size fits all approach. By having an in-depth initial discussion, a unique training programme can be developed for my clients and in conjunction with *The Academy by Ash's* latest technology and facilities. Courses can also be organised at the clients' practices, if preferred.

Some dentists prefer expert guidance, lectures and hands-on experience for simplification of complex dental procedures (such as occlusion and treating a "wear case"). Others might require more guidance with leadership, practice management, team building and motivational training.

Supported by a great family and an excellent team, I have a dedicated focus for a mission statement which includes integrity, passion for my work and profession, plus an ongoing commitment towards perfection.

My own patients are mainly as a result of testimonials from existing and past patients, and recommendations from dentists who wish me to provide dental treatment for them, as well as their families.

If you would like to discuss how you could personally and professionally benefit, call me on 07971 291180 or email me at training@theacademybyash.co.uk

"I have been impressed with his attention to detail and his caring disposition towards his staff and in particular, towards his patients... When my wife wanted a Smile Makeover, I had no hesitation in choosing Ash to do this for her. She was delighted with the result."

IAN WELLINGS - DENTIST AND IMPLANTOLOGIST



A stylized, handwritten signature of the name 'Ash' in black ink.

ASHISH B PARMAR

Ash was one of the leading dentists on the three series of Extreme Makeover UK and for many years has been widely featured in the media.

The logo for 'Extreme Makeover', featuring the word 'Extreme' in a script font above the word 'MAKEOVER' in a bold, blue, sans-serif font.

The logo for 'This Morning', featuring the words 'This Morning' in a purple, sans-serif font with three blue dots above the word 'Morning'.

The logo for 'The Mail', featuring the words 'The Mail' in a black, serif font with a small crest above the word 'Mail' and the text 'ON SUNDAY' below it.

The logo for 'The Times', featuring a royal coat of arms crest above the words 'THE TIMES' in a bold, black, serif font.



Elegant and Designer Styled Practice



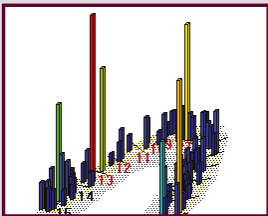

THE ACADEMY
BY ASH



A Unique and Stylish Practice – Designed and Inspired by a Dedicated Pursuit of Excellence



Hands-On Mentoring and Personalised Instruction for the Ideal Learning Opportunity



*High Quality and Sophisticated Equipment...
Accurate Diagnosis and Long-Term Benefits for Patients and Dentists*



Merging Science with an Artistic Flair to Create Natural and Beautiful Smiles

Helping Dentists to Enhance Their Skills Through Lectures, Training and Hands-On Experience



Expertise and Training

The Academy by Ash

Comprehensive Dental Assessment – Learn one of the **best** dental assessment and treatment planning protocols in the UK

Cosmetic Dentistry – Artistic and creative dental applications with **composite and porcelain** to achieve the ideal smile

Porcelain Veneers – To be **skilled and confident** in every aspect of a Smile Makeover. Experience the finest laboratory techniques and results

Occlusion - Simplified techniques for general practice to help dentists feel confident and to therefore, take responsibility for **more advanced cases**

Restorative dentistry – Helping dentists **improve** their services and opportunities, by becoming a much better clinician

Laser Dentistry – Recognise and understand the vast range of treatment applications of **lasers** in dentistry (soft and hard tissue changes)

Fibre Reinforced Composite Dentistry – Offer patients a whole new range of cost effective and long-lasting **treatment solutions**

Team Building and Motivational Skills Training – Develop a professional and motivated team for success, through **inspired leadership**

Practice and Business Development – Helping dentists to have a **clear vision** and understand the importance of **goals** and ongoing assessment for practice development

Bespoke Courses for Dental Practices – See the website for latest courses and availability at **www.theacademybyash.co.uk**

“Don’t wish it were easier; wish you were better. Don’t wish for less problems; wish for more skills. Don’t wish for less challenges; wish for more wisdom.”

JIM ROHN



Testimonials

Integrity - Expertise - Inspiration



“Occlusion is a complicated, fascinating subject and I believe that Ash’s methods are very simple and very easy to understand. Ash delivers his speeches in a very uncomplicated manner... His courses are amazing and I would recommend them to everyone.”

NASH PATEL, DENTIST AND OWNER OF PENNYPOT DENTAL CHAIN OF PRACTICES

“I have done many courses in the past ... watching a far superior dentist with a lot of experience such as Ash, is phenomenal.”

RAJ UBHI, DENTIST

“Learning from Ash, I’m now able to change patients’ lives, their attitudes, how they feel about themselves. And that makes me feel really good about what I do.”

ROSHNI PATEL, DENTIST

“Ash is an incredibly special person who is committed to his profession, family, spiritual and core values. A highly respected dentist, his skills, integrity and intuitive ability to offer a world-class level of dentistry, affords him a special place, amongst the dental world’s elite.

My own experience is that his expertise and incredible facilities at Smile Design by Ash, facilitated a delicate and complicated diagnosis of a chronic problem. Now rectified through treatment, I would only ever RECOMMEND ASH.”

MICHELLE HARRIS – PATIENT AND CREATIVE DIRECTOR OF STAR COPYWRITING LIMITED



“I have known Ash as a friend and colleague for the past 15 years. He is a superb, caring clinician who delivers excellent dentistry. Not only does he have the patients’ total interest at heart, Ash has this overwhelming urge to share his skill and talents with his fellow professionals. He is recognized as both teacher and mentor to many dentists. Above all, Ash is a great friend and I always look forward to meeting up with him, swapping ideas and just enjoying his good company.”

MERVYN DRUIAN – COSMETIC DENTIST, LONDON



“Ash is a wonderfully talented dentist who can create beautiful smiles. For many years I have seen first hand how he has changed his patients’ lives with the new smiles created for them.

Ash deserves special recognition as he has invested years of time and money to become a talented dentist... Ash is my dentist and he has provided me with a Smile Makeover on my front four teeth.

My result is so natural that it is rare for a dentist to spot that I have porcelain veneers!”

LAURA HORTON – PATIENT & CEO OF LAURA HORTON CONSULTING



“Ash combines clinical excellence with a deep rooted commitment to his family... He is at the top of his game as a dentist and is one of the most grounded humans I have met.”

CHRIS BARROW – DENTAL COACH



“I have known Ash for over 10 years. As one of the leading cosmetic dental laboratories in the UK, we work for more than fifty clients on a regular basis. I have no doubt in my mind, that Ash is the most clinically gifted dentist of the current dentists we work for... His understanding of the patients’ requirements is brilliant.”

**ROB STORRAR – MASTER CERAMIST TECHNICIAN
AMDECC DENTAL LABORATORY**



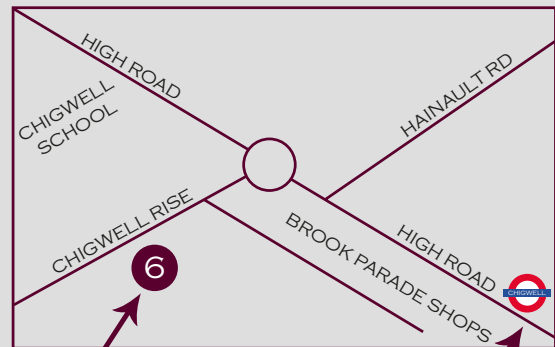


*“Live as if you were to die tomorrow.
Learn as if you were to live forever.”*

MAHATMA GANDHI



SMILE DESIGN BY ASH



WE ARE LOCATED HERE

CHIGWELL STATION

FREE PARKING AVAILABLE

NEAREST TUBE STATIONS ON THE CENTRAL LINE ARE: CHIGWELL & BUCKHURST HILL


THE ACADEMY
BY ASH

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