

PRICE OF DENTAL CHECK-UP A POSTCODE LOTTERY: COSTS VARY BY UP TO 733% ACROSS THE UK

- **The cheapest UK dental check-up can be found in London (£15) while the most expensive is in Bristol (£125)**
- **Looking at the average costs by city, Birmingham offers the lowest-priced dental check-ups (£23) while Bournemouth dentists charge the highest (£47)**
- **The cheapest place to get your teeth whitened is Liverpool (£205), Glasgow offers the best-priced root canals (£158) and Birmingham offers the cheapest veneers (£333)**
- **One top London clinic charges a staggering £875 for teeth whitening, Reading tops the price charts for root canals (£325) and Bournemouth offers the priciest veneers (£574)**

Tuesday 3 March 2015 - The prices charged by private dentists are a postcode lottery, with prices for simple check-ups varying by up to 733% across clinics in major UK towns and cities, according to new research by private healthcare search engine WhatClinic.com.

The data, based on fees charged by more than 12,000 private dentists across the UK for some of the most common treatments, also revealed the average price of a dental consultation in the UK is £36, however, this can vary by £110 depending on where you go.

The most expensive single treatment was found in one Bristol clinic at a whopping £125, while the cheapest was to be found in London at just £15. Based on city-wide averages, the most expensive city for dental check-ups is Bournemouth (£47), while Birmingham is the cheapest (£23).

The popularity of teeth whitening has skyrocketed in recent years – with enquiries up 30% in the past three months alone, but patients must beware of huge price disparities. The average cost in the UK for the treatment is £305, but expect to pay up to £875 in one top

London clinic, which is also the city where patients will pay the most on average (£364). For bargain pearly whites head to Liverpool, where the treatment costs an average £205.

The average cost of root canals in the UK is £253 but if you live in Reading then expect to pay top dollar for the procedure, where prices are currently £325. Glasgow topped the cheap charts at just £158 – almost £100 under the UK average.

Dental implants are used to secure crowns, bridges or dentures when the existing teeth are too badly damaged or missing, but they don't come cheap. In Southampton you will pay £928 on average - more than half the price of the UK average (£1,984). Cambridge is the most expensive city for the treatment (£2,393), however, that's nothing compared to one top Winchester dentist charging £19,950.

The average cost of veneers in the UK is £440, but having these done in Birmingham will cost 24% less at just £333. Bournemouth is the most expensive city on average at £574, while on Harley Street you can look to pay up to £2,000.

The table below shows the average cost of dental treatments in 20 of the UK's largest towns and cities:

City	Dental Check-up	Teeth Whitening	Root Canals	Dental Implants	Veneers
Belfast	£43	£253	£212	£1,517	£349
London	£41	£364	£286	£1,834	£517
Reading	£39	£340	£325	£1,985	£503
Milton Keynes	£45	£273	£252	£1,858	£398
Plymouth	£37	£263	£238	£1,749	£374
Bournemouth	£47	£298	£273	£1,613	£574
Brighton	£38	£298	£254	£1,268	£409
Cardiff	£33	£246	£239	£2,039	£363
Cheltenham	£32	£289	£243	£2,087	£561
Southampton	£43	£214	£273	£928	£462
Glasgow	£31	£231	£158	£1,268	£339
Manchester	£30	£280	£236	£1,573	£361

Leicester	£33	£341	£191	£1,978	£366
Liverpool	£35	£205	£237	£1,714	£381
Newcastle	£43	£323	£277	£1,992	£396
Birmingham	£23	£242	£232	£1,480	£333
Leeds	£40	£321	£202	£1,921	£400
Cambridge	£36	£349	£259	£2,393	£416
Edinburgh	£44	£293	£220	£1,844	£432
York	£40	£273	£304	£2,050	£548
Average UK	£36	£305	£253	£1,984	£440

Emily Ross, director of WhatClinic.com, comments: “If some of these prices are hard to swallow, the positives to take away from this research are the potentially huge savings to be made by shopping around.

“If the whole family has dental regular check-ups every six months, as recommended, then the accumulated costs over time could be quite significant. It’s well worth comparing prices in your local area, as the cost of dental treatments can also vary quite dramatically between dental clinics in the same city or town.

“Read patient reviews and find a practitioner you feel comfortable with, as this can make all the difference when it comes to those much-dreaded fillings. Be wary of special offers and discounts and put your oral hygiene at the forefront of your decision making.”

– ENDS –

Notes to Editors

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About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally. In the last year over 15 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. WhatClinic.com's mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in over 127 countries.