

DENTAL BEAUTY

PARTNERS

London, 01 February 2021

European Dental Group (“EDG”) have acquired a majority stake in Dental Beauty Partners (“DBP”, or “the Company”), a rapidly growing dental care provider based around London, to partner with the Company and support its next phase of development.

DBP is a multi-award-winning group providing a range of both NHS and multi-disciplinary private dental services through a partnership model. Since 2019 the founders have expanded DBP from a single practice to over 14 partner-led practices around London. They have built a successful reputation for revamping existing dental practices by bringing in best-in-class clinicians, implementing quality measures and delivering the highest clinical standards, while investing in state-of-the-art facilities and developing a digital patient journey. DBP prides itself in its strong focus on the personal and professional development of its personnel via providing world class mentoring, courses and personal development for all members of team

Dev Patel, Co-Founder & CEO of Dental Beauty Partners, comments: *“European Dental Group has been successfully operating a clinician-led dental service organisation for many years across 5 countries in Europe. We were very impressed by the experience and knowledge of the European management team and EDG’s focus on quality and best-in-class patient care. EDG’s significant investment in the European platform, its standardized operating model and its resources and capabilities will help us accelerate our ambitious growth plans.”*

Bart Vinke, CEO of EDG, comments: *“We have been impressed by the significant growth of DBP driven by the highly energetic current management team and its partnership-based model, which thrives on similar values to EDG– best-in-class patient care and a strong focus on teamwork. We are looking forward to supporting DBP in its next phase of development and welcome all its team members to the EDG family.”*

For further information, please contact:

European Dental Group

Norma Keur - Head of Marketing
norma.keur@europeandentalgroup.eu

Dental Beauty Group

Preeya Parmar - Head of Marketing
preeya@dentalbeautypartners.co.uk

European Dental Group

European Dental Group (EDG) is a pan-European, dentist-led oral care organisation, which relies on a concept of strong teamwork, integral quality management, as well as established clinical processes and administrative systems. EDG was created and is led by experienced dentists, who see the clear benefits of best practice and resource sharing to continuously improve oral care for patients. Besides enabling first-in-class service and quality, EDG provides a successful platform for specialists and staff to thrive personally and professionally. As of now, EDG is a growing network of more than 165 oral care clinics treating over 850,000 patients every year and 78 laboratories serving over 4,000 dental clinics.

www.europeandentalgroup.eu

www.dentalbeautypartners.co.uk