

The Dental Clinic Director To Be Featured In Upcoming Television Series



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The Dental Clinic director, Dr. Dominic O'Hooley, has been announced as the featured celebrity dentist on the upcoming miniseries, Lorraine Kelly's Big Slim: The Chawner Challenge.

Airing in January 2010, the new 6-part series follows two-time X Factor reject Emma Chawner and her family as they try to slim down.

Emma Chawner first caught the nation's attention when she appeared on the X Factor in 2007 in a meringue dress, singing Celine Dion's My Heart Will Go On. The 19-year old was rejected for both her look and voice by judge Simon Cowell.

Chawner returned two years later with her sister Samantha, 21, only to be rejected again.

Beyond her multiple appearances on the X Factor, Chawner and her family have also gained publicity for other reasons - weighing in at a combined total of 83 stones, the unemployed family has been claiming £22,500 in benefits, according to The Daily Mail.

The upcoming TV series, filmed over a period of five months, tracks the family as they undergo the ultimate makeover. From a diet and fitness regime, to close work with nutritionists, health and fitness experts, and life coaches, the entire programme is designed to provide the family with the opportunity to really change their lifestyle and outlook.

"We've designed a format that allows them to meet some of the best experts in the country to give them an opportunity to really change the way they live and how they feel about themselves, whilst providing some excellent entertainment in the process," Paul Stead, executive producer for Daisybeck Productions, said, in an interview with Broadcast.

One of these experts appearing in the series is [dentist](#) Dr. O'Hooley who treated both Emma and her mother, Audrey, at [The Dental Clinic in Leeds](#).

O'Hooley commented on the significance of dental treatments in such all-encompassing makeovers.

"A great smile can go a long way in providing someone with a real sense of confidence," O'Hooley said. "It can affect the way that you feel about yourself, as well as the way that others perceive and respond to you."

Though O'Hooley declined comment as to exactly what treatments Emma and Audrey received, he noted that he was happy to contribute to their makeovers.

"I think both Emma and Audrey are very happy with their new smiles, and I was glad to be able to provide them with something that can really contribute to their transformations," he said.

About The Dental Clinic:
The Dental Clinic is the largest private provider of dental services in the UK, offering services ranging from [general dentistry](#), to [teeth whitening](#) and [cosmetic dentistry](#).

All of the clinics dental professionals undergo a rigorous selection and training process to allow The Dental Clinic to offer the best level of care. These standards are maintained by continuous education programmes for all staff.

The Dental Clinic continually evaluates the evidence behind its treatment protocols to ensure that all of its patients receive treatments which are scientifically proven to be effective.

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