Association of Dentists in Aesthetic Practice

PRESS RELEASE

ADAP Launches to Represent Dentists Working in Non-Surgical Facial Aesthetics

New professional association receives strong support following hugely successful launch at CCR London Excel

The Association of Dentists in Aesthetic Practice (ADAP) has officially launched following a hugely successful introduction at the CCR Trade Conference at London ExCeL on 1st and 2nd October 2026.

The launch received an overwhelmingly positive response from dentists, industry professionals and other stakeholders, with feedback consistently highlighting the need for a dedicated professional association representing dentists working in non-surgical facial aesthetics.

ADAP has been established to provide a unified voice, professional support and industry representation for dentists practising within this rapidly growing field, while championing clinical excellence, patient safety, education and professional development.

As highly trained healthcare professionals with extensive knowledge of facial anatomy, patient assessment and clinical governance, dentists have become increasingly prominent providers of non-surgical facial aesthetic treatments. ADAP has been created to recognise and support this evolving area of practice and to help ensure that the highest standards of patient care, ethical practice and professional development remain at the heart of the profession.

The enthusiastic response to ADAP's launch at CCR demonstrated the growing appetite for a professional organisation dedicated specifically to dentists in aesthetic

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practice. Conversations throughout the event reinforced the importance of creating a collective voice for practitioners, supporting education and training, promoting best practice and ensuring that patient safety remains central to the development of the sector.

ADAP will provide members with access to education, networking opportunities, advocacy, professional guidance and resources tailored specifically to the needs of dentists providing non-surgical facial aesthetic treatments.

ADAP's objectives include:

- Promoting excellence and best practice in non-surgical facial aesthetics
- Supporting dentists through professional representation and advocacy
- Encouraging evidence-based approaches to patient care
- Providing high-quality education and continuing professional development opportunities
- Championing patient safety and ethical standards
- Facilitating collaboration between practitioners, educators, regulators and industry stakeholders
- Strengthening public confidence in treatments provided by appropriately qualified dental professionals

Speaking following the launch, **Paul Burgess MBE, Executive Chair of ADAP**, said:

"The response to ADAP at CCR London has been incredibly encouraging. The feedback we received from dentists and stakeholders clearly demonstrated that there is a genuine need for an organisation that represents and supports dentists working in non-surgical facial aesthetics. "The field has evolved significantly over recent years, with dentists playing an increasingly important role in delivering safe, effective and clinically-led treatments. ADAP has been established to provide a professional home for dentists working in this space, creating a strong collective voice while maintaining a clear focus on patient safety, education, clinical excellence and professional development. "The level of interest and support we received at CCR has reinforced our belief that ADAP is both timely and necessary. We are excited about working with dentists, educators, regulators and industry partners to help shape the future of dentistry-led facial aesthetics."

ADAP is extremely grateful for the support it has received from **Harpar Grace, Merz and Galderma** during the launch phase of this important project. The association is also keen to engage with other potential sponsors and strategic partners as ADAP develops and grows.

The launch comes at a time when standards, regulation and professional accountability within the aesthetics sector are under increasing scrutiny. ADAP believes dentists are uniquely positioned to lead by example, given their clinical training, regulatory oversight, understanding of facial anatomy and commitment to ongoing professional development.

Membership is open to registered dentists with an interest or involvement in non-surgical facial aesthetics, from those beginning their journey in aesthetics through to experienced practitioners, educators and clinical leaders.

Through strategic partnerships, educational initiatives and active member engagement, ADAP aims to play a leading role in shaping the future of dentistry-led non-surgical facial aesthetics across the UK and beyond.

Dentists interested in joining ADAP or learning more about the association can visit www.adap.org.uk or contact admin@adap.org.uk.

About ADAP

The Association of Dentists in Aesthetic Practice (ADAP) is the professional membership organisation representing dentists working in non-surgical facial aesthetics. The association is committed to promoting clinical excellence, patient safety, ethical practice, professional development and advocacy for dental professionals involved in aesthetic medicine.

Its Founding Sponsors are Harpar Grace International and Merz.

Media Contact

Association of Dentists in Aesthetic Practice

Paul Burgess MBE
Executive Chair
Association of Dentists in Aesthetic Practice (ADAP)
Email: paul.burgess@adap.org.uk
Telephone: 07971476312
Website: www.adap.org.uk