



Maltepe Dental Clinic Sees Growing Smile Makeover Trend as Influencer Picks Dentistry-Only Care

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Maltepe Dental Clinic in Istanbul says a growing number of international patients are choosing clinics that do only dentistry, rather than booking medical tourism packages that bundle several kinds of treatment together. The trend now shows up among ordinary patients and well-known influencers alike. A recent case brought it into focus, when a Canadian content creator picked the practice because it treats teeth and nothing else.

Joseph Tito, a Canadian content creator behind the parenting platform The Dad Diaries, traveled to Istanbul for a full smile makeover consisting of 18 E-max laminate veneers and five zirconia restorations. His selection process highlighted a growing trend among dental tourists who prioritize specialized expertise over multi-service medical centers.

Market researchers describe a similar change. Future Market Insights projects that 58.2 percent of dental tourism trips in 2026 will be treatment-only visits rather than holidays built around a procedure. Turkish rules point the same way, with clinics now required to register every foreign patient case through the Health Türkiye system, which analysts expect will move business toward licensed and accredited practices.

"When patients choose a dental clinic abroad, they are increasingly looking for facilities that demonstrate deep specialization in dental procedures," said Dr. Alper Gurhan, lead dentist at Maltepe Dental Clinic. "Our exclusive focus on dentistry, combined with our in-house laboratory capabilities, allows us to provide comprehensive smile makeover treatments with the precision and customization that international patients expect."

The treatment represents part of a broader pattern in Turkey's health tourism sector, which continues to attract patients from across North America where dental costs remain a significant barrier to care. According to the official Statistics Canada report on dental care accessibility, 24 percent of Canadians aged 12 and older avoided dental visits in 2023/2024 due to cost concerns, with that figure rising to 45 percent among those without insurance.

The clinic's approach includes maintaining an on-site dental laboratory, enabling real-time adjustments and customizations during a patient's stay. This infrastructure proves particularly valuable for international patients working within fixed travel schedules, as modifications can be completed without requiring additional trips.

Tito's anecdotal experience emphasizes the importance of natural-looking results in modern cosmetic dentistry, reflecting the typical outcomes the clinic strives for with all international visitors. Following his treatment, he noted that his online audience did not immediately recognize the dental work, instead simply commenting that his teeth appeared whiter.

"The evolution of dental tourism has shifted from simply seeking affordable care to finding specialized providers who can deliver sophisticated aesthetic results," explained Dr. Yusuf Ilhan, clinical director at Maltepe Dental Clinic. "Based on our clinic's 24 years of operation, treating thousands of international patients from more than 85 countries has shown us that success comes from combining technical expertise with an understanding of each patient's aesthetic goals."

The clinic's specialization strategy reflects broader changes in Turkey's medical tourism landscape, where providers increasingly differentiate themselves through focused expertise rather than comprehensive service offerings. This trend coincides with Turkey's growing position in the global health tourism market, as documented in recent medical tourism data reports published by USHAS, the Turkish Ministry of Health's international health services agency.

Maltepe Dental Clinic operates with multiple international certifications including ISO 9001:2015, ISO 13485:2016, and ISO 10002:2018, alongside international health tourism authorization. The facility exclusively uses internationally recognized implant brands including Straumann, MegaGen, ICX, and Hiossen. As the first Turkish dental clinic to establish operations in London, UK, the organization maintains a presence in both Turkish and European markets, serving patients seeking specialized dental care through its dentistry-focused approach.

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Maltepe Dental Clinic

Maltepe Dental Clinic delivers world-class dental care, backed by over 22 years of expertise, cutting-edge technology, and a dedicated team, serving patients in Istanbul and at our London consultation office.

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