

TDC's History & Mission

The Dental Collective (TDC) may be a new storefront, but the vision behind it has been years in the making. Founded and operated by the Harwell family, TDC was built on a shared passion for wellness, education, and patient-centered care. Co-founder Grace Harwell studied Public Relations, Business Management and Entrepreneurship, Psychology, and Digital Media at the University of Alabama. During her time in school, she developed a strong interest in how communication, health awareness, and business strategy intersect to create meaningful impact. Prior to founding The Dental Collective, Grace launched a nonprofit organization in 2018 focused on allergy awareness and education. Through this experience, she gained valuable insight into community engagement, healthcare advocacy, and building purpose-driven organizations.

Grace partnered with her sister, Dr. Gabrielle Harwell, to bring this vision into the dental and cosmetic wellness space. Gabrielle began her academic journey at Auburn University, yes, the rivalry is real, where she studied Pre-Med while also focusing on family business. She later attended Lincoln Memorial University (LMU) to earn her Doctorate in Dentistry. While at LMU, Gabrielle built strong relationships with fellow dentists across a variety of specialties, from cosmetic dentistry to oral surgery and holistic dental care. Through these connections, she noticed a shared philosophy emerging among many practitioners: a growing focus on whole-body wellness and patient-centered treatment rather than purely procedural care.

Together, Grace and Gabrielle combined their complementary backgrounds, one in communication, business, and community building, and the other in clinical expertise and dental medicine, to create The Dental Collective. Their goal was to design a space that blends dental health, aesthetic services, and overall wellness into one thoughtful and welcoming experience.

At its core, TDC exists to redefine what a dental practice can be: not just a place for treatment, but a place for education, confidence, and long-term health.



TDC

The Dental Collective

Grace Harwell, Co-Founder & CEO
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Hours of Operation

Monday - Friday:
8:00am - 7:00pm

Saturday - Sunday:
10:00am - 5:00pm

Soures:
Pictures by Grace Harwell



TDC

The Dental Collective

Where Dental, Wellness, and Cosmetics Meet

Elevated Care. One Collective.

Our Services & Why We Chose Our Products

We offer a wide range of services making it a one stop shop for all your needs. Any dental care? Any cosmetic care or injection? We have it all. Not only do we care about the variety of our services, but also our products. We ensure that every product is the cleanest and most healthy we can provide, because we care about our customers' wellness too.

At The Dental Collective, we offer a wide range of dental and cosmetic services designed to make TDC a true one-stop destination for oral health and aesthetic care. Whether a patient is seeking routine dental care, restorative procedures, cosmetic dentistry, or aesthetic treatments such as injectables, our goal is to provide solutions in one cohesive environment. However, our commitment goes beyond the services themselves. We are equally intentional about the products and materials we use. At TDC, we prioritize products that align with our philosophy of wellness: clean, safe, and carefully selected for both effectiveness and patient health.

The healthcare and beauty industries are evolving rapidly, and patients today are increasingly conscious of what goes into their bodies. We share that awareness. Every product and treatment we provide is evaluated not only for results, but also for safety, quality, and long-term wellbeing.

Our mission is simple: to ensure that patients never have to choose between results and wellness. At The Dental Collective, they can have both. Elevated Care. One Collective.

Meet Our Staff



Grace Harwell
Co-Founder & CEO
Director of Marketing & PR



Dr. Gabrielle Harwell
Co-Founder & Lead Dentist
Medical Director



Dr. Alexandra White
Dentist
Cosmetic Aesthetic Director



Dr. Alyson Deese
Dentist
Operations Manager



Dr. Gracie O'Brien
Dentist
Treatment Specialist



Dr. Kaylee Komyati
Dentist
Chief Financial Officer

What Sets TDC Apart From Other Dental & Cosmetic Offices

The Dental Collective stands apart within the dental and cosmetic industries by approaching care through a holistic wellness lens. Rather than separating dental health, cosmetic services, and preventative care, TDC brings these elements together under one philosophy: that oral health, appearance, and overall wellness are deeply connected.

Our approach prioritizes transparency, education, and comfort. We believe patients should feel informed and empowered in their healthcare decisions. By creating an environment where clients feel heard and supported, we aim to transform the traditional dental experience into something more personal and positive.

Another defining feature of TDC is our network of specialists and collaborators. Through Dr. Harwell's connections with dental professionals across various fields, The Dental Collective maintains relationships with experts who share our commitment to patient wellness and modern treatment approaches. This allows us to provide comprehensive care while maintaining the highest standards in both dentistry and aesthetics.

Ultimately, our difference lies not only in what we offer, but how we care for people, with attention to both their health and their confidence.