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DSL 2024

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DENTISTRY SHOW LONDON 2024 CLOSES ITS DOORS AFTER ASTOUNDING SUCCESS

The hotly anticipated Dentistry Show London concluded its action-packed two-day show last month on 4 and 5 October at ExCeL London. As one of CloserStill's premium events in the dental calendar, it promised an unparalleled exploration of the latest innovations in dental technology and practice, phenomenal networking opportunities and inspiring presentations and did not disappoint.

The show surpassed all expectations, hosting a record-breaking number of attendees, exhibitors plus internally renowned and thought-provoking speakers. Dentistry Show London Event Portfolio Director, Alex Harden said "Dentistry Show London has 2024 been a complete triumph and we are thrilled that it was such a success. The feedback from attendees, exhibitors, and speakers has been outstanding and a testament to the dynamism and commitment of the whole dental community. It has been a joy to see everyone come together under one roof to network, learn and thrive."

INDUSTRY LEADING EXHIBITORS

Over 4,000 delegates entered the doors and engaged with 150 of the industry's most innovative and dynamic exhibitors, who showcased their cutting-edge products, services and technologies. Visitors had the opportunity to explore the latest advancements

in dental equipment, materials and software, gaining exclusive insights into new and current trends as well as those shaping the industry's future. Live demonstrations and workshops also took place at numerous stands, designed to enhance knowledge and skills.

With many providing exclusive show offers and discounts, sales opportunities were ripe as delegates and exhibitors discussed needs and engaged in meaningful conversations. Those looking to kit out their practice with the very best technology and equipment were not disappointed with an array of products and features on offer.

Harden commented: "This year's show had innovation in abundance and provided practice owners and professionals with the tools needed to future-proof their business. With the latest and most inspiring products and equipment showcased, it provided a great platform for modern dentistry."

Robert Lee, Dental Scientific Liaison Team Lead at Listerine, said "The opportunities available at this year's Dentistry Show were amazing. Our stand was buzzing, and it was wonderful to connect with familiar faces as well as meeting new contacts. We will definitely be returning next year."

NETWORKING GALORE

The floor was ripe with discussions, introductions and laughter as everyone from practice managers to dental hygienists and therapists, dental laboratory owners, dental nurses, dentists and more came together to unite and thrive. The 'who's who' of dentistry was in attendance, providing an exciting platform to meet connections as well as foster new relationships.

As well as numerous events on show stands, the networking lounges were packed with enthusiastic and passionate delegates

discussing the latest industry developments, plus challenges and opportunities for the sector. Many exchanged ideas and forged new partnerships, helping businesses and individuals to gain a competitive edge and contributing to the continued growth and advancement of the dental field.

With many discussions taking centre stage, from the future of dentistry and the new government's healthcare agenda to the impact of AI and 4D printing, Dentistry Show London provided a fantastic platform to come together to debate and discuss.

Many delegates downloaded the Dentistry Show event app to help plan meetings, bookmark their favourite sessions and create a personalised schedule. With so much on offer, those who planned in advance, reaped the benefits.

INDUSTRY LEADING SPEAKERS

The speaker line-up this year was exceptional and for many a real highlight of the two-day event. Over 100 leading speakers took to the stage to share their expertise and deliver thought-provoking presentations. Covering a host of topical and relevant subjects, the speakers shared their unique insight and valuable advice for delegates, providing whole practice teams with access to the industry's most respected clinical leads and experts in the dental community. Specialist areas were also discussed and played an important role on the agenda.

A few highlights included:

- Eddie Crouch, Chair of the British Dental Association (BDA) who discussed the road ahead for NHS Dentistry and the challenges and opportunities for the new government.
- Farooq Ahmed, a consultant orthodontist at Guy's and St Thomas' NHS Foundation Trust and Northwick Park Hospital, who shared his insights on the best time to deliver interproximal reduction.
- Iain Chapple, Head of Research for the Institute of Clinical Sciences at Listerine, who covered a talk on The WONCA files: from Roald Dahl to the future of "putting the mouth back into the body."
- Fiona Ellwood BEM, Executive Director for the Society of British Dental Nurses who discussed the importance of ensuring psychological safety.
- Sally Khawaja, the Freedom to Speak Up Guardian at King's College Hospital, who presented a dynamic presentation on 'It is good to talk and even better to listen.'

Over the event more than 100 hours of free innovative content was delivered by the most impressive names in the industry, helping to inspire and empower audiences. Refreshing seminars and workshops provided an unparalleled cross-speciality programme, fuelling conversations and exciting delegates.



Harden added: "We are incredibly grateful to all the speakers who took part in Dentistry Show London 2024. The quality of the talks was outstanding and showcased the best of the industry has to offer. Every year we aim to raise the bar when it comes to our speakers and this year was no exception – delegates left inspired and empowered."

DYNAMIC SHOW THEATRES

The event hosted six show theatres, all packed full of content set to inspire and empower dental professionals. Much-loved theatres such as the Clinical Excellence Theatre sponsored by Listerine and Practice Owners & Business Management Theatre sponsored by Dental Elite made a comeback as well as the topical Aesthetic & Digital Dentistry Theatre, supported by the International Digital Dental Academy (IDDA), where attendees learned about the latest innovative technologies and treatment solutions transforming patient care and enhancing clinical outcomes in dentistry.

"This year's show had innovation in abundance and provided practice owners and professionals with the tools needed to future-proof their business,"

CONTINUED



The **Dental Care Professionals Hub** was also a popular destination with specially curated content aimed at dental hygienists & therapists, dental nurses and dental technicians. Content covered topics ranging from vital pulp therapy to practical steps supporting patients with learning disabilities.

Another highlight this year was the new **Specialty Interest Theatre** which drew attention from a wide range of visitors. Covering specialist subjects including endodontics, orthodontics, oral surgery and periodontology, the Theatre was supported by a range of high-profile partners including the British Endodontic Society (BES), British Orthodontic Society (BOS) and British Society of Periodontology (BSP), British Association of Oral Surgeons (BAOS) and the Association of Dental Implantology (ADI).

The exciting addition was well received by the audience made up of dentists who specialise in these areas of dental expertise as well as those keen to find out more about the latest developments in this field. Prestigious speakers included Tamer Theodossy, Consultant Oral Surgeon from the BAOS, who gave a talk around the 'Limitations of 2D imaging in oral surgery' and exploring how 3D imaging can enhance understanding of crucial anatomy and allow professionals to modify techniques. The lecture covered how CBCT scans can be formatted to extract the data from them and left attendees with a deep understanding of the various 2D and 3D imaging modalities available in oral surgery and their individual limitations.

CPD HOURS

The Enhanced CPD Theatre hosted a comprehensive two-day lecture programme designed to empower individuals and colleagues to further their continuing professional development. Lectures covered the core topics dental professionals need to be aware of such as radiography, record-keeping and oral cancer.

Up to 12 hours of eCPD content were available, helping attendees stay up to date and compliant in their dental practice.

Miranda Steeples, President of the BSDHT, said: "The content was brilliant at this year's show. The presentations were thought-provoking and inspiring. It is great to come together with colleagues to learn from the best whilst achieving quality CPD hours."

LOOK AHEAD

For those missing the event already or who were unable to attend, worry not. The British

Dental Conference & Dentistry Show (BDCDS) makes a comeback on 16 and 17 May 2025 at the NEC in Birmingham. The event is shaping up to be another fantastic networking opportunity, celebrating developments in dentistry and exploring how the industry can unite to build a better future for the profession together.

The event will provide attendees with a valuable platform to understand and appreciate the importance of the entire dental team. Stay updated with the latest news and announcements on the British Dental Conference & Dentistry Show at birmingham.dentistryshow.co.uk and follow the event on Instagram.

Harden concludes; "Thank you to everyone that attended Dentistry Show London. This year was better than ever, and we look forward to opening our doors again in 2025. In the meantime, we look forward to connecting with the industry at the British Dental Conference & Dentistry Show, which promises to be another highlight of the dental calendar."



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A FOCUS ON PERIO-ORTHO

We review Dr Reena Wadia's talk at Dentistry Show London and summarise some of the key takeaways

At the recent Dentistry Show London, Dr Reena Wadia, a leading periodontal specialist and founder of RW Perio and Perio School, delivered an insightful lecture on the critical interplay between periodontics and orthodontics.

Her presentation highlighted the importance of stabilising periodontal health before commencing orthodontic treatment. As well as the challenges and opportunities facing dental professionals in managing these intertwined specialties.

STARTING WITH THE FOUNDATIONS: WHY PERIODONTICS COMES FIRST

In her talk, Dr Wadia emphasised that the cornerstone of successful orthodontic treatment lies in ensuring that the patient's periodontal health is stable before moving forward.

'Periodontal treatment must come first. It's a non-negotiable,' she stated, stressing that healthy gums provide the essential foundation

needed before beginning orthodontic interventions.

This preliminary step is crucial to avoid severe complications that could arise if orthodontic treatment begins while periodontal issues remain unaddressed.

Dr Wadia elaborated that achieving periodontal stability means completing any active periodontal treatment and ensuring that the patient is on a structured maintenance plan.

This approach is designed to monitor their periodontal health over time, ensuring stability before planning orthodontic procedures.

“Periodontal treatment must come first. It's a non-negotiable.”

She warned that intervening too early, when periodontal health hasn't been properly managed, could lead to serious issues, including tooth loss – a risk that no dental professional should overlook.

AVOIDING COMMON MISTAKES

Dr Wadia's lecture also addressed a growing concern within the field: the failure of some clinicians to properly assess or treat periodontal health before initiating orthodontic treatment.

She described this as one of the major medico-legal challenges facing dentistry today.

'We see many cases where orthodontic treatment has started without checking the perio, or without treating it to a stable level,' she explained, cautioning that such oversight can have long-term consequences for both the patient's oral health and the dental professional's practice.

The message was clear: despite patient pressure to begin orthodontic treatment quickly, it's essential to prioritise periodontal health.

Rushing into orthodontics without a solid foundation can lead to complications that compromise not only patient outcomes but also the practitioner's professional standing.

CHALLENGES DURING ORTHODONTIC TREATMENT

Dr Wadia highlighted some of the key challenges that can arise when managing patients with a history of periodontitis during orthodontic treatment.

These include periodontal relapse, gingival enlargement, root resorption, increased mobility, and gum recession.

Each of these issues requires careful attention to ensure that orthodontic treatment proceeds without jeopardising the patient's periodontal health.

One of the most common issues is periodontal relapse, where previous periodontal disease reoccurs during orthodontic treatment.

This is particularly a risk when a patient's oral hygiene slips during the lengthy orthodontic process or when regular maintenance is not adhered to.

Dr Wadia stressed the importance of consistent monitoring, advising that clinicians should probe at each visit to detect signs of relapse early.

If a relapse is detected, pausing the orthodontic treatment to address the periodontal issues is critical before resuming alignment.

Another frequent complication is gingival enlargement, which tends to occur around fixed appliances when oral hygiene is not optimal.

Dr Wadia noted that this can often be managed

non-surgically after the completion of orthodontic treatment, although severe cases may require intervention during treatment.

She also discussed root resorption and mobility, which can sometimes occur as a natural response to orthodontic forces.

These issues must be carefully monitored, and in cases where they become severe, the risks of continuing orthodontic treatment might outweigh the benefits.

Dr Wadia emphasised the importance of maintaining a patient-centred approach, ensuring that the patient fully understands the risks involved.

FUTURE DIRECTIONS

Reflecting on the future of periodontics, Dr Wadia shared her excitement about the advancements that are transforming the specialty.

From innovative surgical techniques to a growing focus on holistic patient care, periodontics is undergoing significant changes that promise to improve patient outcomes and expand the scope of treatment options available to dental professionals.

A HOLISTIC APPROACH

A key theme of Dr Wadia's lecture was the importance of viewing periodontal health as a gateway to overall wellbeing.

She underscored the growing recognition within dentistry that oral health is closely linked to other aspects of patient health, such as nutrition, stress management, and systemic conditions.

'With perio, the future is really about holistic health,' she noted, emphasising the need for collaboration between dental and medical professionals to provide the best possible care.

This holistic approach is becoming increasingly relevant as more research emerges about the links between gum health and systemic conditions such as cardiovascular disease and diabetes.

Dr Wadia encouraged dental professionals to take these connections seriously, integrating them into patient education and treatment planning.

By doing so, dentists can play a pivotal role in improving not only their patients' oral health but their overall health outcomes as well.

CONCLUSION

Dr Reena Wadia's presentation at the Dentistry Show London highlighted the essential role of periodontal stability in successful orthodontic outcomes.

Her lecture provided valuable insights into managing periodontal health before, during, and after orthodontic treatment, offering practical advice that dental professionals can immediately apply in their practices.

By focusing on the critical foundations of periodontal health and embracing a holistic approach, dentists can ensure that their patients receive the best possible care.

As Dr Wadia made clear, the future of periodontics is bright – driven by advanced techniques, interdisciplinary collaboration, and a commitment to comprehensive patient care.



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Dentistry Show London

REMOVABLE PROSTHODONTICS:

HOW TO EASILY CREATE PERFECT PRIMARY IMPRESSIONS 100% OF THE TIME

We review Mike's talk on removable prosthodontics at Dentistry Show London and summarise the key takeaways.

Mike Gregory's talk at Dentistry Show London provided practical, hands-on advice for clinicians aiming to improve their denture-making skills.

With over 51 years of experience in the field, Mike's background as both a technician and a clinician gave him a unique perspective on creating high-quality prosthodontic impressions.

The key message of his presentation was simple: mastering primary impressions is crucial.

Poor-quality impressions lead to more work for both clinicians and technicians, cause frustration for patients, and ultimately result in a less efficient treatment process.

Mike's talk focused on how to avoid these issues by following the right approach and using the right materials.

WHY PRIMARY IMPRESSIONS MATTER

Mike started by addressing the common problem many clinicians face: poor primary impressions.

When clinicians take an impression and it doesn't turn out well, they're often reluctant to repeat the process.

Instead, they send the poor-quality impression to the lab, hoping for the best.

Unfortunately, this often leads to subpar results and dissatisfaction for everyone involved.

Mike emphasised the importance of getting impressions right the first time.

A poor impression not only frustrates the clinician, nurse, and patient but also gives the dental technician more work to correct the issues.

He explained that many dentists are not properly trained in removable prosthetics during their undergraduate studies, leading to a lack of confidence in taking good impressions.

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MIKE GREGORY

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CONTINUED

THE RIGHT TOOLS AND MATERIALS

One of the key takeaways from Mike's presentation was the importance of using the right materials.

He shared his preferences for high-quality products, such as Kulzer's alginoplast, which he described as the best alginate available.

He also highlighted Kemdent's impression compound and tracing stick as affordable, UK-made options that work just as well, if not better, than some more expensive alternatives.

Mike is a strong advocate for using impression compounds, calling them the best material for taking accurate impressions.

He explained that the compound, when used correctly, makes the impression process faster and more reliable.

STEP-BY-STEP TECHNIQUE FOR PERFECT IMPRESSIONS

A major part of Mike's talk focused on his technique for modifying impression trays.

He stressed that stock trays never fit patients perfectly and should always be adapted to the patient's anatomy.

Unfortunately, he pointed out, 70% of clinicians don't modify their trays, which leads to poorly fitting impressions.

Mike's method involves recognising where the

tray doesn't fit well and using compound or wax to fill in the gaps.

He explained how to extend the tray into the sulcus to capture the full depth of the soft tissues, especially in the lower lingual area, where the tongue often interferes with the alginate.

By pre-loading the tray with compound, adjusting it for the correct fit, and ensuring the sulcus is captured, clinicians can significantly improve the quality of their impressions.

Mike's approach ensures that the impression captures all the necessary details, making life easier for both the clinician and the technician.

AVOIDING COMMON MISTAKES

Mike also addressed common mistakes that clinicians make when taking impressions.

One of the biggest issues is failing to capture the full depth of the sulcus, particularly in the lower lingual area.

This can result in dentures that don't fit properly, leading to discomfort for the patient and extra work for the lab.

To avoid this, Mike recommended using compound and green stick to support the alginate, ensuring that the soft tissues don't distort the material.

He also cautioned against relying solely on alginate for primary impressions, as it often fails to capture the necessary details.



Mike shared that digital scanners, while excellent for capturing hard tissues, aren't effective at capturing soft tissues like the buccal and lingual sulci.

For this reason, traditional impression techniques are still the best option for removable prosthodontics.

PRACTICAL DEMONSTRATIONS

Throughout the presentation, Mike provided practical demonstrations of his techniques.

He showed how to modify trays with compound and wax to achieve the best possible fit, using real-life examples to illustrate his points.

In one demonstration, he used pink sheet wax to modify the tray and create a better fit.

The wax, when cooled, becomes almost as rigid as the tray itself, offering excellent support for the alginate.

This simple technique, Mike explained, can dramatically improve the accuracy of the impression and reduce the need for retakes.

He also shared tips for dealing with the tongue, which can push the alginate out of place.

By using compound and green stick to create a better impression of the sulcus, clinicians can avoid this issue and ensure that all necessary anatomical details are captured.

KEY TAKEAWAYS

Mike wrapped up his presentation by summarising the key steps to achieving perfect primary impressions:

1. **Modify the tray** – always adjust stock trays to fit the patient's mouth. Use compound and wax to ensure the tray captures the full depth of the sulcus
2. **Use high-quality materials** – good-quality alginate and impression compounds make a huge difference in the accuracy of your impressions
3. **Follow a protocol** – stick to a consistent process when modifying trays and taking impressions. This will lead to more reliable results
4. **Manage soft tissues** – be aware of how soft tissues, especially in the lower lingual area, can distort the impression. Use compound and green stick to prevent this

5. **Don't rely on digital scanners** – scanners are great for hard tissues but struggle with soft tissues. Traditional techniques remain the best for removable prosthodontics.

CONCLUSION

Mike Gregory's talk was both informative and practical.

He provided clear, step-by-step instructions that any clinician could follow to improve their impression-taking skills.

By using the right materials and techniques,

clinicians can significantly reduce the need for retakes, improve the accuracy of their impressions, and make life easier for both themselves and their technicians.

Mike's enthusiasm for removable prosthodontics was clear throughout his presentation, and his practical advice will undoubtedly help many clinicians improve their denture-making process.

His emphasis on the importance of modifying trays, using high-quality materials, and managing soft tissues offers a simple but effective solution to common impression-taking problems.

“Digital scanners, while excellent for capturing hard tissues, aren't effective at capturing soft tissues like the buccal and lingual sulci.”





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WHY FACIAL SURGERY?

Every year in the UK, one million people suffer potentially life-changing facial injuries, cancers, and other facial disorders. And yet, research funding that could help cure these dreadful conditions is pitiful compared to other problems.

This month the charity Saving Faces plans to change this. With the help of all the fans of Alan Rickman they aim to raise the funds to create a new Professor of Facial Surgery. This new Professor will lead research in the UK and abroad. This collaborative approach will rapidly find better ways of treating patients with head and neck cancer, facial injuries, and disfigurement.

WHY ALAN RICKMAN?

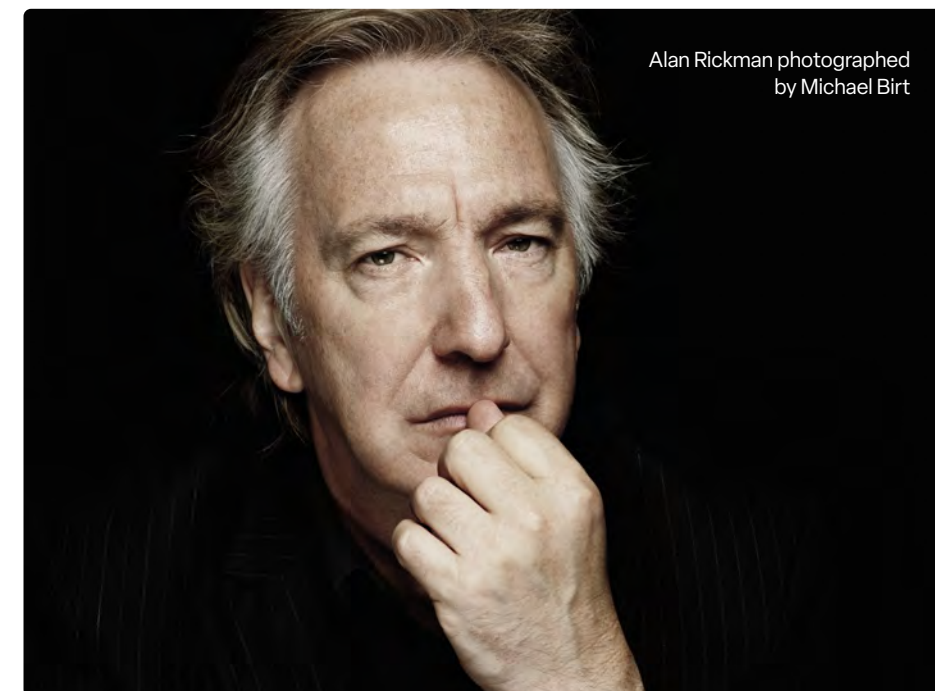
Alan was a Founding Patron of Saving Faces, launched the National Research Centre and bequeathed money to Saving Faces. We all miss this famous actor - (Hans Gruber in Die Hard; The Sheriff of Nottingham in Robin Hood Prince of Thieves and unforgettable in Love Actually; Truly Madly Deeply; Harry Potter and many more.)

The Professorship will keep Alan's voice alive, forever associating him with this Professor's research and great advances in treating facial disorders.

WHY SAVING FACES?

For 24 years, Saving Faces has been the only charity in the UK which is solely dedicated to research on facial injuries, disorders and diseases including oral cancer. Our success delivering world firsts has come from collaboration with other organisations. The 'SEND' Study¹ helped define the best way to treat the neck during mouth cancer surgery. 68 Oral and maxillofacial surgeons across the UK collaborated to find that one type of surgery was 11% more successful. This breakthrough means that 30,000 additional lives are being saved globally each year with the superior treatment. This research changed treatment guidelines worldwide and was praised by the President of the Union of International Cancer Control. This kind of nationwide research, which has an immediate impact on improving surgical treatments, is precisely what the new Alan Rickman Professor will achieve through collaboration with surgeons across the globe.

1. Hutchison, I. L. et al. Nationwide randomised trial evaluating elective neck dissection for early stage oral cancer (SEND study) with meta-analysis and concurrent real-world cohort. 121, (2019).



Alan Rickman photographed by Michael Birt



Mazeeda was born with a malignant tumor that grew aggressively pushing her right eye out, causing blindness and left her unable to close her mouth or swallow. Innovative surgery removed this life-threatening tumor while preserving her ability to smile and move her face. Today, Mazeeda is a thriving teacher. The Alan Rickman Professorship of Facial Surgery will advance research for cases like Mazeeda's, collaborating globally with surgeons to develop better treatments and transforms patients' lives.

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BDCDS & DTS 2025

"I think meeting people in person is the most important thing this the perfect place to do so, network with people, meet friends, and of course attend talks to get the latest on your specialty. It's a great event and it's buzzing. Having all the different suppliers in one room, under one roof is such a unique opportunity where you can literally go around, find all the best of the best, get all the details, and actually being able to test those products, see what's out there, get the latest is super helpful."

Reena Wadia, Specialist Periodontist, RW Perio

"This is the biggest annual event, you get everyone all together, there's lots of different opportunities for learning, going to talks, but also meeting people you haven't seen face-to-face for a while. Networking, learning about the advancements and changes while also getting to speak to suppliers. It's really great to actually see the equipment that you may be thinking of purchasing or getting in your clinics and getting to hold it and have it in your hands, feel the size, weight, and shape before having a demo and a play yourself."

Natalie Bradley, Consultant in Special Care Dentistry and Chair, Young Dentist Committee, BDA



"The British Dental Conference & Dentistry Show is fundamental for the profession to keep tabs on the latest developments and evidence-based findings throughout the industry. It's important to keep current with the profession and to do what's right for our patients."

Robert Lee, Dental Scientific Liaison Team Lead, Kenvue - Listerine Professional

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"Dental Technology Showcase & Dentistry Show combines the whole team. You've not only got the dental technology part, we've got dental surgeons, we've got hygienists, therapists, nurses, we've got a mix of everyone. So as much as it's important that technicians come together to learn and find out what suppliers and what the industry is providing, it's also great to go and see all the aspects of dentistry and how that is evolving."

CPD is an important part of our profession and to combine that with a social occasion, but that social occasion also is a learning opportunity. Meet your colleagues that you don't get a chance to see very often, see all of the technology and to learn from the lectures that people are offering all in one."

Caroline Kirkpatrick, Clinical Dental Technician, OTS Dental Laboratory

"Having a place where the entire dental team can come together is excellent, whether it's dealers, manufacturers, dentists, nurses, hygienists & therapists, technicians, CDT's, it's great to have everyone in the same hall where we can all see what each team member bring to the party and how everyone can work collaborate and how we can improve together."

Erin Alexander, Clinical Product Consultant, Ivoclar



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THE LATEST DENTAL NEWS

Here we bring all the latest news from dentistry across the UK

DISPOSABLE VAPES BAN FROM JUNE

Government ministers confirmed plans to continue with a disposable vapes ban in England and Wales from June next year.

The ban was announced last year to protect children's health and reduce environmental harm.

'It's deeply worrying that a quarter of 11- to 15-year-olds used a vape last year and we know disposables are the product of choice for the majority of kids vaping today,' Health Minister, Andrew Gwynne, said.

'Banning disposable vapes will not only protect the environment, but importantly reduce the appeal of vapes to children and keep them out of the hands of vulnerable young people.'

ANNUAL RETENTION FEE FREEZE FOR 2025

The General Dental Council will freeze dental registration fees rates for 2025.

This means dentists will continue to pay £621, whilst dental care professionals will pay £96.

'I am very pleased that Council's decision means that the ARF can continue unchanged next year, following the reduction which took effect last year,' said Lord Toby Harris, Chair of the GDC.

'It follows years of developing a strong culture of operational planning and delivery along with sound financial rigour.'

'Council's priority is public protection and ensuring that the GDC can deliver its strategic objectives as an effective regulator is essential to this.'

'It is also important that we understand and respond to the needs of the dental sector and looking to provide stability in the ARF is one way we can do that.'

6 IN 10 NHS PATIENTS WOULD CONSIDER GETTING PRIVATE TREATMENT

New figures show 61% of patients would consider going private, with the main reason being access to faster treatment.

The other reasons given were because they couldn't access an NHS dental appointment and access to a greater range of treatments.

Despite this, only a fifth of the respondents claim they currently do access private dental care.

These findings were collected as part of Denplan's Oral Health Survey 2024. More than 5,000 British consumers were surveyed on the topic of dental health and habits.

Catherine Rutland, clinical director at Denplan, said: *'People are considering switching to private dental care to get faster appointments and additional treatments.'*

'The cost of dentistry can feel like a reason not to attend which is why it's important that financial support is available. We are seeing an increase in dentists and patients asking for dental payment plans, which help patients to budget and encourages them to go for more regular checkups, and take a preventative approach to their dental care.'

'Employers are also helping their staff claim back the cost of dental care by including dental cover in their health plans.'

ORAL HEALTH THE PRIORITY WITH TOOTHPASTE CHOICE

Two thirds (68%) of people report 'tooth/gum health' as the priority when they look for toothpaste a new report shows.

Around 13% prioritise the whitening properties while 11% put 'fresh breath' as their main driver.

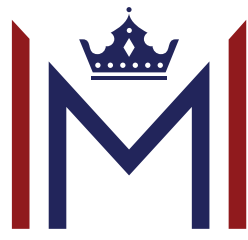
Of the toothpaste brands chosen, Colgate Total came top with 57% of the votes, Sensodyne second with 25% and Oral-B coming in third with 24%.

Helga Slater, managing director of Product of the Year, said: *'Oral care continues to be a big area of innovation, but brands don't always get the recognition they deserve.'*

'Every year, we champion all manner of toothcare innovators with Oral-B, Sensodyne and multiple other brands winning awards over the years.'

'We help to spotlight the products that make a difference to the everyday lives of consumers.'





Infinity Medical Innovations

Our Vision

IMI envisions a world where dental practitioners have access to the most cutting-edge materials and equipment, enabling them to deliver the best possible care to their patients. We believe that by pushing the boundaries of dental technology, we can contribute to improved oral health.

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