

INCLUDES | Conference programme | Speakers | Floorplan & exhibitor list | Distributors wanted | Product categories

DSL

9-10 OCTOBER, EXCEL LONDON

VICTORIA SAMPSON

**BEYOND THE
MOUTH: THE
FUTURE OF
WHOLE-BODY
DENTISTRY**

**WHEN
TOOTHACHE
IS NOT WHAT
IT SEEMS**

PROFESSOR TARA RENTON

**BEYOND THE
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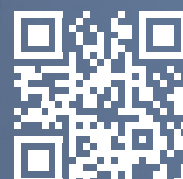
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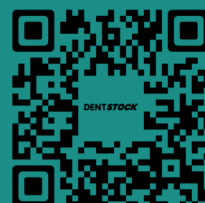
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**WHEN TOOTHACHE IS
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PROFESSOR TARA RENTON

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**BEYOND THE
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BY TUBE

The Excel is accessible by two underground stations, Custom House and Prince Regent. You have a choice of the DLR or the Elizabeth Line, both connecting you to major train stations leaving London.

BY ROAD

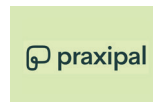
There is easy access to the Excel from the A13, M11, M20 and M25 motorways. If you're using satellite navigation please enter the postcode E16 1FR for the entrance to the car park.

BY AIR

The Excel is located within 10 minutes of London City Airport. However, you can also fly to London Heathrow, Gatwick, Stansted or Luton and jump on a train into central London.



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GAIN MORE, GROW FASTER AND GET AHEAD AT DENTISTRY SHOW LONDON 2026

Gain more. Grow faster. Get ahead. That is exactly what the Dentistry Show London 2026 conference programme is all about.

Dentistry is evolving faster than ever before and staying ahead has never been more important. Innovation is becoming increasingly essential across modern dentistry, influencing how dental professionals work, communicate and deliver care. From new technologies and digital workflows to evolving clinical approaches, these developments are helping teams improve efficiency, make more informed decisions and create a better patient experience.



Océane Amoa-Thompson
Senior Content Producer

At the heart of the show, the Keynote Theatre will examine some of the biggest issues shaping dentistry today. Six months after changes to the NHS dental contract reform began taking effect in England, Jason Wong will provide an update on what has changed and what's next for the future of oral health. Attention will then turn to the changing legal and regulatory landscape. The British Dental Association's (BDA) dento-legal panel, featuring Susie Sanderson, Joseph Ingham, Bindiya Thakrar and Kasha Soni, will answer pressing questions from dental teams and offer practical guidance on professional responsibilities, risk and regulation. James Goldman will build on this discussion by exploring associate agreements and the contractual issues that both associates and practice owners need to understand. The theatre will also look further ahead, considering how innovation will reshape clinical practice and the wider profession. As part of this, Tara Renton will explore how artificial intelligence can support the diagnosis and management of orofacial pain, while Manrina Rhode will ask whether clinicians should adapt and adopt AI, evolve or get left behind.

Beyond these profession-wide issues, the programme will explore what it takes to build a

stronger and more sustainable practice. In the Practice Owners and Business Management Theatre, Trishala Lakhani, Mark Topley, Lucie Simic and Manrina Rhode will draw on their own experiences to examine what separates thriving practices from competitors. Their discussion will cover everything from developing a clear identity and building a positive culture to maintaining long-term growth. Creating that growth increasingly depends on the quality of the entire patient journey. In this vein, Lisa Bainham, Alex McWhirter and Mikey Bateman will consider how AI and automation can ease administrative pressure, strengthen communication and create a smoother experience for patients and teams, while ensuring that technology supports rather than replaces the personal touch.

Alongside these operational and commercial conversations, the programme remains firmly rooted in safe, effective and evidence-based dentistry. In the Clinical Excellence Theatre, Martin H. Thornhill will translate recent changes to infective endocarditis prevention guidance into clear implications for everyday practice. Hafeez Ahmed will approach patient outcomes from a different perspective, showing how something as simple as a clinician's choice of words can

influence motivation, behaviour and treatment compliance. Broadening the clinical conversation further, Victoria Sampson will examine the growing evidence around oral-systemic health and reinforce the importance of viewing oral healthcare as part of a patient's overall wellbeing.

As practices continue to expand their services, attention will also turn to how new treatments and technologies can be introduced responsibly and in a commercially sustainable way. Toni Phillips and Bethany Rossington will share the clinical, financial and branding decisions behind building successful facial aesthetics services, offering an honest perspective on what it takes to make a new treatment area a viable part of a practice. Practical digital skills will also take centre stage in the Aesthetics and Digital Dentistry Theatre. Through a live demonstration, Laura Short and Katie Owen will show attendees how to achieve consistent, high-quality dental photography, sharing techniques that can be applied immediately in clinical practice.

For those looking to deepen their clinical knowledge, the Specialty Interest Theatre will bring together focused expertise from the British Society of Periodontology and Implant Dentistry, the Association of Dental Implantology, the British Endodontic Society and the British Orthodontic Society. Across the programme, attendees will be able to explore full-arch implant dentistry, complex endodontic decision-making, periodontal challenges and tissue augmentation. Special care dentistry will also form an important part of this clinical offering. Natalie Bradley will present *The patients who keep you awake at night: practical solutions for dentistry's most challenging cases*, while Kiren Kauser will share simple adaptations that can support more confident and inclusive dentistry.

The contribution of the wider dental team remains a vital part of the programme. In the Dental Care Professionals' Hub, Juliette Reeves will explore how hormonal changes throughout life can influence periodontal health, providing practical insight into patient conversations that may otherwise be overlooked. Workforce



development will be another key theme with Matt Everatt, Stephan Avetoom and Beth Brown considering how dental technicians can attract, develop and retain the next generation. Corinna Townsley, Jyoti Sumel, Emily Banks and Ryan O'Donnell will then broaden the discussion by exploring the expanding opportunities available to dental therapists across clinical practice, education, leadership and business.

A huge thank you goes to our advisory board, partners and sponsors whose expertise and

collaboration have helped shape a programme that truly offers something for every member of the dental profession. Whether you are looking to develop clinically, grow your business, embrace new technology or prepare for the future of dentistry, Dentistry Show London 2026 has a session designed with you in mind.

Océane Amoa-Thompson

Senior Content Producer

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KEYNOTE THEATRE

FRIDAY 9 OCTOBER

09:15 - 10:00 **Six months since the contract reform: what has changed and what's next for the future of oral health**

Jason Wong MBE, Chief Dental Officer for England, DHSC & NHSE

11:15 - 12:00 **Can you help me with...? Expert answers to today's dento-legal questions**

Susie Sanderson, Dento-Legal Adviser, British Dental Association

Joseph Ingham, Dento-Legal Adviser, British Dental Association

Bindiya Thakrar, Dento-Legal Adviser, British Dental Association

Kasha Soni, Dento-Legal Adviser, British Dental Association



12:15 - 13:00 **Suspected mouth cancer referral: are you doing this correctly?**

Mike Lewis, Clinical Ambassador, Mouth Cancer Foundation



13:15 - 14:00 **Using your difference to make a difference: creating a career of impact, not validation**

Anni Seaborne, Head of General Dentistry, Bupa Dental Care

15:15 - 16:00 **Tooth be or not tooth be? Orofacial pain diagnosis and management issues and solutions using AI**

Tara Renton, Emeritus Professor Oral Surgery, King's College London

16:15 **Live a fulfilled dental life**

16:45 Jaz Gulati, Dentist and Podcast Host, Protrusive Education

SATURDAY 10 OCTOBER

09:15 - 10:00 **Her journey in dentistry: thriving through careers, life and everything in between**

Rachel Derby, Clinical Director and Owner, Chapel Dental

Ruth Baidoo, General Dentist and Podcast Host, Just4Dentist Podcast

Sarika Shah, Dentist and Practice Principal, Certified Coach, Flourish as a Female, Platinum Dental Care

Cat Edney, Dental Therapist, The Modern Therapist

Trishala Lakhani, Broadcaster

11:15 - 12:00 **From recognition to recovery: a shared journey through head and neck cancer**

Jocelyn Harding, Dental Hygienist, Mouth Cancer Foundation

Karen Liesching-Schroder Patient Ambassador, Mouth Cancer Foundation



12:15 - 13:00 **Dental veneers for complex cases**

Konstantina Dina Dedi, Associate Professor, UCL Eastman Dental Institute



13:15 - 14:00 **Associate agreements in modern practice: legal updates, contractual risks and new technologies**

James Goldman, Associate Director of Advisory Services, British Dental Association



14:15 - 15:00 **AI in dentistry: adapt, evolve or get left behind**

Manrina Rhode, Cosmetic Dentist and Owner, DRMR Clinic and Academy

15:15 - 16:00 **The future of prevention: what every dental professional needs to know about the oral microbiome, nutrition and lifestyle**

James Goolnik, Dentist and Founder, Optimal Dental Health

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PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE

FRIDAY 9 OCTOBER

09:15 - 09:45 **The art of delegation and accountability: the key to practice success** **ADAM**
Association of Dental Administrators and Managers

Lisa Bainham, Chairperson, Association of Dental Administrators and Managers

10:45 - 11:15 **From scratch to success: how to build a thriving squat practice**

Arnold Gangaidzo, Principal Dentist, Lancashire Smiles

11:30 - 12:00 **Capitalising on a competitive dental market: trends (Q1 and Q2), timing, funding/refinance and exit strategy for 2026/27** **DentalElite**

Anil Sokhi, Associate Director - Practice Sales, Dental Elite

Tommy Glasscoe, Senior Finance Consultant, Dental Elite

13:15 - 13:45 **Cultivating a growth mindset in your practice**

Justin Leigh, Managing Director and Executive Coach, Focus4growth Ltd

15:30 - 16:00 **What makes patients choose your practice? Standing out in a competitive landscape**

Mark Topley, Leadership, Culture and Team Performance Consultant, Exceptional Team Performance

Lucie Simic, Dental Business Consultant and Owner, LCS Healthcare Consultancy

Manrina Rhode, Cosmetic Dentist and Owner, DRMR Clinic and Academy

Trishala Lakhani, Broadcaster

SATURDAY 10 OCTOBER

09:15 - 09:45 **The hidden £200,000 in your practice: what process mapping reveals**

Ravinder Nottra, Founder, sigmasmile

Polly Bhambra, Practice Owner, Treetops Dental Surgery

11:30 - 12:00 **Capitalising on a competitive dental market: trends (Q1 and Q2), timing, funding/refinance and exit strategy for 2026/27** **DentalElite**

Tommy Glasscoe, Senior Finance Consultant, Dental Elite

Anil Sokhi, Associate Director - Practice Sales, Dental Elite

13:15 - 13:45 **The premium practice team: the psychology of a high-performing team**

Lisa Grogan, Dental Business Consultant, Speaker and Trainer, Lisa Grogan Coaching

14:45 - 15:15 **Inside LVMH: what private and high-end practices can learn from the world's leading luxury brand**

Anna Roberts, Director, Brand and Consumer Behaviour Expert, MiSmile Media

15:30 - 16:00 **From first call to final treatment: transforming the patient experience with AI and automation** **ADAM**
Association of Dental Administrators and Managers

Lisa Bainham, Chairperson, Association of Dental Administrators and Managers

Alex McWhirter, Practice Manager, North Cardiff Dental and Implants

Mikey Bateman, Business Development and Operations Manager, Muse Dental



CLINICAL EXCELLENCE THEATRE

FRIDAY 9 OCTOBER

09:15 - 10:00 **Planning. Precision. Predictability: a digital workflow for consistent clinical excellence**

Dammy Awe, Aesthetic and Restorative Dentist, Smiles by Dammy

11:15 - 12:00 **The behavioural influence on a patient of a clinician's choice of topic-specific words**

Hafeez Ahmed, Dentist and Periodontal Specialist, The Binswood House Dental Practice

13:15 - 14:00 **Mouth cancer: avoiding delay in diagnosis**

Helen Kaney, Head of Dental Division, Medical and Dental Defence Union of Scotland



14:15 - 15:00 **Important change in the infective endocarditis prevention guidance**

Martin Thornhill, Emeritus Professor of Oral Medicine, University of Sheffield

15:15 - 16:00 **The perfect match: mastering single anterior restorations**

Jenni Rawes, Associate Dentist and Board Member, British Academy of Cosmetic Dentistry

16:15 - 16:45 **Isolation without intimidation: simplifying rubber dam workflows for real-life clinical dentistry**

Abbas Ali Jagani, Dental Therapist, Practice Owner, Bullsmoor Dental and Aesthetics Clinic

SATURDAY 10 OCTOBER

09:15 - 10:00 **Dive into digital: transitioning from analogue to digital workflows in full-arch implant rehabilitation**

Maria Hardman, Clinical Director, Tipton Training

10:15 - 11:00 **Children's orthodontic referrals: when does timing matter?**

Maha Aljefri, Specialist Orthodontist, Specialist Orthodontist

11:15 - 12:00 **Beyond the smile: exploring the oral-systemic link and its role in overall health outcomes**

Victoria Sampson, Dentist, Founder, THS Labs

13:15 - 14:00 **Foundation vs. fast-track: navigating the new dentist's career dilemma**

Chinwe Akuonu, General Dentist, Dental beauty bromley

Ramin Torkizadeh, Cosmetic Dentist,

Nicola Gore, Cosmetic & General Dentist, Education and Clinical Supervisor, Mentor, Author, Dentistry In A Nutshell

14:15 - 15:00 **Can what we eat affect periodontal conditions?**

Giuseppe Mainas, Specialist Periodontist / BSP ECG Academic Representative, British Society of Periodontology and Implant Dentistry

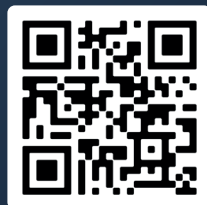


15:15 - 16:00 **The gag reflex unlocked: why it happens and how to overcome it**

James Main, Dental Surgeon and Practice Owner, TRUSTDental

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SPECIALTY INTEREST THEATRE

FRIDAY 9 OCTOBER

09:30 - 10:15 Challenges in periodontology, what the future holds

Fergus Machin, Dentist with a special interest in perio/
BSP General Dental Practitioner Representative, British
Society of Periodontology and Implant Dentistry



10:30 - 11:15 Soft and hard tissue augmentation around implant and teeth

Selvaraj Balaji, Specialist in Dental Implants and Regeneration, Academy
of Soft and Hard Tissue Augmentation



11:30 - 12:15 Pterygoid; Hero or Zero?

Pretam Gharat, Dentist with special interest in
Implants, House of Gharats Denartistry Ltd



12:30 - 13:15 Full-arch implant dentistry: reflections, challenges and lessons learned

Faresh Desai, Regional Representative for West Central England and
Trustee, Association of Dental Implantology



14:30 - 15:15 The patients you'll see on Monday morning: simple adaptations for more confident, inclusive dentistry

Kiren Kauser, Speciality Registrar in Special Care Dentistry, Birmingham
Community Healthcare NHS Foundation Trust

15:30 - 16:15 Managing the irreversible pulpitis with a pulpotomy! A new dawn for vital pulp therapy

Phil Tomson, President, British Endodontic Society



SATURDAY 10 OCTOBER

09:15 - 10:00 Smartphones or digital SLRs for clinical dental photography: is there a difference?

Kirandeep Nandhra, Orthodontist, Royal Derby Hospital



10:15 - 11:00 Domicillary dentistry: meeting the needs of vulnerable populations

Hayley Beaumont, COO, At Home Dental
Justin Marney, CEO, At Home Dental

11:15 - 12:00 PRF chairside: translating biology into everyday practice

Emily Lu, Senior Clinical Lecturer/ Honorary Consultant in Periodontology,
King's College London
Triantafyllo Zafeiri, Specialist Periodontist and Implant Surgeon
Aiste VolkYTE, Specialist Periodontist, Private Practice

12:15 - 13:00 The patients who keep you awake at night: practical solutions for dentistry's most challenging cases

Natalie Bradley, Consultant in Special Care Dentistry, King's College
Hospital

13:15 - 14:00 Decision-making in endodontics: treatment planning mastery

Daniel Vaz de Souza, Specialist in Endodontics,
Specialist Clinical Teacher KCL, East of England Endodontics



14:15 - 15:00 The digital GDP: smarter workflows for modern dentistry

Robert Chaffe, General Dental Practitioner with interests in implantology,
dental sedation and cosmetic dentistry

15:15 - 16:00 Decision-making in endodontics: treatment planning mastery

David Edwards, Specialist Endodontist and Clinical
Fellow in Restorative Dentistry, Newcastle University



AESTHETIC & DIGITAL DENTISTRY THEATRE

FRIDAY 9 OCTOBER

09:15 - 10:00 **Live demo: the secret to consistent dental photography**

Laura Short, Senior Clinical Photographer, Birmingham Community Healthcare NHS Foundation Trust

Katie Owen, Head of Clinical Photography, Royal Wolverhampton NHS Trust, Walsall Healthcare NHS Trust and Dudley Group NHS Foundation Trust

10:30 - 11:15 **How to create an enjoyable and profitable aesthetic clinic within your dental practice**

Toni Phillips, Founder, Business Leader and Advanced Aesthetic Injector, Harrods (The Wellness Clinic)

11:30 - 12:15 **Live demo: next gen smile transformations: how dentists can create the ultimate facial balance with facial aesthetics**

Lara Watson, Co-Founder, Acquisition Aesthetics



12:30 - 13:15 **Before you bond: functional and aesthetic treatment planning using the align, brighten, contour (ABC) approach**

Affan Saghir, Clinical Lead, SPACE Dental Group

14:45 - 15:30 **Ask the experts: the questions everyone wants answered about aesthetic medicine**

Matin Ahmadi, Dentist and Aesthetic Practitioner, British College of Aesthetic Medicine

Victoria Das, Dentist and Facial Aesthetic Expert

Dil Kassam, Cosmetic Dentist, Founder and Medical Director, The Medi-Shed



15:45 - 16:30 **Ethical social media: how to attract the right patients to your practice for aesthetic treatments**

Riaz Sharif, Cosmetic Dentist, Smile Dental

SATURDAY 10 OCTOBER

09:30 - 10:15 **Can intraoral scanning replace conventional impressions for post fabrication?**

Lukas Prüfer, PhD student in Image Guided Diagnosis and Therapy, Medical University of Innsbruck

10:30 - 11:15 **Developing your career in restorative dentistry: key dental and non-dental skills for early career practitioners**

Nicola Gore, Cosmetic and General Dentist, Education and Clinical Supervisor, Mentor and Author, Dentistry In A Nutshell



11:30 - 12:15 **The future of dentistry is facial aesthetics: how dentists can build a safe, profitable and predictable aesthetics practice**

Priyanka Chadha, Co-Founder, Acquisition Aesthetics

Bryony Elder, Lead, Acquisition Aesthetics

Megan McCann, Team Lead Manager, Acquisition Aesthetics



12:30 - 13:15 **Six month roadmap: introducing medical aesthetics into your dental practice**

Bethany Rossington, Director Renavé Clinic, Renavé Clinic

14:30 - 15:15 **The art and science of gingival aesthetics**

Reena Wadia, Specialist Periodontist, Founder and CEO, RW Perio and Perio School

15:30 - 16:15 **Entering aesthetic medicine: is it the right career for you?**

Matin Ahmadi, Dentist and Aesthetic Practitioner, British College of Aesthetic Medicine

Haidar Hassan, Clinical Senior Lecturer and Module Lead in Aesthetic Medicine/Oral Surgery, Blizzard Institute

Raquel Amado, Founder and Medical Director, Dr Raquel Skin & Medical Cosmetics



DENTAL CARE PROFESSIONALS' HUB

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FRIDAY 9 OCTOBER

09:45 - 10:30 **Sedation vs non-sedation: helping you manage the anxious patient**
 Razan Mahgoub, Dentist with a special interest in sedation, Primo Dental Salford

10:45 - 11:30 **Digital dentistry today: practical innovation, real results**
 Fiona Ellwood, Doctoral Researcher – Education Academic Lead and Moderator Dental Nursing, Lecturer (Dental) IPE Dental Hygiene, Executive Director, Society of British Dental Nurses



11:45 - 12:30 **Are you emergency ready? Putting preparedness into practice**
 Hannah Lambourn, Compliance Consultant, Agilio

12:45 - 13:15 **The impact of female hormones on the periodontium**
 Juliette Reeves, Dental Hygienist, Perio-Nutrition

13:30 - 14:15 **Securing the future of dental technicians: attracting, developing and retaining the workforce**
 Stephan Avetoom, Chairman, Clinical Dental Technicians Association UK (CDTA UK)
 Matt Everatt, Editor in Chief - Laboratory Magazine, Director, S4S Dental Lab/S4S Team Dental Staffing Experts
 Beth Brown, Dental Technician, The Party Enamel and Tech Talk

14:30 - 15:15 **Creating hope, taking action and building better futures—for you and your patients**
 Jo Dawson, Dental Nurse and Socialpreneur, Awesome Oral Health CIC



15:30 - 16:15 **The use of AI in orthodontics**
 Joyce Rebelo, Committee Member, Orthodontic National Group

SATURDAY 10 OCTOBER

09:15 - 10:00 **The digital edge: why intraoral scanning is becoming the clinical standard**
 Lamia Murray, Founder, dentalandme

10:15 - 11:00 **The modern dental nurse: shaping the future through collaboration**
 Carolyn Roberts, Chair, British Association of Dental Nurses Community



12:15 - 13:00 **Dental therapy, one profession, many pathways**
 Corrinna Townsley, Prison Dental Therapist and Clinical Teaching Fellow NHS, Newcastle University
 Jyoti Sumel, Therapist Foundation Training Lead, East of England
 Emily Banks, Programme Lead for Dental Hygiene and Therapy, Cardiff University
 Ryan O'Donnell, Dental Therapist, Castle Dental / Newcastle Dental Hospital



14:15 - 15:00 **Thriving in modern day dentistry as a treatment co-ordinator (TCO)**
 Tiegian Dixon, Ambassador, Society of British Dental Nurses



15:15 - 16:00 **Could you become a fellow? A world-first opportunity for dental care professionals**



Poppy Dunton, Dental Business Consultant and Dental Therapist, Dunton Consulting



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ABBAS ALI JAGANI

Dental Therapist,
Practice Owner
Bullsmoor Dental and Aesthetics Clinic



AFFAN SAGHIR

Clinical Lead
SPACE Dental Group



AISTE VOLKYTE

Specialist Periodontist
Private Practice



ALEX MCWHIRTER

Practice Manager
North Cardiff Dental and Implants



ANIL SOKHI

Associate Director -
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ANNA ROBERTS

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Behaviour Expert
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ANNI SEABORNE

Head of General Dentistry
Bupa Dental Care



ARNOLD GANGAIDZO

Principal Dentist
Lancashire Smiles



BETH BROWN

Dental Technician
The Party Enamel and Tech Talk



BETHANY ROSSINGTON

Director
Renavé Clinic



BINDIYA THAKRAR

Dento-Legal Adviser
British Dental Association



BRYONY ELDER

Lead
Acquisition Aesthetics



CAROLYN ROBERTS

Chair
British Association of Dental Nurses Community



CAT EDNEY

Dental Therapist
The Modern Therapist



CHINWE AKUNOU

Aesthetic and Restorative
Dentistry, General Dentist
Dental Beauty Bromley



CORRINNA TOWNSLEY

Prison Dental Therapist
and Clinical Teaching
Fellow NHS
Newcastle University



DAMMY AWE

Aesthetic and Restorative
Dentist
Smiles by Dammy



DANIEL VAZ DE SOUZA

Specialist in Endodontics,
Specialist Clinical
Teacher KCL
East of England Endodontics



DAVID EDWARDS

Specialist Endodontist
and Clinical Fellow in
Restorative Dentistry
Newcastle University



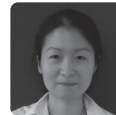
DIL KASSAM

Cosmetic Dentist,
Founder and Medical
Director
The Medi-Shed



EMILY BANKS

Programme Lead
for Dental Hygiene
and Therapy
Cardiff University



EMILY LU

Senior Clinical Lecturer/
Honorary Consultant in
Periodontology
King's College London



FARESH DESAI

Regional Representative
for West Central England
and Trustee
Association of Dental Implantology



FERGUS MACHIN

Dentist with a special
interest in perio/ BSP
General Dental Practitioner
Representative
British Society of Periodontology and Implant Dentistry



FIONA ELLWOOD

Executive Director
Society of British Dental Nurses



GIUSEPPE MAINAS

Specialist Periodontist
/ BSP ECG Academic
Representative
British Society of Periodontology and Implant Dentistry



HAFAEEZ AHMED

Dentist and Periodontal
Specialist
The Binswood House Dental Practice



HAIDAR HASSAM

Clinical Senior Lecturer
and Module Lead in
Aesthetic Medicine/
Oral Surgery
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HANNAH LAMBOURN

Compliance Consultant
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HAYLEY BEAUMONT

COO
At Home Dental



HELEN KANEY

Head of Dental Division
Medical and Dental Defence Union of Scotland



JAMES GOLDMAN

Associate Director of
Advisory Services
British Dental Association



JAMES GOOLNIK

Dentist and Founder
Optimal Dental Health



JAMES MAIN

Dental Surgeon and
Practice Owner
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JO DAWSON

Dental Nurse and
Socialpreneur
Awesome Oral Health CIC



JOCELYN HARDING

Dental Hygienist
Mouth Cancer Foundation



JOSEPH INGHAM

Dento-Legal Adviser
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JOYCEE REBEBO

Committee Member
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JULIETTE REEVES

Dental Hygienist
Perio-Nutrition



JUSTIN LEIGH

Managing Director and
Executive Coach
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JUSTIN MARNEY

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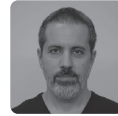
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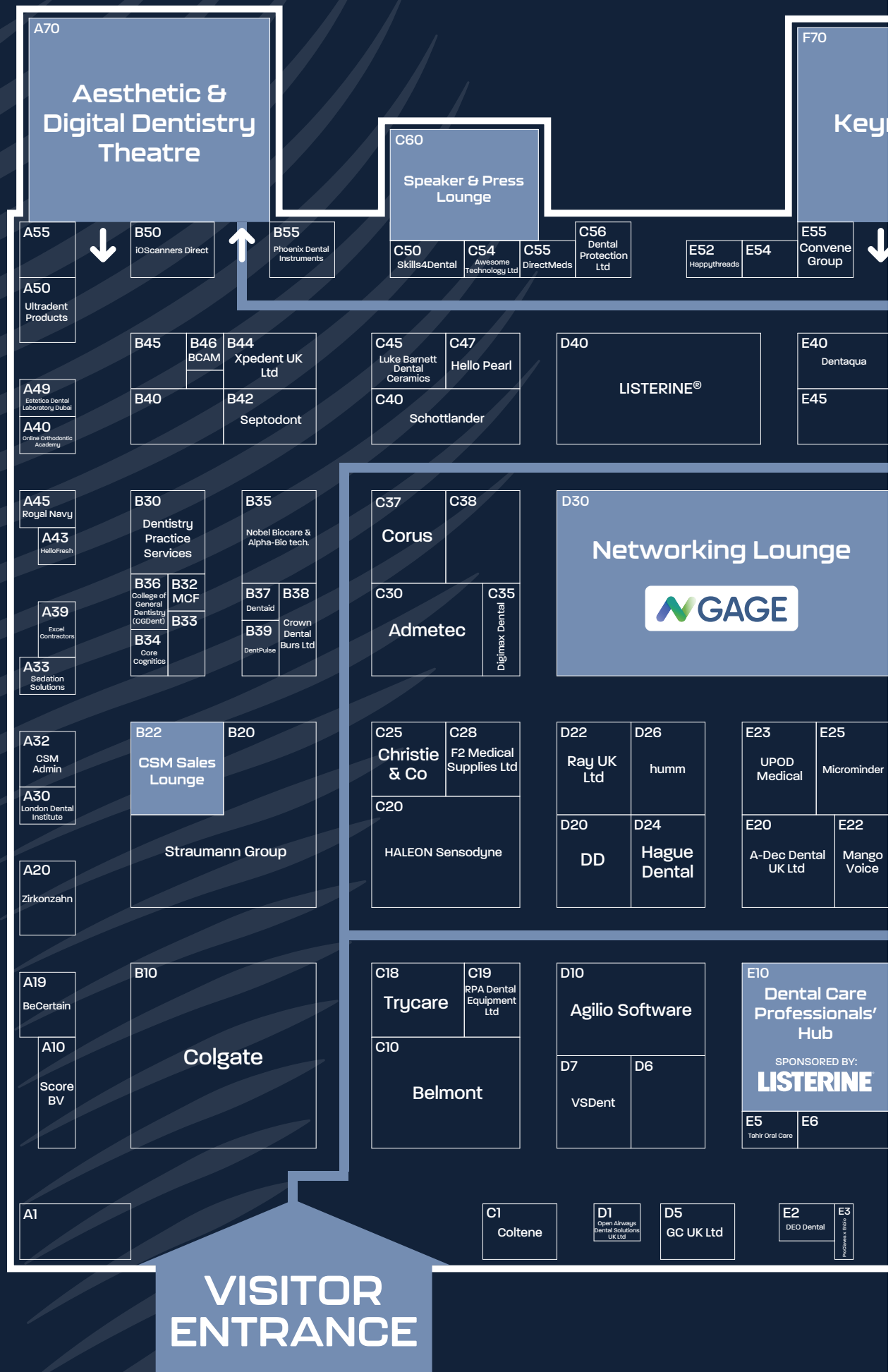


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Dentist and Facial
Aesthetic Expert

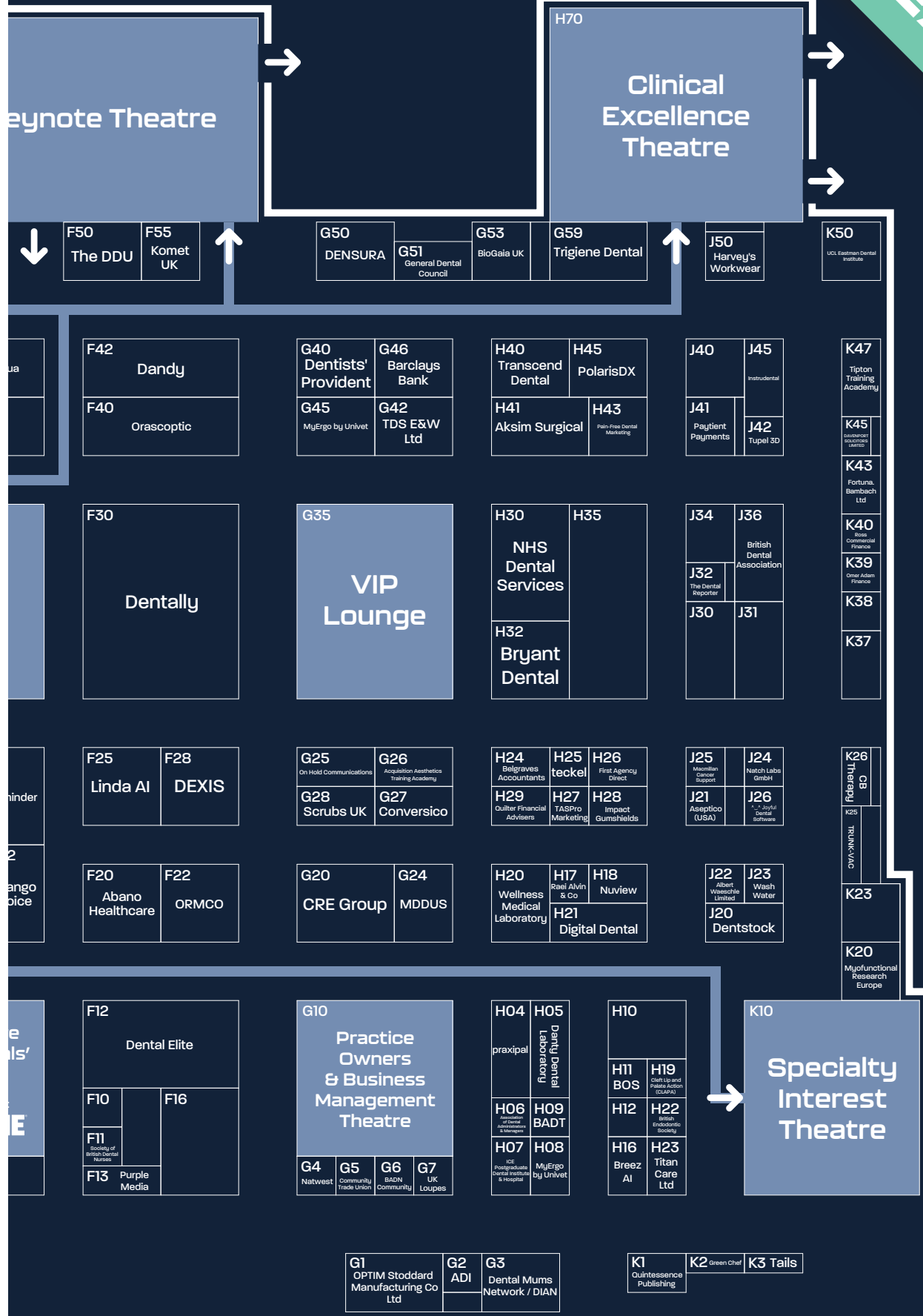


VICTORIA SAMPSON
Dentist, Founder
THS Labs

DSL FLOORPLAN 2026



180+
EXHIBITORS



Floorplan correct at time of print.

2026 EXHIBITOR LIST

COMPANY	STAND
^^ Joyful Dental Software	J26
Abano Healthcare	F20
Acquisition Aesthetics Training Academy	G26
A-dec Dental UK Ltd	E20
Admetec	C30
Agilio Software	D10
Aksim Surgical	H41
Albert Waeschle Limited	J22
Aseptico (USA)	J21 ✓
Association of Dental Administrators & Managers	H06
Association of Dental Implantology (ADI)	G2
Awesome Technology Ltd	C54
BADN Community	G6
Barclays Bank	G46
BeCertain	A19
Belgraves Accountants	H24
Belmont	C10
BioGaia UK	G53 ✓
Breez AI	H16
British Association of Dental Therapists	H09
British College of Aesthetic Medicine (BCAM)	B46
British Dental Association	J36
British Endodontic Society	H22
British Orthodontic Society	H11
Bryant Dental	H32
CB Therapy	K26
Christie & Co	C25
Cleft Lip and Palate Action (CLAPA)	H19
Colgate	B10
College of General Dentistry (CGDent)	B36
Coltene	C1
Community Trade Union	G5
Convene Group	E55 ✓
Conversico	G27
Core Cognitics	B34
Corus	C37

COMPANY	STAND
CRE Group	G20
Crown Dental Burs Ltd	B38 ✓
Dandy	F42
Danty Dental Laboratory	H05
DAVENPORT SOLICITORS LIMITED	K45
DD	D20
DENSURA	G50
Dentaid	B37
Dental Elite	F12
Dental Mums Network	G3
Dental Protection Limited	C56
Dentally	F30
Dentaqua	E40
Dentistry in a Nutshell (DIAN)	G3
Dentistry Practice Services	B30
Dentists' Provident	G40
DentPulse	B39
Dentstock	J20
DEO Dental	E2
DEXIS	F28 ✓
Digimax Dental	C35
Digital Dental	H21
DirectMeds	C55
Estetica Dental Laboratory Dubai	A49
Excel Contractors	A39 ✓
F2 Medical Supplies Ltd	C28
First Agency Direct	H26
Fortuna Bambach Ltd	K43
GC UK Ltd	D5
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Hague Dental	D24
HALEON - Sensodyne	C20
Happythreads	E52
Harveys Workwear	J50
Hello Pearl	C47
hummm	D26

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Linda AI	F25
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Mango Voice	E22
MDDUS	G24
Microminder	E25
Mouth Cancer Foundation	B32
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nGAGE	D30
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On Hold Communications	G25
Online Orthodontic Academy	A40
Open Airways Dental Solutions UK Ltd	D1 ✓
OPTIM Stoddard Manufacturing Co Ltd	G1
Orasoptic	F40
ORMCO	F22
Pain-Free Dental Marketing	H43
Paytient Payments	J41 ✓
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PolarisDX	H45
praxipal	H04
ProClaves x Enbio	E3
Purple Media	F13
Quilter Financial Advisers	H29 ✓
Quintessence Publishing	K1

COMPANY	STAND
Raei Alvin & Co Ltd	H17
Ray UK Ltd	D22
Ross Commercial Finance	K40
Royal Navy	A45
RPA Dental Equipment Ltd	C19
Schottlander	C40
Score BV	A10 ✓
Scrubs UK	G28
Sedation Solutions	A33
Septodont	B42
Skills4Dental	C50
Society of British Dental Nurses	F11
Straumann Group	B20
Tahir Oral Care	E5
TASProMarketing	H27
TDS E&W Ltd	G42
teckel	H25
The DDU	F50
The Dental Reporter	J32
Tipton Training Academy	K47
Titan Care Ltd	H23
Transcend Dental	H40
Trigiene Dental	G59
TRUNK-VAC	K25
Trycare	C18
Tupel 3D	J42 ✓
UCL Eastman Dental Institute	K50
UK Loupes	G7
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UPOD Medical	E23
VSDent	D7 ✓
Wash Water	J23
Wellness Medical Laboratory	H20
Xpedent UK Ltd	B44 ✓
Zirkonzahn	A20

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BEYOND THE MOUTH

THE FUTURE OF WHOLE-BODY DENTISTRY

Victoria Sampson is helping reshape the way we think about dentistry. In this interview, she explores the growing evidence connecting oral and systemic health, the potential of AI to transform diagnosis and patient care, and why dental professionals could play an increasingly important role in preventative healthcare.



Dr Victoria Sampson is a London-based dentist, researcher, and entrepreneur specialising in the oral microbiome and its link to systemic health. She is the Founder and CEO of THS Labs and the creator of ORALIS1, a pioneering saliva-based test. Dr Sampson serves on the advisory board of the Harvard School of Dental Medicine and is a topical team member for the European Space Agency. She is also an affiliate researcher at the University of Oulu and was the first dentist to be shortlisted for Forbes 30 Under 30 in Healthcare and Science in Europe. She is also the co-founder of The Health Society, a multidisciplinary clinic in London where she champions precision dentistry and preventive healthcare through innovative salivary diagnostics.

Victoria, before we dive into the interview, could you tell us a little about yourself, your journey into dentistry, and what led you to focus on oral-systemic health, diagnostics and AI?

I graduated and, like many dentists, started working part-time in the NHS and part-time in private practice. When COVID-19 happened, clinical work slowed down significantly, so I began collaborating with universities across the UK on research projects.

One of the questions we explored was whether poor oral health could contribute to worse COVID-19 outcomes. Our research found that patients with poor oral hygiene, particularly periodontal disease, were indeed at a greater risk of developing serious complications.

That was a turning point for me. It really highlighted how closely the mouth is connected to the rest of the body. From there, my research expanded into understanding those oral-systemic connections using saliva and blood biomarkers. As we started generating large amounts of data, artificial intelligence became an essential tool for analysing it and identifying meaningful patterns.

It's not something I always planned to specialise in. It was simply where my research and passion naturally led me.

You've become one of the leading voices in oral-systemic health. What first sparked your interest in the connection between the mouth and the rest of the body?

COVID-19 was definitely the catalyst. I was already aware that there were links between oral

health and general health, but I didn't appreciate just how significant they were.

Seeing patients in intensive care with COVID-19 whose gum disease was contributing to poorer outcomes completely changed my perspective. Witnessing those real-life cases reinforced how important oral health is to overall health.

Many people still view dentistry as separate from healthcare. Why is it so important that we start thinking about oral health as an integral part of overall health?

Today's patients are far more focused on their health than ever before. There is a growing emphasis on wellness, longevity and preventative healthcare. Patients want to understand how every aspect of their health fits together.

As dental professionals, we need to recognise that oral health is a fundamental part of general health. The mouth is the gateway to the rest of the body.

Historically, dentistry and medicine have been taught separately, which has reinforced that divide. I hope we will see much closer collaboration between the two professions in the coming years, alongside greater public awareness that improving oral health is an important part of improving overall wellbeing.

What are some of the strongest links between oral health and systemic diseases that dental professionals should be aware of today?

The strongest and most established relationship is between diabetes and periodontal disease. The connection is bidirectional. Diabetes can worsen periodontal disease, and periodontal disease can

DON'T MISS!
VICTORIA'S PRESENTATION
ON 'BEYOND THE SMILE:
EXPLORING THE ORAL-
SYSTEMIC LINK AND ITS
ROLE IN OVERALL
HEALTH OUTCOMES'

negatively affect diabetes management. This relationship is now widely recognised by both the medical and dental professions.

The next major area is cardiovascular disease. We now know that patients with periodontal disease have a higher risk of cardiovascular disease, and treating periodontal disease can reduce inflammatory markers such as C-reactive protein (CRP) while improving blood flow.

Beyond that, growing evidence links oral health with chronic inflammatory diseases, autoimmune conditions, colorectal cancer and chronic kidney disease. The evidence continues to strengthen, and while more research is needed for some conditions, the connections are becoming increasingly clear.

Artificial intelligence is transforming healthcare at an incredible pace. How do you see AI changing diagnosis, prevention and patient management in dentistry over the next decade?

One of the biggest challenges in dentistry is consistency. If five dentists examine the same patient and the same radiographs, they may produce five different diagnoses and treatment plans. That inconsistency can be confusing for patients.

AI has the potential to improve diagnostic consistency by helping clinicians identify disease more accurately and supporting decision-making.

It can also help manage the vast amounts of information dentists work with every day, from radiographs and medical histories to clinical notes and treatment planning. AI can process and analyse that data much more efficiently.

From a research perspective, AI is becoming indispensable because it can identify trends and patterns within huge datasets that would be difficult for humans to detect.

I don't believe AI will replace dentists. Dentistry relies on human interaction, empathy, communication, clinical judgement and manual skills that technology cannot replicate. Instead, AI will become an assistant, handling repetitive administrative tasks, supporting diagnosis, analysing data and allowing clinicians to spend more time focusing on patient care.

What do you believe is the biggest opportunity for dentistry to improve overall health outcomes in the coming years?

The biggest opportunity lies in embracing a whole-body approach to healthcare.

Dentists are uniquely positioned to identify wider health issues early. By incorporating elements such as blood pressure monitoring, vitamin D screening or other simple health assessments into dental practice, we can play a much greater role in preventative healthcare while strengthening collaboration with medical colleagues.

For delegates attending Dentistry Show London, what can they expect to learn from your session, and what practical takeaways will they be able to implement immediately?

Delegates will gain a deeper understanding of the links between oral health and systemic disease, and why those links matter in everyday clinical practice.

I'll discuss how dental professionals can begin adopting a more holistic approach by considering patients' overall health rather than focusing solely on their mouths.

We'll also explore practical ways to incorporate elements of medical screening into dental practice, such as vitamin D testing, blood pressure checks and blood testing where appropriate.

Finally, I'll demonstrate how AI can become a valuable tool within the practice, helping clinicians improve efficiency and patient care rather than replacing them.

If attendees leave your session remembering just one message, what do you hope that message will be?

The mouth is the gateway to the rest of the body. Everything starts there, and oral health should be viewed as an essential part of overall health, not as something separate.

“As dental professionals, we need to recognise that oral health is a fundamental part of general health. The mouth is the gateway to the rest of the body,”

WHEN TOOTHACHE IS NOT WHAT IT SEEMS

Pain that presents as toothache is often assumed to have a dental cause. Yet many other conditions can mimic toothache, making accurate diagnosis one of dentistry's greatest clinical challenges. Ahead of her Dentistry Show London presentation this October, *Tooth be or not tooth be? Orofacial pain: diagnosis and management, issues and solutions using AI*, Professor Tara Renton explains why.

DON'T MISS!

'TOOTH BE OR NOT TOOTH BE? OROFACIAL PAIN: DIAGNOSIS AND MANAGEMENT, ISSUES AND SOLUTIONS USING AI' ON 9TH OCTOBER AT 15:15 AT THE KEYNOTE THEATRE



Tara Renton is Professor of Oral Surgery at King's College London and an internationally-recognised authority on trigeminal nerve injuries and orofacial pain. Through her research, education and clinical practice, she has dedicated her career to improving the diagnosis and management of complex pain conditions. She is also the founder of orofacialpain.org.uk and trigeminalnerve.org.uk.

Your presentation suggests that toothache is not always what it seems. Why is orofacial pain still one of the greatest diagnostic challenges in dentistry, and what can happen when the underlying cause is missed?

One of the biggest challenges is that there are about 200 different diagnoses of pain you can make above the neck, and many of them can mimic toothache.

We are trained very well to diagnose toothache caused by dental disease, but conditions such as migraine, cervicogenic referred pain, temporomandibular disorders and neuropathic pain can all present in a very similar way. More rarely, serious pathology such as cancer can also mimic toothache, and that is something you do not want to miss.

When patients are misdiagnosed, they often end up having lots of the wrong treatments. They may have multiple fillings, root canal treatment or even extractions, yet the pain persists because

the underlying cause has never been identified. Every unsuccessful intervention makes it harder for both the patient and the clinician.

That is why it is so important to recognise when something is not adding up. If the treatment is not working, do not keep repeating it. Ask yourself, 'What else could be causing this?' Sometimes that is the most important decision you can make for your patient.

Many clinicians worry about missing an important diagnosis or making an inappropriate referral. What practical steps can help improve diagnostic confidence in everyday practice?

One of the reasons is that we are all trained in silos. If you go to a dentist with pain, you are likely to have dental treatment. If you go to a neurologist, you are likely to be prescribed medication. If you go to an ENT surgeon, you may undergo investigations or treatment that are entirely appropriate for their specialty.

We all have our own perspective because that is how we are trained. There is a famous saying that if the only tool you have is a hammer, every problem looks like a nail, and I think that describes healthcare remarkably well.

What really helps is taking a structured approach to diagnosis. We now have the first International Classification of Orofacial Pain, which includes both acute and chronic pain conditions. Understanding the different types of pain and recognising that not all pain has the same underlying mechanism gives clinicians a much clearer framework for diagnosis.

Just as importantly, if something is not working, do not keep repeating it. Take a step back, draw breath and think, 'what else could be causing this?' Is this a patient who needs to see a headache neurologist, a rheumatologist or another specialist?

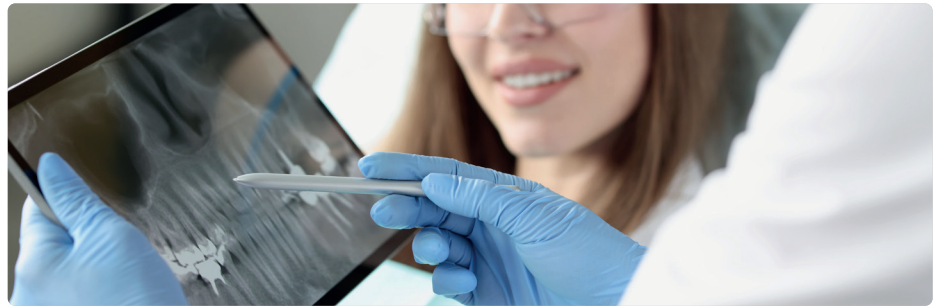
Simply being aware that pain is not always odontogenic, and having the confidence to reassess your diagnosis, can make a huge difference to patient care.

You have spent much of your career researching trigeminal nerve injury and orofacial pain. Looking back, what do you think has changed most in our understanding of these conditions, and what challenges remain?

Perhaps the biggest change has been recognising that these patients cannot be managed in isolation. There is a growing awareness that you cannot sit in a room and diagnose and manage many of these patients by yourself. We need a much more multidisciplinary approach, and we also need to understand the patient, not just the pain.

When we assess someone now, we are not just looking at where the pain is, when it started or what caused it. We are also thinking about whether they are sleeping, whether they have anxiety or depression, whether they have experienced trauma, and all the other factors that can make someone more susceptible to chronic pain or increase its severity. I am not trained in all those areas, but we now have screening tools that help identify where patients may need additional support.

It is a much more holistic approach, and I think that has transformed the way we understand



these patients. We also have exciting advances in imaging. For the first time, we are beginning to see nerves on MRI scans, which could help us identify nerve injuries much earlier and optimise outcomes for patients. We are only at the beginning of that journey, but it has enormous potential.

Artificial intelligence is becoming an increasingly prominent part of healthcare. Where do you believe it has the greatest potential to support dental professionals in diagnosing and managing orofacial pain, and where should clinicians remain cautious?

I think AI has enormous potential to support clinicians, but it should never replace clinical judgement. Dentistry is already very AI driven, particularly when it comes to administration, appointments and imaging.

The AI I am most familiar with is using it for imaging and for the diagnostic web app we have developed. Our long-term aim is to help patients answer structured questions and be signposted to the right healthcare professional, whether that is a dentist, a headache neurologist or an ENT surgeon. We are still a long way from that becoming routine, but I do think that is the direction of travel.

I also think AI could help identify patterns that clinicians might otherwise miss. It could analyse a patient's records and highlight multiple pain conditions or previous treatments that have not worked. It might be a little red flag that

prompts you to reconsider the diagnosis before repeating the same treatment.

At the same time, we have to be cautious. AI is not infallible, and I worry that people can place too much trust in it. I recently asked ChatGPT about one of my specialist areas and it cited several of my papers incorrectly. It is a powerful tool, but clinicians still need to apply their own knowledge, experience and critical thinking to every decision they make.

Finally, if delegates could leave your presentation with one key message or practical insight, what would you most like them to take away?

I would like delegates to leave knowing that they are more than capable of managing many of these patients. There is excellent guidance available, there are good resources, and there is a network of clinicians who are happy to support colleagues who want to develop a specialist interest in this area.

Too often, clinicians dread seeing patients with persistent pain because they are worried about getting it wrong. I hope they will be less scared of dealing with these patients and maybe even begin to enjoy treating them.

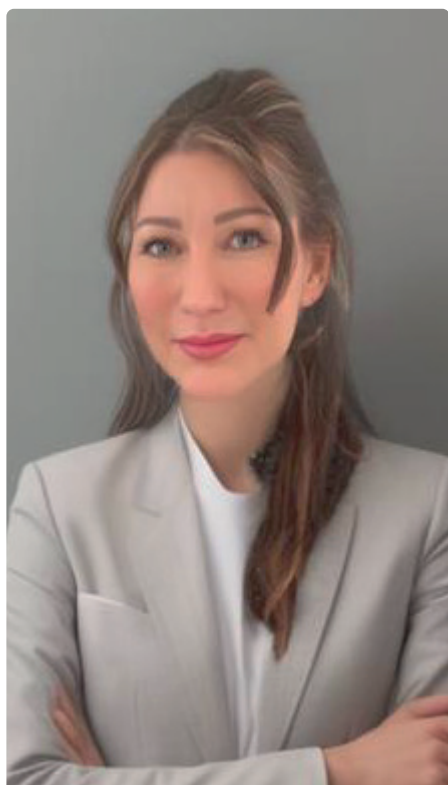
I hope they leave with practical tools to support diagnosis, know where to find reliable resources, and understand when it is time to take a step back and think differently about what might be causing the pain.

“Understanding the different types of pain and recognising that not all pain has the same underlying mechanism gives clinicians a much clearer framework for diagnosis,”

BEYOND THE TREATMENT LIST

BUILDING A SUCCESSFUL AESTHETICS CLINIC

Adding facial aesthetics to a dental practice takes more than clinical skills and a new treatment menu. Dr Toni Phillips explores how clear positioning, the right patient experience and a strong business strategy can help dental practices create an aesthetics service that is safe, sustainable and profitable.



Dr Toni Phillips is an experienced clinician and business leader in UK aesthetic medicine. An advanced medical injector with almost 20 years' experience, she has helped develop and lead successful aesthetic clinics and has presented at major national and international conferences. She continues to deliver advanced non-surgical treatments while advising dental professionals on building safe, sustainable and profitable aesthetic services.

For Toni Phillips, introducing facial aesthetics into a dental practice is not simply a matter of completing a course, ordering products and opening the appointment book. The real starting point is understanding why you want to offer aesthetics in the first place.

"The enjoyable part begins with the question: 'Why do I want to offer aesthetics in my practice?'" she says.

Toni's own interest began in Melbourne in 2003, when a GP friend asked her to act as a model during botulinum toxin training. "I felt an enormous boost to my confidence and thought it was a miracle procedure," she says. "I knew then that this would be a huge revolution in beauty trends."

After moving to London in 2005, she began training in aesthetic medicine. More than 20 years later, she has seen the market change significantly. Patients now have access to vast amounts of information through social media and often arrive at consultations with firm ideas about the treatments they want and the results they expect.

"Everyone is an expert now," Toni says.

Although greater awareness can be positive, it also makes clear communication, clinical confidence and consistent results more important than ever. "It is more important than

ever to be confident in what we are offering and to be able to deliver consistent results," she says. "Thorough consultations and maintaining total clinical control are essential."

Toni believes dental professionals are particularly well placed to provide aesthetic treatments because of their detailed understanding of head and neck anatomy.

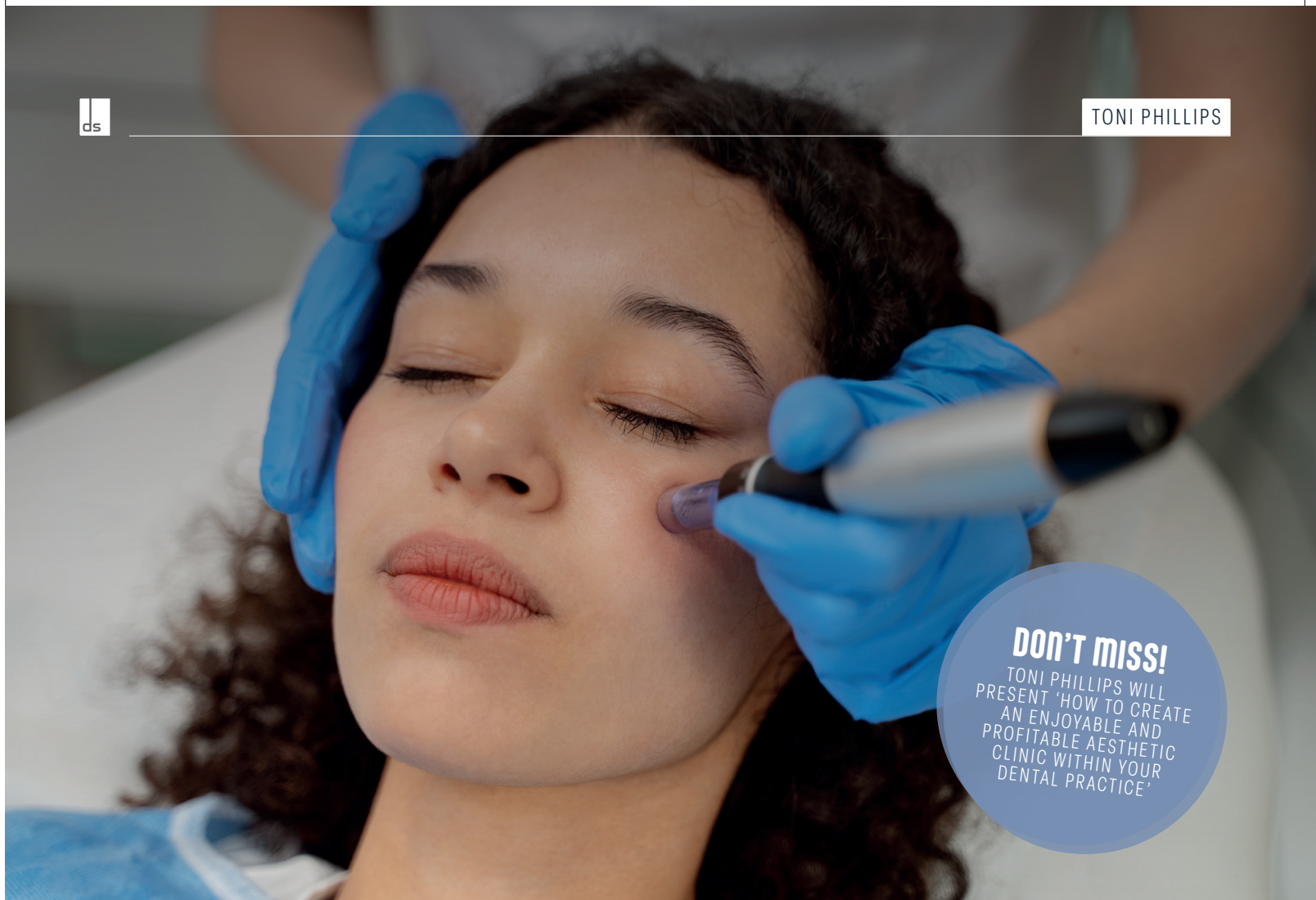
"Dentists are, hands down, the most highly trained when it comes to foundation head and neck anatomy," she says.

That knowledge, she explains, provides a strong basis for understanding how treatments work and how they can be adapted to individual patients. Dental practices also benefit from regulated clinical environments, established systems and an existing community of patients who already trust the team.

"The dental practice itself is the perfect stage, set and scene," Toni says.

However, the right setting alone does not guarantee success. Practices must carefully consider which treatments to offer, who will deliver them, how they will be priced and how the service will fit within the wider business.

"There are several pathways to having a successful revenue stream from aesthetics, and how this is achieved can vary depending on the practice and who will deliver the service," she



DON'T MISS!
TONI PHILLIPS WILL
PRESENT 'HOW TO CREATE
AN ENJOYABLE AND
PROFITABLE AESTHETIC
CLINIC WITHIN YOUR
DENTAL PRACTICE'

says. "Getting this right will lead to it being fun and creative."

Patient experience is another important part of the transition. Although patients may already trust the dental team's clinical standards, Toni warns against treating an aesthetic appointment in exactly the same way as a dental one.

"Your patients will trust and assume the same high clinical standards as the minimum expectation," she says. "However, they are not having a dental procedure, and this is where the entire performance is different."

Her recommendation is to create a parallel clinic, with aesthetic appointments delivered separately from the usual dental schedule. "My number one tip is to run a parallel clinic," she says. "Keep the sessions separate, for your own benefit and theirs."

This separation allows the team to change pace and create an experience that feels more relaxed, creative and luxurious.

"The entire team's energy needs to shift," Toni says. "You can't achieve this if you are thinking about the difficult root canal at 4pm or the patient at 5pm whose crown keeps falling out."

Creating a distinct experience can also help practices stand out in an increasingly competitive market. Rather than competing with beauty clinics on price, Toni encourages dental practices to build on the relationships, trust and standards their patients already value.

"Think about everything that your patients enjoy about your practice and build on that through all your communications and marketing," she says.

Pricing should also reflect the quality and clinical standards of the service. "Stay aligned with your standards," Toni says. "Remember that you operate within a robust CQC framework and offer a more optimal clinical experience."

Toni does not present aesthetics as an effortless additional revenue stream. Instead, she emphasises the importance of clear positioning, clinical confidence, thoughtful systems and a genuine shift in mindset.

During her session at Dentistry Show London, Toni will outline the practical steps practices can take to introduce aesthetics successfully and build a service that is commercially viable, clinically controlled and enjoyable to deliver.

"Although greater awareness can be positive, it also makes clear communication, clinical confidence and consistent results more important than ever,"



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Schottlander
Society of British Dental Nurses
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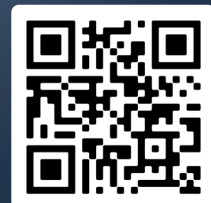
» DENTAL CHAIRS

Aseptico (USA)
Belmont
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» DENTAL GROUPS

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» HANDPIECES & ROTARY INSTRUMENTS

Trigiene Dental

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CB Therapy
Colgate
DD
DirectMeds
Impact Gumshields
Mouth Cancer Foundation
Nuview
OPTIM Stoddard Manufacturing Co Ltd
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Myofunctional Research Europe
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Septodont

» SOFTWARE

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Microminder
nGAGE
teckel
Trigiene Dental
Upod Medical
Zirkonzahn

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Aseptico (USA)
DD
Dentally
Dentstock
DEO Dental
Fortuna Bambach Ltd
ProClaves x Enbio
Score BV
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VSDent

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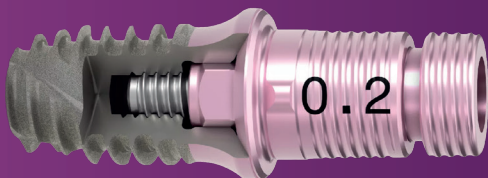
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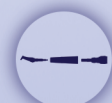
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