

DSL

4-5 OCTOBER, EXCEL LONDON

RACHEL DERBY

**MASTERING
DENTAL
COMPOSITES**

**THE CRITICAL
ROLE OF FLUORIDE**

SAKINA NEEDHAM

**EXPANDING
THE FIELD OF
SPORTS
DENTISTRY**

ANNI SEABORNE

**8 PAGE
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NEW SPECIALTY INTEREST
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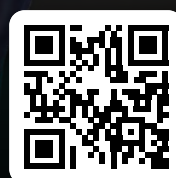
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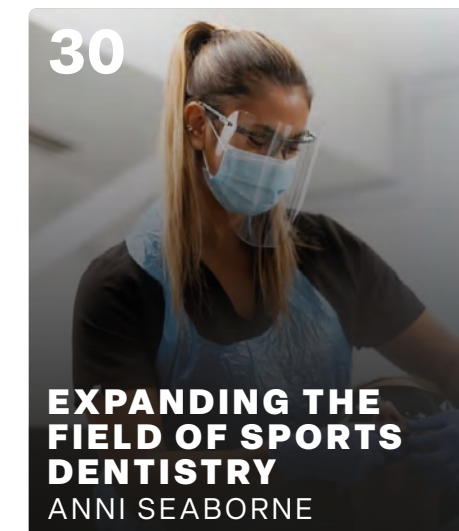
**MASTERING
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RACHEL DERBY

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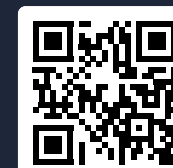
**THE CRITICAL
ROLE OF FLUORIDE**
SAKINA NEEDHAM

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**EXPANDING THE
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† vs the mouth's natural defences.

1. Creeth JE et al. BMC Oral Health. 2020; 20:118.

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GETTING TO DSL

Travelling to the ExCeL London couldn't be easier thanks to the endless transport options in London. The ExCeL is at the heart of the country's transport network, with excellent access by train, road and air. Dentistry Show London takes place in Hall N7.

BY TUBE

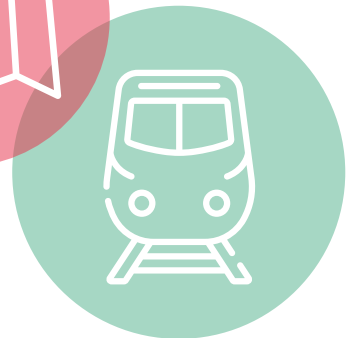
The ExCeL is accessible by two underground stations, **Custom House and Prince Regent**. You have a choice of the DLR or the Elizabeth Line, both connecting you to major train stations leaving London.

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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INTRODUCTION

LOOKING FORWARD TO DENTISTRY SHOW LONDON 2024

A great pleasure of this job is getting to know so many of you – our loyal attendees, partners, speakers, sponsors, exhibitors. Sometimes, this is described as “understanding the market”. A horrible corporate term that doesn’t do justice to the many warm and insightful conversations I’ve had over the last few months.

Speaking to people driving to work at 7.30am (hands free of course!), or while they’re grabbing a very swift lunch at 1pm. These conversations are obviously about dentistry – but they’re about life as well. What does the average day look like? How do you juggle all the various demands of the personal and family with your career? I’ve even had interesting discussions about the merits of Dune: Part Two!

Listening to people’s feedback, learning what makes them tick is the fun part of this job. The hard bit is synthesising all those viewpoints, analysing copious amounts of data, identifying key trends, keeping an ear out for important terminology and turning all of the above into a perfectly packaged two-day agenda that you’ll

all love and find extremely useful and beneficial.

So, what have I learned from talking to you? I’ve observed an incredibly strong entrepreneurial zeal which shines through more than anywhere else in healthcare. There’s a real desire to engage with new technologies and comprehend new marketing strategies. Personal development is important – yes, the clinical – but also the soft skills around leading and managing teams and developing an inclusive and high performing culture. Upskilling has been a key frame of reference on most calls with all professionals – cementing core competencies but also exploring how to develop more specialty knowledge to expand what services you personally can offer.



I’m delighted we have a new Specialty Interest Theatre this year and I’m so pleased to have the support of Association of Dental Implantology, British Association of Oral Surgeons, British Endodontic Society, British Society of Periodontology as well as welcoming new speakers such as Dr Ruben Garcia, Dr Varkha Rattu, Dr Aditya Naidu and Dr Bal Nandra to name but four.

Dentistry Show London really benefits from the strong relationships we have in place with organisations like the British Dental Association. We’re also proud to work with Association of Dental Administrators and Managers, British Association of Cosmetic Dentistry, British Association of Dental Nurses, British Association of Dental Therapists, British Society Dental Hygiene and Therapy, College of General Dentistry, International Digital Dental Academy, Mouth Cancer Foundation, Oral Health Foundation, Society of British Dental Nurses who ensure we’re representative of all professional groups across dentistry.

Politically, 2024 has seen the winds of change ripple across the country. With a new Labour Government, there is muted optimism balanced with cold, hard reality. What can be changed with little to no money? Will dentistry be prioritised when there are so many challenges across the whole of healthcare? I’m grateful the Chief Dental Officer, Jason Wong, will be on hand to provide an update on NHS England’s priorities for 2025 and beyond.

Happy reading!

Liam Richardson

Content Director - Healthcare
CloserStill Media



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Ant Davies, Principal Dentist,
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PROGRAMME

CLINICAL EXCELLENCE THEATRE

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LISTERINE

FRIDAY 4 OCTOBER

- 09:15 - 10:00** **The WONCA files: from Roald Dahl to the future of "putting the mouth back into the body"** **LISTERINE**
Professor Iain Chapple, Head of Research for the Institute of Clinical Sciences, Listerine
- 10:15 - 11:00** **Human factors in aesthetics: an introduction**
Brian Franks, Principal Dr Brian Franks Medical Aesthetics Training and Programme Clinical Director & Co-Producer, Dr Brian Franks Medical Aesthetics Training
- 11:15 - 12:00** **How to plan and deliver IPR in clinical practice**
Farooq Ahmed, Consultant Orthodontist, Guy's and St Thomas' Trust and Treehouse Dental
- 12:15 - 13:00** **Tackling teeth: an introduction to sports dentistry and trauma management** **Bupa Dental Care**
Anni Seaborne, Sports Dentist and Head of General Dentistry, Bupa Dental Care
- 16:15 - 17:00** **Interceptive orthodontics in children and what to look for in the developing malocclusion**
Bal Nandra, Specialist Orthodontist, Harley Street Dental Studio and Fulham Road Dental

SATURDAY 5 OCTOBER

- 09:15 - 10:00** **The WONCA files: from Roald Dahl to the future of "putting the mouth back into the body"** **LISTERINE**
Professor Iain Chapple, Head of Research for the Institute of Clinical Sciences, Listerine
- 12:15 - 13:00** **How not to screw up your composites**
Rachel Derby, Clinical Director and Owner, Chapel Dental
- 15:15 - 16:00** **The 'Kobayashi Maru' scenario: management of a failing bridge**
Aditya Naidu, Specialist in Fixed and Removable Prosthodontics, Naidu & Naidu Dental Surgeons
- 16:15 - 16:45** **Moving past a "safe beginner"**
Tochukwu Udeh, Associate Dentist, Blackswan Dental Spa



ENHANCED CPD THEATRE

FRIDAY 4 OCTOBER

- 09:15 - 10:00** **Medical emergencies** **College of General Dentistry**
Kaushik Paul, Clinical Director (North west and Central), My Dentist
- 10:15 - 11:00** **Stop worrying about litigation and start enjoying dentistry** **BDA**
Len D'Cruz, Head of Indemnity, BDA
- 13:15 - 14:00** **The Dental Guidance Notes 2nd Edition – What you Need to Know** **College of General Dentistry**
Andrew Gulson, DXPS Technical Manager, Principal Radiation Protection Specialist, Operational Services, UK Health Security Agency
- 14:15 - 15:00** **Obtaining patient consent: how to protect yourself** **College of General Dentistry**
Helen Kaney, Senior Dento-Legal Adviser, MDDUS

SATURDAY 5 OCTOBER

- 10:15 - 11:00** **An update from the Chief Dental Officer England** **NHS England**
Jason Wong MBE, Chief Dental Officer, NHS England
- 11:15 - 12:00** **NHS and latest updates** **BDA**
Eddie Crouch, Chair, British Dental Association
- 14:15 - 15:00** **Intravenous sedation governance update for the dental team** **College of General Dentistry**
Sukhvinder Singh Atthi, Dentist with Special Interests in Oral Surgery, Dental Sedation and Orthodontics, Atthi Academy
- 15:15 - 16:00** **Safeguarding and the dental team**
Rebecca Silver, Dental Nurse, Dental Nurse Guru


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PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE

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FRIDAY 4 OCTOBER

11:30 - 12:15 **Selling or Buying A Dental Practice – In a changing market; what's new and top tips for both!** 
Phil Kolodynski, Director of Practice Sales, Dental Elite Practice Sales & Dental Finance
Tommy Glasscoe, Financial Consultant, Dental Elite Practice Sales & Dental Finance


14:00 - 14:30 **Pulp friction: managing conflict and drama within your team** 
Lisa Bainham, Chairperson, ADAM Association of Dental Administrators and Managers

14:45 - 15:30 **Redefine, Reimagine, Realise: Maximising Efficiency with a Modern Scope of Practice** 
Joseph Ingham, Dento-legal Adviser BDA Indemnity, BDA

15:45 - 16:15 **Most marketing is a money drain: a marketer's confession**
Shaz Memon, Author, Marketer and Philanthropist, Digimax Dental

SATURDAY 5 OCTOBER

11:30 - 12:15 **Selling or Buying A Dental Practice – In a changing market; what's new and top tips for both!** 
Phil Kolodynski, Director of Practice Sales, Dental Elite Practice Sales & Dental Finance
Tommy Glasscoe, Financial Consultant, Dental Elite Practice Sales & Dental Finance

14:00 - 14:30 **Bite club: how to create positive conversations which enhance the patient journey** 
Lisa Bainham, Chairperson, ADAM Association of Dental Administrators and Managers


15:30 - 16:00 **How to accelerate practice growth**
Shaz Memon, Author, Marketer and Philanthropist, Digimax Dental

AESTHETIC & DIGITAL DENTISTRY THEATRE

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FRIDAY 4 OCTOBER

09:30 - 10:15 **Introduction to digital smile design: principles, integration, and case studies** 
Jenni Rawes, Education Committee, BACD

12:30 - 13:15 **Full arch surgery with photogrammetry** 
Jessica Maguire

13:45 - 14:30 **Digital Dentures - The final part of the puzzle to receive the digital revolution** 
Christopher Leech, BACD Scientific Director, BACD


14:45 - 15:30 **The future: 3D printing full arch dentures & implant prosthesis** 
Kuwerjit Singh Chani, Dentist, Implants By Chani
George Manners

15:45 - 16:30 **Chairside digital dentistry options** 
Alison Simpson, Director and Principle Dentist, Dentsply Sirona SureSmile

SATURDAY 5 OCTOBER

09:30 - 10:15 **Navigated surgery: future of implant dentistry?** 
Andreea Shavit, Digital Restorative Dentist, Darlington Dental Clinic

10:30 - 11:15 **How EMFACE can transform your existing aesthetics offering?** 

12:30 - 13:15 **How to plan ortho restorative cases using Invisalign Smile Architect** 
Mark Hughes, Accredited Member, BACD

13:45 - 14:30 **Artificial intelligence & the future of dentistry** 
Professor Adam Nulty, President & Course Director, International Digital Dental Academy
Assistant Professor Quintus Van Tonder, Director, IDDA International Digital Dental Academy
Patrik Zachrisson, Dental Surgeon, International Digital Dental Academy
Professor Chris Lefkaditis, Course Director, International Digital Dental Academy

15:45 - 16:30 **Clear aligner therapy with minimum maintenance** 
Gina Vega, Membership Director, BACD

SPECIALTY INTEREST THEATRE

FRIDAY 4 OCTOBER

10:15 - 11:00 **Limitations of 2D imaging in oral surgery** 
Tamer Theodossy, Consultant Oral Surgeon, British Association of Oral Surgeons

11:15 - 12:00 **Latest guidelines on the perio-ortho interface**
Reena Wadia, Founder & CEO | Specialist Periodontist, RW Perio & Perio School

14:15 - 15:00 **Restoratively driven tissue level implant placement in the aesthetic zone** 
Manraj Kalsi, Periodontist and Implant Dentist, Teddington dental

16:15 - 17:00 **A deep dive into periodontal pockets: a guide to effective management** 
Jay Parmar, Specialist Periodontist, British Society of Periodontology and Implant Dentistry

SATURDAY 5 OCTOBER


09:15 - 10:00 **Periodontics and implant solutions for patients in general practice: an overview**
Ruben Garcia, Mono-specialty consultant in Periodontology, Honorary Senior Clinical Lecturer, Guy's and St Thomas' Hospital NHS Trust and King's College London

10:15 - 11:00 **Oral surgery: the trials and tribulations!** 
Kathryn Taylor, Council Members/Trustees, BAOS

11:15 - 12:00 **Screening for sleep apnoea in general dental practice**
Clare Simon, Lead and Founder, The London Dental Sleep Clinic

12:15 - 13:00 **The AI revolution in dentistry: science fiction or clinical reality?**
Jasmine Loke, Periodontist, Private Specialist Practice in Periodontology / King's College London

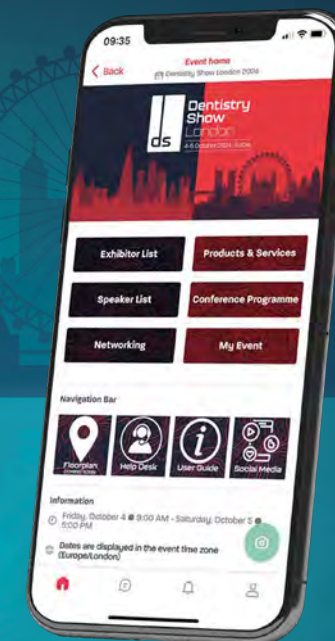
14:15 - 15:00 **The bloody sweet connection: optimising patient outcomes in periodontitis and diabetes**
Varkha Rattu, Founder, Perio-Diabetes Hub, MClindent Periodontology Postgraduate Resident, King's College London

15:15 - 16:00 **Advanced digital implantology: planning and delivering full arch treatment with cutting-edge techniques** 
Aly Virani, Implant Dentist and Clinical Director, North Cardiff Dental & Implants

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DENTAL CARE PROFESSIONALS HUB

FRIDAY 4 OCTOBER

09:45 **Monolithic: a new era of aesthetic revolution and shade matching innovation**
10:30 Alina Ceclan, Ceramist, Q Lab

10:45 **Addressing bullying in the workplace: spotting the signs and understanding the form it takes**
11:30 Pam Swain, Chief Executive, BADN
Preetee Hylton, President-Elect, BADN



13:30 **It is good to talk and even better to listen**
14:15 Sally Khawaja, Deputy Freedom to Speak Up Guardian, King's College Hospital NHS Trust
Bethany Carter, National Lead for Guardian Support and Policy, National Guardians Office

14:30 **Water fluoridation: it's still relevant**
15:15 Sakina Needham, Director, The British Fluoridation Society

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SATURDAY 5 OCTOBER

09:15 **How to achieve the perfect patient journey**
10:00 Erica Bryant, Patient Care Coordinator, Chapel Dental

10:15 **Ensuring psychological safety**
11:00 Fiona Ellwood BEM, Executive Director, Society of British Dental Nurses



11:15 **Blowing the whistle: revealing the wrongdoing**
12:00 Rebecca Power, Dental Hygiene student, University of Essex

12:15 **Practice steps to support patients with a learning disability**
13:00 Amberley Lewis, Dental Nurse and Student Learning Disability Nurse, The Oxford Health Service

13:15 **The business of Dental Therapy**
14:00 Fiona Sandom, Dental Therapist/Chair BADT, British Association of Dental Therapists



15:15 **Better oral health for everyone**
16:00 Harry Poku, CEO, Dental Nurse and Trainee Dental Hygienist, TWWIN Foundation and Essex University

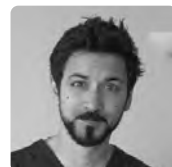
16:15 **Managing infertility in the dental practice setting**
16:45 Brittany Pittham, Clinical Manager, General Manager





**PROFESSOR
ADAM NULTY**

President & Course Director
**International Digital
Dental Academy**



**ADITYA
NAIDU**

Specialist in Fixed and
Removable Prosthodontics
**Naidu & Naidu Dental
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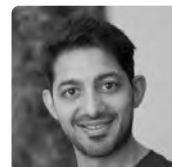
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CECLAN**

Ceramist
Q Lab



**ALISON
SIMPSON**

Director and Principle Dentist
Dentsply Sirona SureSmile



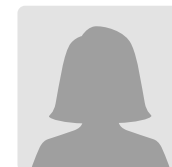
**ALY
VIRANI**

Implant Dentist and
Clinical Director
**North Cardiff Dental
& Implants**



**AMBERLEY
LEWIS**

Dental Nurse and Student
Learning Disability Nurse
The Oxford Health Service



**JESSICA
MAGUIRE**



**JOSEPH
INGHAM**

Dento-legal Adviser
BDA Indemnity
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**PROFESSOR
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**KAUSHIK
PAUL**

Clinical Director
(North west and Central)
My Dentist



**KUWERJIT
SINGH CHANI**

Dentist
Implants By Chani



**LEN
D'CRUX**

Head of Indemnity
BDA



**ANDREEA
SHAVIT**

Digital Restorative Dentist
Darlington Dental Clinic



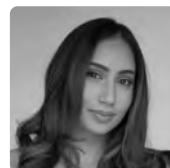
**ANDREW
GULSION**

DXPS Technical Manager,
Principal Radiation
Protection Specialist,
Operational Services
UK Health Security Agency



**ANNI
SEABORNE**

Sports Dentist and Head
of General Dentistry
Bupa Dental Care



**BAL
NANDRA**

Specialist Orthodontist
**Harley Street Dental
Studio and Fulham
Road Dental**



**BETHANY
CARTER**

National Lead for Guardian
Support and Policy
National Guardians Office



**BRIAN
FRANKS**

Principal Dr Brian Franks
Medical Aesthetics Training
and Programme Clinical
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**Dr Brian Franks Medical
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**LISA
BAINHAM**

Chairperson
**ADAM Association of
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**MARK
HUGHES**

Accredited Member
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**PAM
SWAIN**

Chief Executive
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**PATRIK
ZACHRISSON**

Dental Surgeon
**International Digital
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**PHIL
KOLODYNISKI**

Director of Practice Sales
**Dental Elite Practice
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**PREETEE
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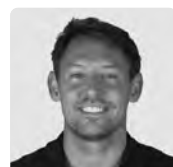
**BRITTANY
PITTHAM**

Clinical Manager
General Manager



**PROFESSOR
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Course Director
**International Digital
Dental Academy**



**CHRISTOPHER
LEECH**

BACD Scientific Director
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**CLARE
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Lead and Founder
**The London Dental
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**EDDIE
CROUCH**

Chair
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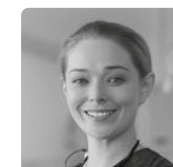
**ERICA
BRYANT**

Patient Care Coordinator
Chapel Dental



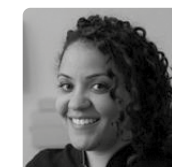
**ASSISTANT
PROFESSOR
QUINTUS VAN
TONDER**

Director
**IDDA International
Digital Dental Academy**



**RACHEL
DERBY**

Clinical Director and Owner
Chapel Dental



**REBECCA
SILVER**

Dental Nurse
Dental Nurse Guru



**REBECCA
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Dental Hygiene student
University of Essex



**REENA
WADIA**

Founder & CEO | Specialist
Periodontist
RW Perio & Perio School



**RUBEN
GARCIA**

Mono-specialty consultant
in Periodontology, Honorary
Senior Clinical Lecturer
**Guy's and St Thomas'
Hospital NHS Trust and
King's College London**



**FAROOQ
AHMED**

Consultant Orthodontist
**Guy's and St Thomas' Trust
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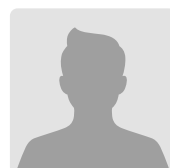
**FIONA
ELLWOOD BEM**

Executive Director
**Society of British
Dental Nurses**



**FIONA
SANDOM**

Dental Therapist/Chair BDT
**British Association of
Dental Therapists**

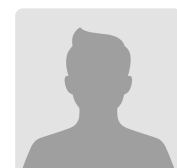


**GEORGE
MANNERS**



**GINA
VEGA**

Membership Director
BACD



**HARRY
POKU**

CEO, Dental Nurse and
Trainee Dental Hygienist
**TWWIN Foundation and
Essex University**



**SAKINA
NEEDHAM**

Director
**The British
Fluoridation Society**



**SALLY
KHAWAJA**

Deputy Freedom to
Speak Up Guardian
**King's College
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**SHAZ
MEMON**

Author, Marketer and
Philanthropist
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**SUKHVINDER
SINGH ATTHI**

Dentist with Special Interests
in Oral Surgery, Dental
Sedation and Orthodontics
Atthi Academy



**TAMER
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Consultant Oral Surgeon
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**TOCHUKWU
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Associate Dentist
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**HELEN
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Senior Dento-Legal Adviser
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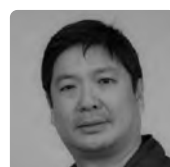
**PROFESSOR
IAIN CHAPPLE**

Head of Research for the
Institute of Clinical Sciences
Listerine



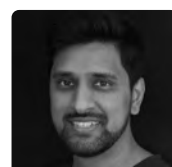
**JASMINE
LOKE**

Periodontist
**Private Specialist Practice
in Periodontology /
King's College London**



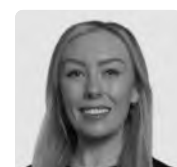
**JASON
WONG MBE**

Chief Dental Officer
NHS England



**JAY
PARMAR**

Specialist Periodontist
**British Society of
Periodontology and
Implant Dentistry**



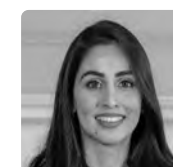
**JENNI
RAWES**

Education Committee
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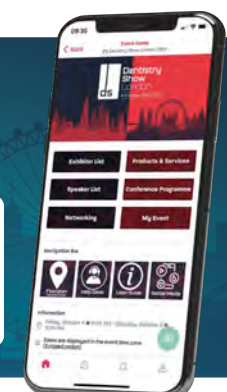


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DENTISTRY SHOW LONDON FAST APPROACHING

ONLY ONE MONTH TO GO UNTIL THE CAPITAL'S PREMIER DENTAL EVENT!

The industry and profession are hotly awaiting the return of Dentistry Show London, taking place on the 4 and 5 October at the ExCeL London exhibition centre. Over 4,000 visitors are expected and 2024 is set to be the best year yet, with an unparalleled exploration of the latest innovations in dental technology and practice, as well as patient care.

REGISTER FREE AT
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One of the key features this year is the new **Specialty Interest Theatre**, which is set to draw attention from a wide range of visitors. Covering topics such as endodontics, orthodontics, oral surgery and periodontology, the theatre will be supported by a range of high-profile partners. These include the British Endodontic Society (BES), British Orthodontic Society (BOS), British Society of Periodontology (BSP), British Association of Oral Surgeons (BAOS), and the Association of Dental Implantology (ADI).

This exciting addition will appeal to all members of the dental team who specialise in these areas of expertise, as well as those keen to find out more about the latest developments in this field. Prestigious speakers include Tamer Theodossy, Consultant Oral Surgeon from the BAOS, who will be giving a talk on 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 will also cover how CBCT scans can be formatted to extract the data from them. This fascinating subject will leave attendees with a deep understanding of the various 2D and 3D imaging modalities available in oral surgery and their individual limitations.

Another notable speaker who we are excited to see take to the Specialty Interest stage is Reena Wadia, Founder & CEO of Specialist Periodontist, RW Perio & Perio School – the largest and one of the top specialist gum clinics in the UK. Reena is keen to raise the importance of gum health and how it can be incorporated into a lifestyle approach, and is regularly featured in popular national and consumer publications on the subject as part of those efforts.

She will be covering the 'Latest guidelines on the perio-ortho interface', looking at the S3-level clinical practice guidelines, which allow for an evidence-based and patient-centred decision-making process for managing periodontitis patients requiring orthodontics. The talk will also consider orthodontic management, including types of appliances, movement, use of adjuncts, timing, management of periodontitis relapse, as well as the importance of successful maintenance.

Official partners of the Specialty Interest

Theatre will also be on hand, offering expertise and insight into their specialist field, including the BSP, with 'A deep dive into periodontal pockets: a guide to effective management'.

Jay Parmar, Specialist Periodontist at the Society, will host this talk and explore the factors contributing to the formation of periodontal pockets, helping visitors gain a comprehensive understanding of accurate and effective assessment and management. Evidence-based non-surgical and surgical treatment modalities will be discussed, and attendees will be empowered with the knowledge to enhance their clinical practice and improve patient outcomes.

Dentistry Show London Event Portfolio Director, Alex Harden, comments: 'We're really excited about the forthcoming event and, in particular, the stellar lineup of speakers and exhibitors we have at this year's show. Our new Specialty Interest Theatre will provide fresh insights and discuss groundbreaking research, leaving delegates inspired and empowered with the knowledge and skills in these specialities. We are incredibly grateful to our fantastic partners and industry-leading speakers for sharing their expertise.'

A host of other innovative theatres will also be running over the action-packed two days, with popular additions such as the Clinical Excellence Theatre, Practice Owners & Business Management Theatre, and Aesthetic & Digital Dentistry Theatre making comebacks, as well as the Dental Care Professionals Hub and Enhanced CPD Theatre.

In addition to hearing about the most topical

subjects and staying abreast of trends, attendees can earn enhanced CPD hours, with up to 12 hours of content available for each attendee – great for those looking to progress their professional development. In total, over 100 hours of free innovative content will be available, delivered by some of the most renowned names in dentistry.

With more than 150 exhibitors confirmed and a host of inspiring speakers and seminars, there is no better place to celebrate dynamism and creativity. The show floor is set to be abuzz with trends and insights into the industry's futures. The 'who's who' of dentistry will be in attendance and dental experts, fellow practitioners and key opinion leaders will be on hand to share experiences, engage in meaningful conversations and discuss emerging trends, as well as potential challenges in the dental field.

Attendees are recommended to plan in advance to maximise their time at the show. As well as visiting the inspiring theatres and discovering innovative products on the show floor, Dentistry Show London offers an unparalleled networking opportunity – allowing you to meet and network with colleagues and friends, plus make new connections to help you thrive and grow. Look out for events taking place at stands throughout the show and don't forget to visit the networking lounges.

For more information and to register free of charge, visit london.dentistryshow.co.uk, as well as following @dentistryshowCS on Instagram to receive updates and exciting news about what 2024 has in store.



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MASTERING DENTAL COMPOSITES

Dental composites are an essential part of everyday practice in dentistry, but are clinicians using them correctly? Rachel Derby shares her top tips for mastering dental composites

While I love all aspects of dentistry, restorative procedures – especially working with dental composites – truly captivate me.

As I prepare to speak at Dentistry Show London, I want to share my journey, insights, and practical tips for mastering dental composites

with my fellow dental professionals.

A JOURNEY INTO RESTORATIVE DENTISTRY

My journey into dentistry began with a fascination for the intricate and detailed work involved in restorative procedures.

Over the years, I've developed a particular affinity for fillings, crowns, bridges, and root canals. These aspects of dentistry allow me to blend art with science. This ensures patients not only have functional teeth but also aesthetically pleasing smiles.

Two years ago, my husband and I took a significant step in our careers by purchasing our first practice. This has allowed us to implement our vision of patient-centred care and to focus on areas that we are passionate about, including the meticulous work involved in dental composites.

THE CHALLENGES OF DENTAL COMPOSITES

Dental composites, particularly Class II posterior composites, are among the most challenging procedures we perform regularly.

A 'screw-up' in this context can range from minor issues like improper removal of flash or incorrect contact points to more significant problems such as bonding failures. These screw-ups are not catastrophic, but they highlight the complexities and high standards involved in composite work.

One of the most critical aspects of working with composites is understanding that perfection is a moving target. Even with 14 years of experience, I still encounter challenges. The key is to refine our techniques continually and embrace a mindset of continuous improvement.

COMMON PITFALLS AND HOW TO AVOID THEM

When it comes to dental composites, there are two main areas: clinical execution and patient management.

From a clinical perspective, proper isolation is paramount. Utilising the correct matrix band, ensuring complete decay removal, and following precise etching and bonding protocols are all

“One of the most critical aspects of working with composites is understanding that perfection is a moving target.”

essential steps. Each of these steps must be executed meticulously to avoid common pitfalls.

On the patient management side, it's vital to recognise that there is a person attached to the tooth. Patients' comfort and cooperation significantly impact the success of the procedure. For instance, a patient who dislikes local anaesthetics or rubber dams can make the process more challenging.

Effective communication and managing patient expectations are as crucial as the clinical skills we apply.

PRACTICAL TIPS FOR SUCCESS

Based on my experiences and learnings from courses, I've developed a process to minimise mistakes and improve outcomes in composite restorations.

HERE ARE SOME KEY TIPS:

1. Effective communication: start with clear communication with the patient about the procedure, expected level of discomfort, and duration. Setting realistic expectations can enhance cooperation and reduce anxiety
2. Proper isolation: use a rubber dam for isolation. This step is non-negotiable for me, as it ensures a dry working field and improves the quality of the restoration
3. Thorough decay removal: ensure all decay is removed, especially in deep cavities. Decide whether to pulp cap or leave areas for remineralisation based on the depth and condition of the decay
4. Precise etching and bonding: follow the manufacturer's instructions for etching and bonding protocols rigorously. These guidelines are designed based on extensive research and development, akin to assembling IKEA furniture – deviations can lead to failures
5. Incremental placement: place the composite incrementally, curing each layer adequately. Use glycerine for curing the final layer to prevent an oxygen-inhibited layer and ensure a smooth finish
6. Occlusion check: finally, meticulously check the occlusion to ensure that the composite fits well within the patient's bite. This step prevents future issues like wear or discomfort.

CONTINUOUS LEARNING AND IMPROVEMENT

My approach to composites is continually evolving. This is thanks to the wealth of knowledge shared by experts in the field and the advancements in dental materials and techniques.

While I may not consider myself a composite master, I've gained valuable insights from various courses and mentors that I implement in my practice daily. Dental composites haven't changed drastically over the past decade, but our understanding and techniques have. By adhering to established protocols and staying updated with the latest research, we can achieve excellent outcomes consistently.

DENTISTRY SHOW LONDON

I'm thrilled to be presenting at Dentistry Show London, where I'll discuss 'How not to screw up your composites.'

My lecture will provide practical tips and tricks that you can apply in your clinic immediately. Whether it's a refresher on bonding protocols or new ideas about matrix bands and cavity preparation, my goal is to offer insights that enhance your practice.

Additionally, I'll share some clinical cases that highlight common challenges and solutions, including what I refer to as 'sexy morphology' in composites. These visual examples will illustrate key points and provide a tangible reference for implementing best practices.

In restorative dentistry, particularly with dental composites, perfection is a continuous pursuit. Every day presents new learning opportunities and challenges. By focusing on both clinical precision and patient management, we can achieve outstanding results and improve our patients' oral health.

I look forward to seeing many of you at Dentistry Show London.

Let's continue to learn, share, and grow together in our quest for dental excellence.



THE CRITICAL ROLE OF FLUORIDE

With water fluoridation still a matter of debate in some quarters, Sakina Needham considers why it remains a cornerstone of preventive care.

Sakina Needham qualified as a registered dental nurse in 2009 and works at a practice in Royal Leamington Spa. She is also a British Fluoridation Society (BFS) Executive Committee Member.

Fluoridation remains one of the most cost-effective and comprehensive public health strategies, offering benefits across all demographics.

My journey in dentistry has led me to focus on the benefits and implementation of water fluoridation. I have a deep and eager passion



for community oral health, especially when it comes to supporting young families, and I aim to promote a modern perspective on water fluoridation and community oral health among my peers.

Additionally, I believe in fostering a more well-informed political understanding within local communities. My commitment is rooted in the belief that a well-informed public and professional community can make more balanced and beneficial decisions regarding oral health strategies.

It's a topic that remains as relevant today as it was when it first gained prominence last century and so, as we gear up for Dentistry Show London, I'm eager to share insights into how fluoridation can be a powerful tool in preventive dentistry, especially in areas with limited access to dental care.

CARIES RISK

The evidence supporting this practice is compelling and well-established. As we UK-based dental professionals already know, fluoride exerts its effects directly on the dentition by stimulating remineralisation processes. The evidence has also demonstrated that upon the introduction of dietary sugars into the oral cavity, plaque

bacteria metabolise these sugars into acids, initiating demineralisation. Thus, maintaining a consistent low concentration of fluoride in the oral environment is crucial, as it fortifies enamel, reducing caries risk.

Expanding upon this concept, data from the Water Fluoridation Health Monitoring Working Group, published in 2022, revealed several key findings, including that five-year-olds residing in areas with higher fluoride concentrations were less likely to experience dental caries compared to those in areas with lower fluoride concentrations.

Similarly, children and young people in regions with a fluoridation scheme were less likely to require hospital admissions for tooth extractions due to decay compared to those in areas without such a scheme.

These benefits were observed across all socioeconomic levels, with the most pronounced effects in children and young people from the most deprived areas, such as Middlesbrough, Blackpool and Birmingham.

UK WATERS

The connection between fluoride in public water supplies and decreased dental caries rates was first established in the early 20th century.

Approximately 10% of England's population, or around 6 million people, currently have access to fluoridated water. The West Midlands boasts the most extensive fluoridation coverage, followed by various areas in the Northeast of England. Fluoridation schemes are not present in Scotland, Wales, or Northern Ireland. However, some regions do have naturally occurring fluoride in their water supplies.

So, the purpose of water fluoridation is to decrease dental caries by introducing fluoride into water supplies. In the UK, the Water Supply (Water Quality) Regulations 2016 permit up to 1.5 mg/l of fluoride in public water. Specifically, in England, water companies operating fluoridation schemes are advised to maintain fluoride levels at up to 1 mg/l (equivalent to an optimal level of one part per million).

ADDRESSING CONCERNS

Like many public health initiatives, fluoridation has encountered opposition. Some critics express concerns about potential risks associated with fluoride exposure, while others debate the ethics of adding fluoride to public water supplies.

It's essential to address these concerns with evidence-based information. Research has extensively examined fluoridation at recommended levels, consistently demonstrating its safety. The fluoride concentrations used in public water systems are well within the safety standards established by global regulatory agencies.

In fact, a 2021 statement from the UK Chief Medical Officers emphasised that there is robust scientific evidence supporting water fluoridation as an effective public health measure for reducing tooth decay and addressing oral health disparities across the UK.

Furthermore, fluoridation is not about medicating the public but rather it involves providing a crucial mineral that enhances dental health. This practice is akin to fortifying salt with iodine or milk with vitamin D.

The primary aim is to alleviate the burden of dental disease, which disproportionately impacts disadvantaged communities. By delivering fluoride through the water supply, we ensure that even those who cannot afford regular dental care receive some protection against tooth decay.

THE SITUATION TODAY

One significant obstacle has been shifting governmental priorities, which often favour immediate concerns over long-term preventive strategies. Despite these challenges, the British Fluoridation Society continues to advocate for nationwide implementation, especially as emerging government policies place a greater emphasis on healthcare.

The recent consultations in the northeast of England represent a promising advance. We expect the forthcoming results to endorse the broader expansion of fluoridation initiatives.

It is important to highlight that those areas with limited access to dental care, particularly NHS services, could greatly benefit from water fluoridation. By ensuring the presence of fluoride in drinking water, we can provide a fundamental level of dental protection for everyone, irrespective of their access to regular dental visits.

MY EXPERIENCES

In my area, I often witness the difficulties faced by patients in regions like Lincolnshire and Bedfordshire, where NHS dental services are limited.

Many of these individuals struggle to access timely dental care, which can worsen existing issues and lead to more severe dental problems. In such situations, water fluoridation becomes a vital public health intervention that helps mitigate disparities in dental care access.

For these communities, fluoridation provides a straightforward yet effective way to support ongoing dental health. It ensures that even those who cannot regularly visit a dentist have some protection against tooth decay. This is especially crucial for children, as their developing teeth are particularly susceptible to decay and can benefit significantly from the preventive effects of fluoride.

LOOKING AHEAD

At the upcoming Dentistry Show London, I will address the ongoing importance of water fluoridation in 2024 and beyond.

Even with advances in dental technologies and treatments, the core principles of preventive care have not changed. Fluoridation remains one of the most cost-effective and comprehensive public health strategies, offering benefits across all demographics.

During my presentation, I will also discuss how modern science and new fluoride delivery methods can enhance traditional fluoridation efforts. Today, we have a variety of fluoride products available, from toothpaste to mouthrinses, that can further improve oral health.

However, the unique advantage of water fluoridation lies in its universal accessibility. Since everyone drinks water, it serves as an ideal medium for delivering preventive care.

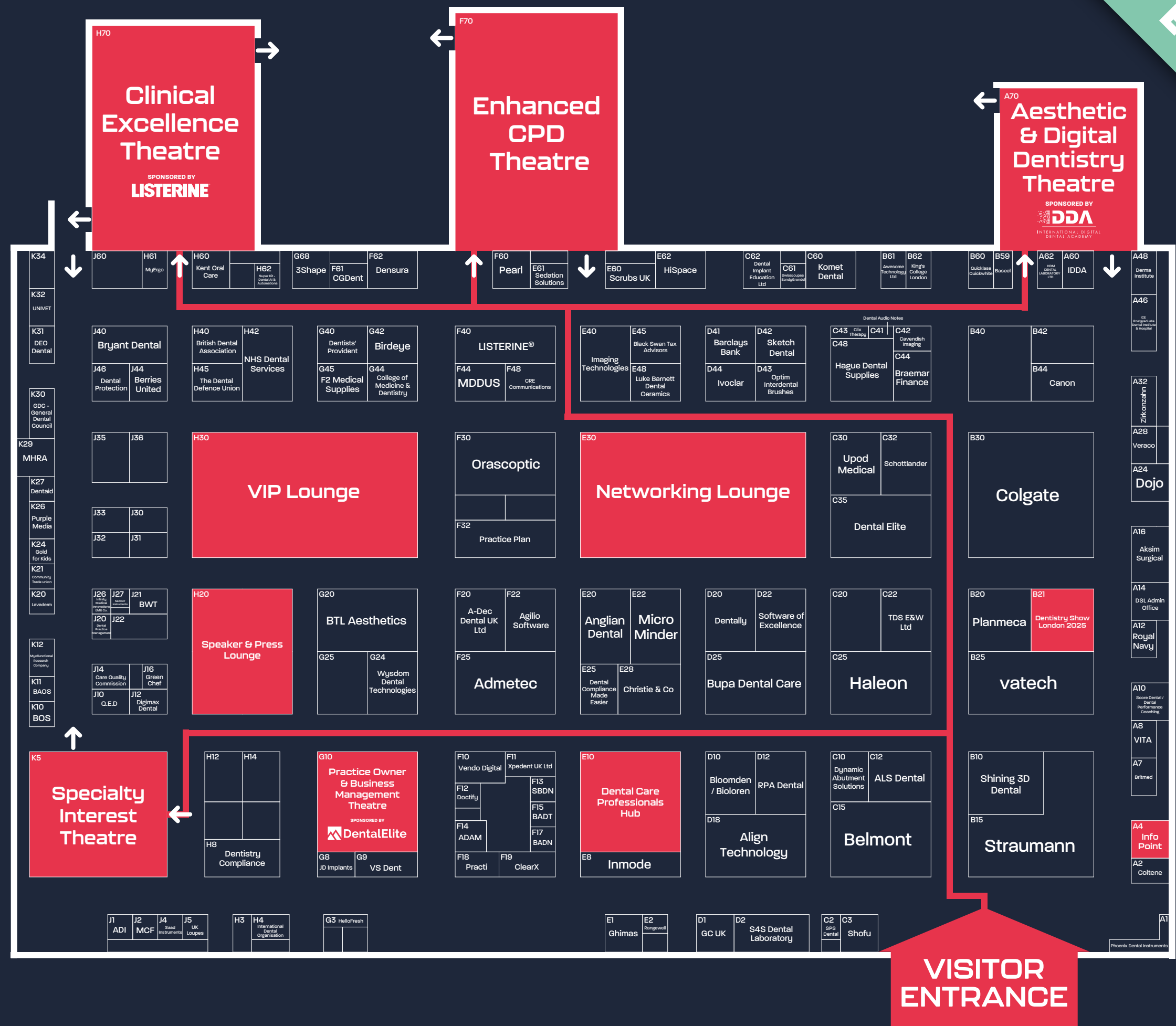
Fluoridation is more than just a public health measure. Rather, it is a fundamental aspect of preventive dentistry with widespread benefits. As I advocate for its expansion throughout the UK, I encourage dental professionals to engage in the conversation and support efforts to extend this vital service to more communities.

The upcoming Dentistry Show London will provide an excellent platform for discussing these topics in depth, sharing expertise, and exploring new directions in dental health.

"I'm eager to share insights into how fluoridation can be a powerful tool in preventive dentistry, especially in areas with limited access to dental care."

DENTISTRY SHOW LONDON FLOORPLAN 2024

150+
EXHIBITORS



VISITOR
ENTRANCE

Floorplan correct at time of print.

2024 EXHIBITOR LIST

COMPANY	STAND
3Shape	G68
A-dec Dental UK Ltd	F20
Admetec	F25
Agilio Software	F22
Aksim Surgical	A16 ✓
Align Technology	D18
ALS Dental	C12 ✓
Anglian Dental	E20
Association of Dental Administrators & Managers	F14
Association of Dental Implantology	J1
Awesome Technology Ltd	B61
Barclays Bank	D41
Barclays Bank International PLC	D41
Baseel Ltd	B59
Belmont	C15
Berries United	J44 ✓
Birdeye	G42
Black Swan Tax Advisers	E45
Bloomden / Bioloren	D10
Braemar Finance	C44
British Association of Dental Nurses (BADN)	F17
British Association of Dental Therapists	F15
British Association of Oral Surgeons	K11
British Dental Association	H40
British Orthodontic Society	K10
Britmed	A7 ✓
Bryant Dental	J40
BTL Aesthetics	G20
Bupa Dental Care	D25
BWT	J21
Canon	B44
Care Quality Commission	J14
Cavendish Imaging	C42
Christie & Co	E28
ClearX	F19
Clix Therapy	C43
Colgate	B30
College of General Dentistry (CGDent)	F61
College of Medicine and Dentistry, Birmingham	G44
COLTENE	A2
Community Trade Union	K21
CRE Communications	F48
DENSURA	F62
Dentaid	K27
Dental Audio Notes	C41

COMPANY	STAND
Dental Compliance Made Easier	E25
Dental Elite	C35
Dental Implant Education Ltd	C62
Dental Performance Coaching	A10
Dental Practice Management Training	J20
Dental Protection	J46
Dentally	D20
Dentistry Compliance	H8
Dentists' Provident	G40
DEO Dental	K31
Derma Institute	A48
Digimax Dental	J12
Doctify	F12
Dojo	A24
DYNAMIC ABUTMENT SOLUTIONS	C10
F2 Medical Supplies Ltd	G45
GC UK Ltd	D1
General Dental Council	K30
Ghimas	E1 ✓
Gold For Kids	K24
Green Chef	J16
Hague Dental	C48
HALEON	C25
HDM DENTAL LABORATORY LTD	A62
HelloFresh	G3
HiSpace	E62
ICE Postgraduate Dental Institute & Hospital	A46
Imaging Technologies	E40
INFINITY MEDICAL INNOVATIONAS LTD	J26
Info Point	A4
InMode UK	E8
International Dental Organisation - UK	H4
International Digital Dental Academy	A60
Ivoclar	D44
JD Implants	G8
Kent Oral Care	H60 ✓
King's College London	B62
Komet Dental	C60
Lavaderm	K20
LISTERINE(R)	F40
Luke Barnett Dental Ceramics	E48
MDDUS	F44
MHRA	K29
Micro Minder	E22
Mouth Cancer Foundation	J2
MyErgo	H61
Myofunctional Research Company	K12

COMPANY	STAND
NEXCUT Instruments	J27
NHS Dental Services	H42
Optim Interdental Brushes	D43
Orascope	F30
Pearl	F60
Phoenix Dental Instruments	A1
Planmeca	B20
Practi Health	F18
Practice Plan	F32
Purple Media Solutions	K26
QED Ltd	J10
Quicklase Quickwhite	B60
Rangewell	E2
Royal Navy	A12
RPA Dental Equipment Ltd	D12
S4S Dental Laboratory	D2
Saad Instruments	J4
Schottlander	C32
Score Dental	A10
Scrubs UK	E60
Sedation Solutions	E61
Shining 3D Dental	B10 ✓
Shofu UK	C3
Sketch Dental	D42
Society of British Dental Nurses	F13
Software of Excellence	D22
SPS Dental	C2
Straumann Group	B15
Super Kit - Dental AI & Automations	H62
SwissLoupes SandyGrendel	C61
TDS E&W Ltd	C22
The Dental Defence Union	H45
UK Loupes	J5
Univet	K32
Upod Medical	C30
vatech	B25
Vendo Digital	F10
Veraco	A28
VITA	A8
VSDent	G9
Wysdom Dental Technologies	G24
Xpedent UK Ltd	F11
Zirkonzahn	A32

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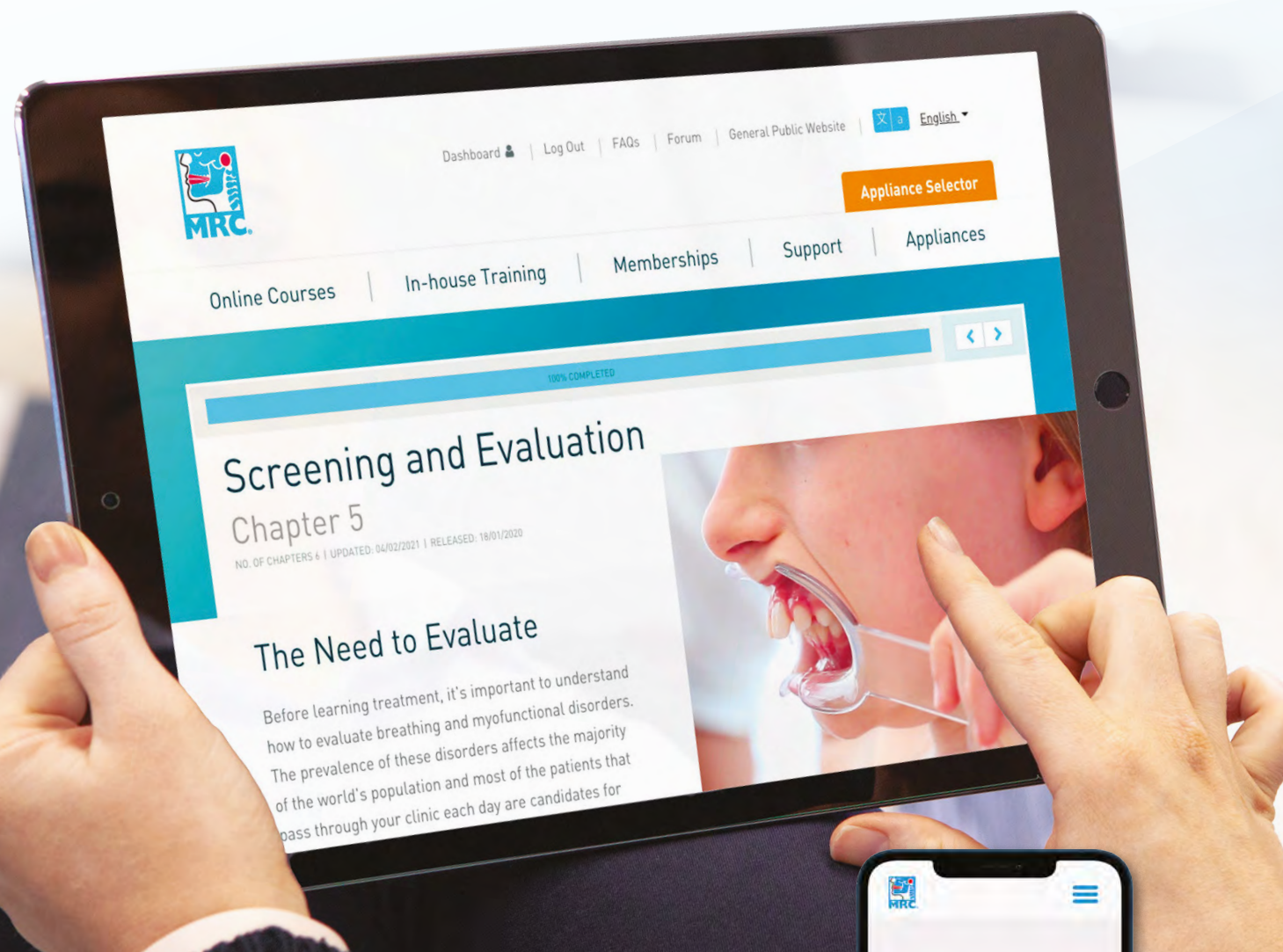


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EXPANDING THE FIELD OF SPORTS DENTISTRY

Anni Seaborne discusses the unique world of sports dentistry and how her previous experiences have helped her in her career.

My entry into the field of dentistry was not straightforward. Initially, I was set on pursuing maxillofacial surgery but, after consulting with specialists, I decided to start with dentistry.

This decision led me to dental school and subsequently to various experiences, including a stint in facial aesthetics.

During this time, I also pursued my master's in sports dentistry, which was a pivotal moment in my career.

This specialisation allowed me to explore a niche that combines my interests in sports and dental health, particularly focusing on the unique needs of young athletes.

BRIDGING THE GAP

My background as an international lacrosse player has been instrumental in my work as a sports dentist.

This experience has given me a unique understanding of the pressures and needs of athletes, particularly children and adolescents engaged in sports.

For example, my work with the McLaren Formula 1 team began with a simple referral for wisdom tooth pain. It quickly became clear that my sports background made me uniquely qualified to understand and address the needs of athletes.

This intersection of sports and dentistry often involves managing dental trauma, dietary considerations, and the overall well-being of young athletes.

For instance, athletes are at a higher risk of dental caries and periodontal disease due to high carbohydrate diets and frequent

consumption of energy drinks.

My role often extends beyond traditional dental care. It involves collaboration with nutritionists and medical teams to provide comprehensive care.

CHALLENGES IN SPORTS DENTISTRY

Working with young athletes presents unique challenges.

One common issue is the management of dental trauma, which is more frequent among young athletes due to their participation in contact sports.

Injuries such as luxation or avulsion of teeth require prompt and specialised care.

In these cases, my role involves both immediate treatment and long-term management, often coordinating with other specialists to ensure the best outcomes.

Another critical aspect of my work is educating athletes and their families about preventive measures.

For example, ensuring the consistent use of mouthguards during sports activities is crucial. Unfortunately, despite the availability of custom-fitted mouthguards, many young athletes still suffer from preventable dental injuries.

My work with teams like Harlequins Rugby has shown that building trust and educating both players and coaches can significantly reduce the incidence of such injuries.

BUILDING TRUST

One of the most rewarding aspects of my career has been the relationships I've built with my patients.

Whether working with professional athletes or local sports clubs, I've found that treating athletes as regular patients, respecting their privacy, and maintaining professionalism are key to gaining their trust.

This trust is crucial, as athletes often seek advice on various health issues – not just dental problems.

For example, they may confide in me about potential health concerns that they are hesitant



to discuss with their primary care providers, fearing it may affect their position on the team.

These relationships also extend beyond the players themselves. It's not uncommon for athletes to refer their families and friends, knowing that they will receive professional and confidential care.

This word-of-mouth has been instrumental in growing my practice and reputation within the sports community.

LOOKING TO THE FUTURE

As I look to the future, I am excited about the potential to expand the field of sports dentistry, particularly in the UK.

Currently, the field is more developed in the US and Germany. But there is a growing recognition of the importance of specialised dental care for athletes.

To this end, I am supporting the establishment of the UK Sports Dentistry Association. This aims to provide resources and training for dentists interested in this niche.

Our inaugural conference in Edinburgh this November will be a significant step in this direction.

Additionally, I am developing a new course on sports dentistry following the now-defunct MSc programme at the Eastman Dental Institute.

This course will provide practical training and insights into managing dental issues in athletes, with a focus on trauma management and preventive care.

It is my hope that by sharing my experiences and knowledge, more dental professionals will be equipped to provide the specialised care that athletes need.

JOIN ME AT DENTISTRY SHOW LONDON

I am excited to share more about my journey and the field of sports dentistry at the

upcoming Dentistry Show London.

My presentation will focus on trauma management, drawing on case studies from my practice to provide practical tips and strategies for dealing with dental emergencies.

Whether you're a general dentist looking to expand your knowledge, or a specialist interested in sports dentistry, this session will offer valuable insights and practical advice.

My career in sports dentistry has been shaped by a unique blend of experiences and passions.

As I continue to explore this field, I am eager to share my journey and insights with fellow dental professionals.

I look forward to seeing you at Dentistry Show London!

“Working with young athletes presents unique challenges.”

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Saremco green line

Green line features restoration materials that are free of TEGDMA and HEMA. These monomers are known to be common causes of sensitization among (methyl-) methacrylates. By opting for products without TEGDMA and HEMA, patients and users with allergies to these substances can benefit greatly, both reactively and proactively.



» GHIMAS DENTAL | E1

DENTILINE

DENTILINE, made up of cement Plaster, an invaluable dental emergency kit for the urgent treatment of dental cavities (even painful cavities), tooth fractures, and loss of a filling. The cement placed in the closing cavity hardens quickly upon contact with saliva, does not disintegrate, withstands chewing, and is applied and removed with great ease. It is easy to apply, versatile, and allows for addressing dental emergencies before visiting the dentist. Recommend it to all your customers for their first aid kit at home, work, or on vacation.



» HDM DENTAL | A62 LABORATORY

Modjaw

A GAME CHANGING INNOVATION IN RESTORATIVE DENTISTRY Pioneering JAW Morphodynamics™ data, MODJAW® is a French MedTech company commercializing a platform that integrates dynamics within morphological data to revolutionize digital dentistry.



» JD IMPLANTS | G8

TitanCare is an exclusive supplier of JDentalCare products and implants in the UK and Northern Ireland.

At Titan Care, we provide dental professionals with the best tools, both in terms of instruments and technical preparation to boost their confidence and allow the best outcomes in the daily practice.

Titan Care is a group of Dental Professionals that are passionate about Implantology: the team consists of Surgeons, Technicians and Nurses. Whilst continuing to work within the Dental Surgery, we also supply dental implantology, surgical equipment and training to UK practitioners.

Titan care draws inspiration from the opinion leaders in dental implantology and is a result of years of experience in dentistry and contributions from the engineers whose expertise lies in implant systems design and manufacturing.

» IVOCLAR | D44

VivaDent Aerosol Reduction Gel

The gel revolutionises prophylaxis procedures in dental practices, providing a more comfortable experience for patients and practitioners. Up to 99% percent reduction in aerosol created by ultrasonic scalers. The systematic reduction of spray mist and aerosol not only facilitates professional tooth cleaning but also offers several benefits:



- Better visibility of the treatment area
- Reduced likelihood of spreading airborne diseases by reducing the aerosol produced
- More comfortable experience for patients as the face remains drier due to less spray mist
- Easy handling and dosage

Variolink Esthetic - White Opaque Shade

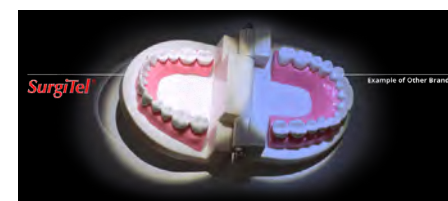
Introducing Variolink Esthetic White Opaque: Variolink Esthetic comprises a well-balanced and compact selection of Effect shades. The "White opaque" shade is a new addition to the Effect shade concept. Thanks to its high opacity, it is suitable for efficiently masking discoloured tooth structure. Variolink Esthetics offers colour stability due to patented Ivocerin® light initiator [1] Variolink Esthetic is also highly resistant to wear, thus ensuring good margin quality while the restoration is in service. [1] Gianasmidis A, DZW 2016 (38), p. 14-15, additional data on file.



» UKLOUPES SURGITEL | J5

Eye Safe LED lights

Light reflects off white teeth and back into your eyes. If your headlight has a blue tint, you are at risk for eye damage. SurgiTel's neutral dental loupe lights contain the least amount of blue light to protect your eyes' health and vision. Lowest blue light emissions for eye safety. True Color technology for the highest color accuracy. Quality beam-forming optics for a well-lit workspace.



Hybrid Loupes

SurgiTel's hybrid loupes incorporate our patented suspended magnification technology by positioning magnification oculars at the lowest point within a rimless bottom frame. This strategic placement, combined with the pantoscopic tilt of our lenses, creates an ergonomic loupe with a steep declination angle that is comparable to a deflection loupe (see Figure 4). The suspended magnification and pantoscopic tilt also help clinicians to work comfortably, precisely, and with reduced musculoskeletal strain.



» ZIRKONZAHN | A32

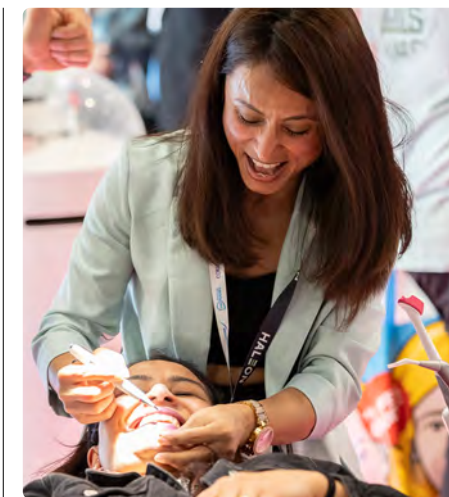
M6 Teleskoper Blank Changer milling unit

With the new M6 Teleskoper Blank Changer milling unit, Zirkonzahn automates processes, accelerates procedures, and increases the productivity of the dental workflow. The 5+1 axis simultaneous milling unit is equipped with a storage for up to 16 or 80 blanks (upgradable) as well as a Blank Changer that allows material blanks to be transferred autonomously from the storage to the orbit and vice versa.



Detection Eye intraoral scanner

The new Detection Eye intraoral scanner stands out for its very high scanning accuracy and high scanning speed, which enables to digitise the patient's jaw in less than 60 seconds. The scanner weighs 240 g only. The Detection Eye intraoral scanner provides real-time scanning with realistic colours and clear preparation margins. The scanning areas do not need to be pre-treated with powder, which simplifies the acquisition process.



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AKSIM SURGICAL | A16



We are excited to announce the launch of our revamped, souped up website. You can now browse with ease and create an account with us to make shopping for your dental instruments a more pleasant experience. To all our loyal, returning and new online customers we would like to express our thanks for your patience and offer a 10% discount on your first order placed as a welcome to our new website. If you have any queries or requests please contact us. We look forward to meeting you again at the show.

ALS DENTAL | C12



The UK's leading dental manufacturing group.

BERRIES UNITED | J44



Do you suffer from Dry Mouth, Gum Disease or Oral Yeast Infection? Look no further! Lingora Mouthwash by Berries United reduces the risk of gum disease, plaque on teeth and symptoms of dry mouth. It also prevents the spread of oral yeast infection and harmful bacteria. It even balances the oral microbiota.

An additive-free product, Lingora mouthwash carries the Vegetarian Society Approved vegan trademark. It gives you all the benefits of a medical device without any of the damaging chemicals.

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BRITMED | A7



We understand the importance of patient safety and the value every dentist place on treating each individual uniquely. With this in mind, we believe it is an excellent opportunity to introduce our green line of products. Our green line features restoration materials that are free of TEGDMA and HEMA. These monomers are known to be common causes of sensitization. By opting for products without TEGDMA and HEMA, patients with allergies to these substances can benefit greatly.

To explore our range further visit our website at www.britdent.com

Get your hands on saremc green line in our stand at London dentistry show.

GHIMAS | E1



GHIMAS S.p.A. is an Italian manufacturing company founded in 1947, more than 75 years of history, and since that time it has been a reliable company, as proved by its long presence in the market, and confirmed by many partnerships in Europe and outside of European borders (in more than 40 countries).

Ghimas has developed a wide portfolio of innovative injectable, oral and topical formulations for Regenerative, Longevity and Aesthetic application, all manufactured at own production site located in Bologna-Italy with a careful selection of the raw materials.

KENT ORAL CARE | H60

Unlock a brilliant smile with Kent Brushes' oral care range.

Kent Brushes has recently expanded its product lineup with the

introduction of the SONIK electric toothbrush, alongside a full range of oral health products now available worldwide.

Drawing on a rich legacy in brush craftsmanship, Kent Brushes delivers a distinctive blend of luxury and affordability to the oral care arena.



SHINING 3D DENTAL | B10



SHINING 3D has focused on the research & development, manufacturing, and application of high-precision 3D digital products for over 18 years. It was founded in 2004 with the intention of creating innovation among 3D digital software and hardware technology.

SHINING 3D provides fully integrated 3D digital solution for a majority of dental applications: restorative, orthodontic, prosthodontic, and surgical cases. Shining 3D offers a user friendly interface for both dentists and technicians: featuring intraoral scanners, laboratory scanners, 3D printers, and resins. Shining 3D' software integrates with any open system offering the freedom of choice for design for both doctors and labs.

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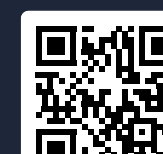
VISIT STAND B10

SUPER KIT -DENTAL AI & AUTOMATIONS



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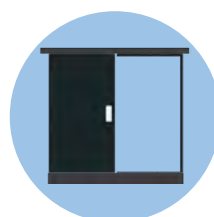
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PRODUCT CATEGORIES

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Association of Dental Administrators & Managers
Association of Dental Implantology
BAOS

» ASSOCIATIONS & MEDIA

BAOS
British Association of Dental Nurses (BADN)
Care Quality Commission

» BIOMATERIALS & BONE REGENERATION

Ghimas

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» BURS

COLTENE
QED Ltd

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4-5 OCTOBER | LONDON.DENTISTRYSHOW.CO.UK

Smarter patient finance for dental practices

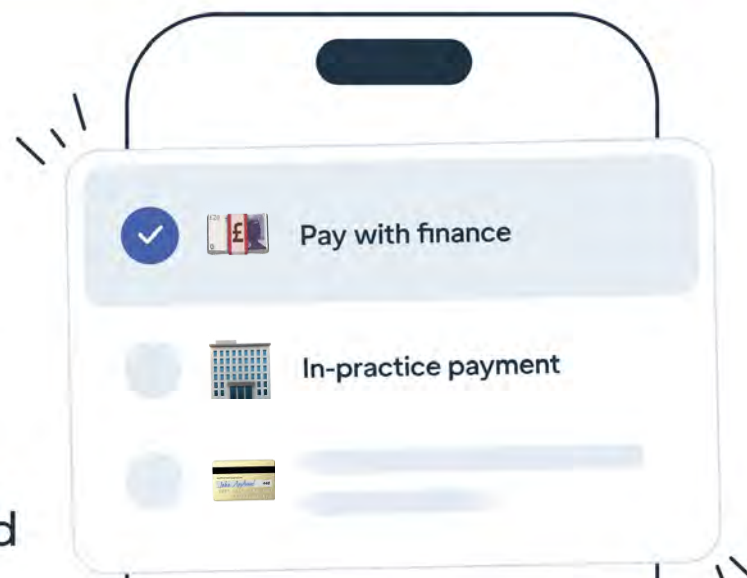
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Give patients everything they need to go ahead.

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02



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03



Keep track of everything in one place and discover why some patients don't go ahead.

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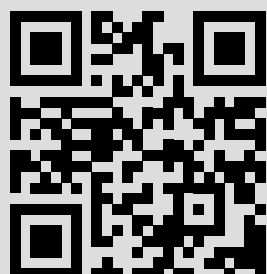
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» **TOOTHPASTE**

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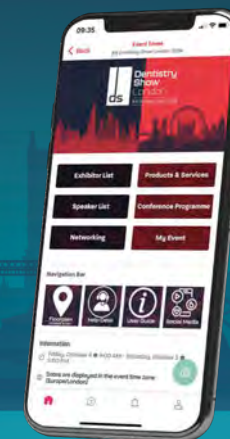
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THE DENTAL HYGIENIST ROADSHOW 2024

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Following the resounding success of the 2023 event, Listerine's Dental Hygienist Roadshow returns in 2024.

This year's roadshow is an event you won't want to miss, drawing on the achievements and learnings of the previous year to offer an even more enriching and engaging experience for dental professionals.

2024 ROADSHOW: ELEVATING THE EXPERIENCE

Building on last year's success, the 2024 Roadshow promises an enhanced experience for attendees.

It focuses on the introduction of an adjunctive mouthwash, a topic that resonated strongly in the previous year, and expands on the latest research and its implications for patient care.

The event is designed to be not just informative but also transformative, reshaping the way dental professionals approach oral hygiene regimes with their patients.

A STELLAR LINE-UP OF INDUSTRY EXPERTS

The 2024 event features a remarkable roster of speakers.

Professor Iain Chapple, a highlight from the previous year, leads the pack with his insightful research and engaging presentation style.

He is joined by Benjamin Tighe bringing fresh perspectives and valuable insights to the Q&A Forum.

INTERACTIVE AND ENGAGING FORMAT

One of the most appreciated aspects of the 2023 Roadshow was its interactive format, which the 2024 event retains and enhances.

The Q&A sessions are designed to encourage active participation, allowing attendees to delve deeper into the subjects presented and engage directly with the experts.

This format proved to be an effective tool for learning and networking, as evidenced by the positive feedback from last year's participants.

And 2024 doesn't disappoint, with an opportunity to attend the Q&A Forum on three different occasions, spread throughout the day.

THE Dental Hygienist ROADSHOW 2024

Sign up to the Q&A Forum, which offers an unparalleled opportunity to converse, question, and gain insights from Professor Iain Chapple, Benjamin Tighe and Laura Bailey. All leading figures in dentistry.

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SPEAKERS



Iain Chapple
Head of Periodontology
and Consultant in
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Benjamin Tighe
Dental therapist tutor at
the prestigious Eastman
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Laura Bailey
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