

# THERE'S MORE TO THIS...



## ...THAN MEETS THE EYE

---

**18TH & 19TH MAY, NEC, BIRMINGHAM**  
**LAUNCHPAD UK 2018 GUIDE**

---



TheDentistryShow



@dentistryshow #BDCDS18

British Dental Conference &

**dentistry  
show** 

**LAUNCHPAD UK**

# Welcome to the British Dental Conference and Dentistry Show Launchpad UK Guide

Launchpad UK Guide is the perfect platform for the trade show to showcase and launch the very latest products, materials and technology available to the UK market.

For delegates attending the shows on Friday 18th and Saturday 19th May 2018, this means that you can be sure to source all the very latest developments and innovations, with an array of brand new, cutting edge technologies and services at your disposal. The experts will also be on hand across the extensive trade floor to provide any information or advice you may need and to help you ensure that your business is at the very forefront of dentistry. Take a look at some of the companies below that are launching new products at this years show:



## 2 EASY WAYS TO SECURE YOUR FREE PASS:

1

**TELEPHONE:**  
+44 (0)207 0134 660

2

**ONLINE:**  
[www.thedentistryshow.co.uk/launchpad](http://www.thedentistryshow.co.uk/launchpad)



Company name	Page
Ascot Autoclaves	4
Botulinum Toxin Club	4
BrushLink	4
Denmat	4
Dental sky	4
Fona	4
GC	5
General Medical	5
Heka Dental	6
Insync	6
JD Implants UK	6
Kulzer	6
Neodent	6
Oralieve	7
Philips	7
Solvay	8
Sweden + Martina	8
Systems For Dentists	9
Tandex	9
UCLAN	9

Company name	Page
VPM Data Protection Systems	9
Wired Orthodontics	9
Waterpik	9



All products you find in the Launchpad UK guide are **NEW** to the British Dental Conference and Dentistry Show!





## Ascot Autoclaves

Ascot Autoclaves have assembled a range of Decontamination equipment and accessories for Dental Surgeries. We are able to offer Bench-top autoclaves and Washer/Disinfectors on either a 3 or 5 year lease basis or outright purchase. Ascot Autoclaves are also able to service, validate, repair and provide spare parts for most popular models.



Come see us at Stand H89 where we would be happy to answer any of your questions.

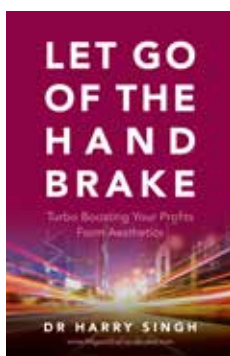
[www.ascotautoclaves.com](http://www.ascotautoclaves.com)

0118 978 737

**Visit us on stand H89**

## Botulinum Toxin Club

Learn about your passions, your visions, create your goals, and how to manage your time effectively to reach your business aims. Letting go of the handbrake, teaches you how to get started, market your business, manage the patient journey, retain your patient cohort and gain new ones, plus manage your finances and make a profit. You'll learn about regulation, effective training, staffing, leadership, marketing strategies and targeted spend, social media, effective consultation practices and building patient relationships, key performance indicators and referral programmes, as well as basic accountancy and partnering with other local businesses.



This is a self-help book like no other. The honesty and personal insight that Dr. Singh brings to this book will make you both laugh out loud, and nod your head at the great ideas you had yet to come up with. And if that's not enough, he offers an accompanying website ([www.letgoofthehandbrake.co.uk](http://www.letgoofthehandbrake.co.uk)) packed with templates and documents.

**Visit us on stand H87**

## BrushLink

Founded by dentists' who understand the fundamental challenges in achieving good oral health. We believe Brushlink can improve oral health for generations to come.



Brushlink transforms any toothbrush - manual or electric, into a 'smart toothbrush'. The smart device will seamlessly connect to the Brushlink app and coaches you to help improve your dental hygiene.

Brushing data can be synced with a Brushlink certified dental practice, for tailored dental hygiene recommendations and earn bespoke discounts. Brushlink points are awarded after each brushing session, depending on how well you brush. These points will accumulate over time and can be redeemed on certain dental discounts offered from your Brushlink certified dental practice.

Dental professionals can review their patients brushing data and prescribe a tailored brushing regime to ensure they are brush accurately for the needs of your particular teeth and gums every day.

**Visit us on stand B77**

## Denmat

Rotadent ProCare - NOT just another electric toothbrush

The Rotadent ProCare has a unique, patented brush head design that sets it apart from other electric toothbrushes, making it the most effective brush in battling periodontitis.

The brush head contains 4,577 MicroFilaments which are 1/3 the width of traditional toothbrush bristles - giving access to areas a standard toothbrush might miss, such as below the gumline and between the teeth. With 360° rotation and an easy grip handle, the filaments remove 92% of plaque in the first minute.



The Rotadent ProCare, from Denmat, a specialist provider of high-quality dental products, is only available through dental practices on prescription from a dentist. It is a professionally recommended homecare instrument for disease control, helping to protect and maintain all types of restorative and cosmetic dentistry and suitable for those with veneers or extra-sensitive gum tissue too.

**Visit us on stand P82**

## Dental sky

Dental Sky are the exclusive distributors of The Wand in the UK. The Wand delivers anaesthetics at a precise and consistent rate below the patient's pain threshold and providing a consistent flow to maximise injection predictability. The computer assisted anaesthesia system develops practices by improving patient satisfaction, building loyalty and referrals, and distinguishing the dental practice.



As well as this, Dental Sky are also the exclusive distributors of Goccles, the non-invasive, painless test of the oral cavity for early detection of cancer. Goccles have an innovative optical filter that allows you clear visual and accurate anomalies of the oral cavity. Early discovery is the most crucial step in saving lives, with first stage oral cancer having an 80 to 90% survival rate. With this unique and simple to use technology, taking the first step to preventative dentistry couldn't be easier.

For more information please visit [www.dentalsky.com](http://www.dentalsky.com) or call our sales office on 0800 294 4700.

**Visit us on stand F85**

## Fona

MyCrown is a complete integrated chairside CAD/CAM system consisting of an intraoral camera, design software and milling unit. MyCrown Scan, the lightweight and compact preheated intraoral camera, can be used as a colour 2D and 3D intraoral camera, thanks to its built-in sensor. MyCrown Design software guides the dentist through every step, ensuring smooth performance and ease of use, whilst material properties are under full control throughout the entire process.



MyCrown Mill communicates with the acquisition unit via wireless connection and can serve multiple acquisition units for easy sharing. It is a table top solution that plugs into a power outlet and requires no air or water line. The two-spindle system, with wet milling and wet grinding properties, ensures fast manufacturing of restorations with about 12 minutes to produce a crown.

Link to product page: <http://www.fonadental.com/products/mycrown>

**Visit us on stand D30**

## GC

See all the latest GC innovations at the Dentistry Show



GC are exhibiting all their latest innovations at the Dentistry Show including the Aadva IOS Scanner and D-Light Pro.

The Aadva IOS (Intra Oral Scanner) is revolutionizing digital impression taking technology because it enables time saving impression taking without retakes. The software visually advises the operator if the image is not complete, thus preventing the need for remakes of any restoration. There is also a time and cost saving element on impression materials and postage.

D-Light Pro is the world's first autoclavable curing light. Easy to disassemble, it can be fully autoclaved ensuring optimal hygiene and eliminating the risk of cross contamination.

In addition to its High Power (HP) and Low Power (LP) Modes, the D-Light Pro features a unique Detection (DT) mode which uses near-UV light only. This violet mode enables Clinicians to spot what is not always visible to the naked eye from infection of dentine to plaque and micro-leakage around old restorations.

For further information visit Stand A10 at the Dentistry Show or contact GC UK Ltd on 01908 218999, e-mail [info@gcukltd.co.uk](mailto:info@gcukltd.co.uk) or visit [www.gceurope.com](http://www.gceurope.com)

**Visit us on stand A10**

## General Medical

See all General Medical's latest innovations at The Dentistry Show



generalmedical

General Medical will be exhibiting a wide range of innovations at The Dentistry Show including Quicksleeper S5, the computer controlled local anaesthetic system that delivers profound anaesthesia quickly, easily and painlessly, Choukroun PRF and the complete Mectron range.

Eliminating the need for painful infiltration, block and palatal injections Quicksleeper S5 delivers a profound anaesthesia almost instantaneously; a real Practice Builder, especially when treating children and other potentially nervous patients.

The Choukroun PRF system accelerates soft tissue and bone healing following surgical procedures. It enables Clinicians to quickly and easily produce either A-PRF or i-PRF without the need for anticoagulants. Supported by over 100 scientific publications, Choukroun PRF is the next step in PRF innovation!

In addition to the state-of-the-art Mectron Piezosurgery White and Touch units, Mectron's Multipiezo Touch and Combi Touch prophylaxis units enable Clinicians to offer their patients an even wider range of clinical benefits.

For further information telephone General Medical on 01380 734990, visit [www.generalmedical.co.uk](http://www.generalmedical.co.uk) or email [info@generalmedical.co.uk](mailto:info@generalmedical.co.uk)

**Visit us on stand J104**

# PLANMECA Emerald™



Come and visit  
Planmeca at  
the Dentistry Show  
Stand G30  
NEC Birmingham  
18 & 19 May 2018

## Makes your SMILE



Scan using the brilliant new ultra light Planmeca Emerald.



Design a crown in just a few clicks with our Planmeca PlanCAD® easy design suite.



Mill a finished crown with the PlanMill®40s or 30s in-office.

**The Crown Jewel of Intraoral Scanning** Planmeca Emerald™

## Heka Dental

Harness the air with Heka Dental!

Exhibited for the first time in the UK, Heka Dental have harnessed the air by integrating the W&H Primea Advanced Air turbine within their state-of-the-art UnicLine S Treatment Centres.

Up to now air turbines lost power as soon as they were brought into contact with any resistance. The only solution to use a micromotor, but these are heavy and put a strain on the operator's hand.

The W&H Primea Advanced Air turbine solves this problem. Available as part of the UnicLine S instrumentation it offers adjustable bur speed to provide a constant removal rate, even at increasing load on the bur. Able to work from 60,000 to 320,000 rpm, it compensates for increased load by increasing the air supply, thereby delivering a constant removal rate without any loss in speed.

It enables Dentists to work at optimal, recommended bur and application speeds with better control in the preparation phase.

For further information on the complete range of Heka Dental equipment visit their website [www.heka-dental.com](http://www.heka-dental.com).

**Visit us on stand K10**



## Insync

Insync Insurance has spent many years forging strong relationships with 'A' and 'A+' rated Dental and Healthcare insurers within the London market. Offering bespoke policies servicing all levels of dentistry & healthcare practices and professionals. From comprehensive Professional Indemnity Programmes for Dental Practitioners to full practice packages; Insync provides long term solutions for you that will enhance your protection.



Our primary goal is ensuring that your insurance is exactly what you need, often improving cover and protection from previous subscriptions.

Once this is achieved, Insync will use their expertise to engage the most fit for purpose insurance providers with the end goal of offering you the UK's most competitive price for the bespoke level of cover required.

Insync work with you to ensure the costs of insurance are consistent, you can get on with practicing dentistry in your own way while we ensure you are fully protected. Simple.

[www.insyncinsurance.co.uk](http://www.insyncinsurance.co.uk)

**Visit us on stand G78**



## JD Implants UK

JD Weld

The JDWeld provides a stable, passively fitting framework for temporary or durable prostheses for immediate restorations suitable for immediate or delayed loading. It is fast and economical solution to deliver partial/full-arch restorations same day surgery.



It makes it possible to create a framework from a series of welds which join abutments to a connecting titanium bar. An electric current leads to fusion of the titanium material in the contact points between the titanium wire and the abutment in milliseconds. When used at implant level, these frameworks support extremely reliable temporary restorations, rigidly stabilize immediately loaded implants, resulting in dramatic improvement in implant success rates. When used at abutment level, it makes possible to manufacture extremely high quality, durable prosthetics with enormous precision. This quick and simple procedure is completely risk free for both surgeon and patient. There is no possibility of excessive heat or discomfort to patient.

**Visit us on stand B64**

## Kulzer

Kulzer will be demonstrating cara Print 4.0 a 3D printer developed for dental technicians by your dental experts at Kulzer. It can



**KULZER**  
MITSUBISHI CHEMICALS GROUP

produce dental appliances faster and more economically than other printers. Indications: night-guards, impression-trays, models, surgical drill guides, CAD-to-cast structure for partial dentures, Temporary Prosthetics, Permanent (C&B) Denture bases. Visit us on stand B01.

**Visit us on stand B01**

## Neodent

Neodent® will proudly unveil its new Neodent® Grand Morse® Implant System at Dentistry 2018. The Grand Morse® Implant System is the achievement of more than 20 years of experiences in implant dentistry, and shared experiences with many clinicians worldwide. Continuing with a unique purpose to always deliver high quality treatment options that changes patients' lives, the Grand Morse® Implant System is the Neodent® evolution. Anchor within our philosophy of respecting mechanical and biological principles, this makes it THE implant of choice in dental implant therapy.



The Grand Morse® implant system was developed based on the inside out concept, starting from the core of the implant: the prosthetic interface. The result is a solution that combines mechanical strength and versatile prosthetic solutions - from unitary to multiple and from conventional to digital. A complete system that offers several benefits designed to make your work even more efficient.

**Visit us on stand F98**

**SECURE YOUR FREE PASS:**

ONLINE: [WWW.THEDENTISTRYSHOW.CO.UK/LAUNCHPAD](http://WWW.THEDENTISTRYSHOW.CO.UK/LAUNCHPAD)  
CALL: +44 (0)207 0134660

## Oralieve

Visit the Oralieve Dry Mouth Relief stand – D61

**Oralieve®** |  **MOISTURE WHERE YOU NEED IT MOST**

According to Oralieve research, nearly 90% of Healthcare Professionals would say dry mouth is on the increase.<sup>1</sup>

To help support patients with dry mouth, the Oralieve Dry Mouth Relief product range contains a unique combination of bioactive ingredients including, enzymes, Lactoperoxidase and Lactoferrin to help provide lasting and effective relief and improved mouth comfort.

The Oralieve product range consists of a moisturising mouth gel and spray suitable for night and day-time relief, a 1450 ppm fluoride toothpaste and an alcohol-free mouthrinse. All products are free from ingredients that could cause further irritation to a dry mouth including SLS, strong flavours and alcohol.

Visit the Oralieve team on stand D61 for further information on how the product range can support your patients suffering from dry mouth, educational opportunities and to order patient literature and samples for your practice or visit [www.oralieve.co.uk](http://www.oralieve.co.uk).

Reference: 1. Oralieve Data on File. Survey answered by 1063 Healthcare Professionals.

**Visit us on stand D61**

## Philips

Gently does it

**PHILIPS**

Sonicare's heritage of beautifully designed electric toothbrushes that pack the cleaning punch continues with the New Philips Sonicare ProtectiveClean. The new range incorporates Sonicare's patented technology: 31,000 brush strokes per minute creates dynamic fluid action that drives fluid forces deep into the interproximal spaces and along the gum line.

Designed to make good oral health more accessible, the ProtectiveClean range has options to suit different price points and includes important features recommended by Dental Professionals. An in-built pressure sensor alerts patients when they are brushing too hard, a two-minute timer helps patients brush longer and a brush head replacement reminder indicates when it is time to replace, ensuring the toothbrush is always at its peak performance.

Join us on the Philips stand (K30) to be one of the first Dental Professionals in the UK to try and takeaway the NEW ProtectiveClean for FREE.\*

\*while stocks last

**Visit us on stand K30**



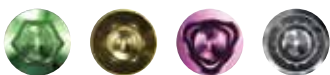
[en.implantdirect-digital.eu](http://en.implantdirect-digital.eu) | 00800 4030 4030

## SMARTbase Beauty Done Better

SMARTbase provides superior aesthetics for your patients – encouraging them to smile naturally and with confidence. Your prosthetic workflow will be simple and flexible due to the discreet access cavity and the possibility to cement outside the patient's mouth.

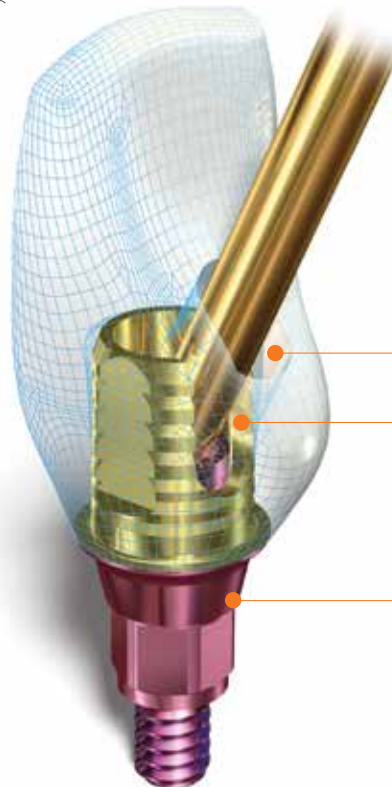
Compatible with digital and traditional workflows.

SMARTbase prosthetics are available for all our implant lines.



 **dentistry  
show**  
Booth No. **E40**

**IMPLANT  
DIRECT™**



### Superior Results

Off-axis option allows for comfortable access when space is limited.

### Easy Handling

Cementing outside the patient's mouth simplifies your work routine.

### Improved Healing

Concave profile promotes subcrestal placement and the growth of thicker tissue.



Ultaire™ AKP is an innovative aryl ketone polymer (AKP) formulated to meet critical performance requirements for removable partial dentures (RPDs). Ultaire™ AKP provides a biocompatible, lightweight, metal-free, non-irritating and more aesthetically pleasing alternative to traditional metal frames. Ultaire™ AKP has a unique proprietary chemistry developed specifically for dental applications by Solvay Dental 360™, part of Solvay, world leader in metal-replacing materials for the healthcare industry.



Key product features:

- No direct one-to-one comparison to any metal or polymer RPD systems on the market
- Base materials used in permanent and non-implantable medical devices
- Metal-free, comfortable, biocompatible
- Bone-like and tooth supported
- Lightweight – 60% lighter than metal
- Aesthetically pleasing

Dentivera™ milling discs made from Ultaire™ AKP are commercially available in North America, U.K. and Germany and have 510k clearance as well as CMDCAS and EU regulatory approvals. They are made in the U.S. under FDA and International Standards Organization (ISO) guidelines.

Visit us on stand E25

The converging morphology of XA Prosthesis and Prama Implants

The morphology of the implant-prosthetic portion in direct contact with soft tissues plays an extremely important role in the quality of healing. The contraction of myofibroblasts and collagen fibres means a migration of the tissues towards the narrowest diameter, so the converging morphology of XA prosthesis and Prama implant neck allows a re-growth of the soft tissues towards the most coronal part, that will stabilize and support the healing and the consequent re-growth of the hard tissues.

Finding a situation favourable to its regeneration, the connective tissue will progressively thicken thereby creating around the XA abutments or around the neck of the Prama implant a high and vascularized transgingival path with tissues that, besides their function of bone support, will also contribute to obtain an excellent aesthetic result and healthy and natural look of soft tissues

Visit Sweden & Martina! Booth nr C58

Visit us on stand C58

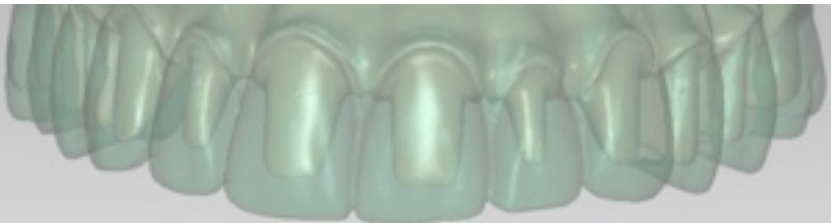
**SECURE YOUR FREE PASS:**

ONLINE: [WWW.THEDENTISTRYSHOW.CO.UK/LAUNCHPAD](http://WWW.THEDENTISTRYSHOW.CO.UK/LAUNCHPAD)

CALL: +44 (0)207 0134660

evo  
INSTITUTE

Study • Research • Innovate



## Graftless Immediate Fixed Treatment (GIFT)

Evodental is a clinical group whose activities are limited to Advanced Full Jaw Implant Rehabilitation Therapy.

- We have pioneered the Evo Solution™ for treating even the most challenging cases without bone grafting
- We work in the envelope of Biology, Mechanics and Medical Engineering to provide patients with long-term oral stability and function
- Our purpose-built facilities are equipped with state-of-the-art surgeries and laboratories including full CAD/CAM centres.



Register your interest at [enquiries@evodental.com](mailto:enquiries@evodental.com) or Visit our website to find out more: [www.evodental.com](http://www.evodental.com)





## Systems For Dentists

Systems for Dentists have been successfully supporting dental practices for 30 years.



We offer a full featured and easy to use system. Suitable for NHS, Private and mixed practices with a workflow designed to optimise the patient journey for the best staff and patient experience.

We pride ourselves on our first-class support services with calls answered quickly and most issues resolved on the first call.

Our clients are actively encouraged to propose ideas they would like to see included in future versions. Our UK based programmers ensure these suggestions are integrated and developed to give the best possible dental practice management software for all practices with regular updates.

As well as clinical excellence SFD helps support your business with powerful reporting and accounting features with remote access giving you control over your practice no matter where you are.

For more information visit [www.sfd.co](http://www.sfd.co), email [sales@sfd.co](mailto:sales@sfd.co) or call 0845 6432828

**Visit us on stand N01**

## Tandex

The new TANDEX 88 Soft

There are many reasons TANDEX looks like it does.

The brush is characterized by functioning optimally when using the rotating method.

The brush is held at an angled position so that it touches the gums. The brush is moved in small circles. Because the TANDEX brush is designed as it is, it is easy to control the pressure and the circling movement so cleaning perfectly at the gum line and between the teeth without damaging the enamel.

The brush tolerate scalding so it's easy to keep the brush clean and reduce the risk of bacteria.

All our brushes are produced at our factory in Lynge, Denmark with food approved materials and without toxic and hormone-disrupting substances.

Visit us in Hall 5 Stand No A52 for a testing of the soft brush – and give us your opinion.

**Visit us on stand A52**

## UCLAN

The Dental School at the University of Central Lancashire offers dental practitioners and registrants the opportunity to study part time for a Masters degree (MSc). As well as enhancing your clinical knowledge and skills, our three year programmes will also develop your critical appraisal and presentation skills. Most of our courses contain 15 days of supervised clinical training in our on-campus Dental Clinic, this is the ideal opportunity to put into practice the skills and knowledge you will have acquired in the first year of the programme when you treat patients with support and supervision from experienced consultants and specialists.



**Visit us on stand G103**

## VPM Data Protection Systems

Here at VPM Data Protection our software will help you focus on your core business and provides your business with the tools and resources you need to become compliant with the new General Data Protection Regulations (GDPR).

Our software is perfect for all your compliance needs. Our software is easy to use and comprehensive, developed by our team of Certified Practitioners.

We currently offer four different packages, Executive, Premium, Elite and Presidential, so no matter what sector or size of your business you can select the package perfect for your business compliance needs.

**Visit us on stand B66**

## Wired Orthodontics

Wired Orthodontics offers a range of high quality courses to GDPs in; labial orthodontics, lingual orthodontics, mini screws, ortho restorative, integrated smile design, orthodontic treatment planning and more.

Service benefits include:

- Online & Live Orthodontic Courses
- Every Case Independently Reviewed by a Specialist Orthodontist
- Online Forum Support from a Specialist
- Specially Selected Orthodontic Tools Available From Our Online Store
- Online Blog with Case Studies via Advances in Orthodontics
- Talk To A Community Of Like-Minded Dentists

Whether you're getting started in orthodontics or just looking to add a skill set, we believe we have the right course for you. Take a look at the course list so you can be sure you're getting the right information to take your ortho to the next level.

For more info

Email : [course@wired-orthodontics.co.uk](mailto:course@wired-orthodontics.co.uk)

Phone : 08456 046 737

**Visit us on stand L85**

## Waterpik

Waterpik® is a leading global provider of clinically proven oral health solutions designed to help your patients achieve and maintain excellent dental hygiene.



The Waterpik® Water Flosser has been rigorously tested and evaluated in more than 70 research studies over the past 50 years. It is clinically proven to remove up to 99.9 % of plaque from treated areas in just three seconds , and to reduce bleeding by up to 93%.

The latest model has also just been revealed as the Waterpik® Whitening Water Flosser, which builds on the previous solutions and offers the added benefit of whitening and brightening the teeth.

For teams looking to find out more, Professional Educators operate in different areas across the UK and would be more than happy to visit your practice for a Lunch & Learn – you'll even get a free lunch!

Come and see us on stand B52 to find out more.

**Visit us on stand B52**

## For all your photographic & video needs

- Next-day delivery on more than 20,000 products
- Competitive pricing & flexible payment options
- Camera repairs and servicing available
- Fast quote turnaround



Visit us - Stand M94

[business@wex.co.uk](mailto:business@wex.co.uk)

01603 208469

## No matter what kind of instruments you need re-processed SciCan has the best solutions for your practice.



**OPTIM<sup>®</sup> BLUE**  
One-Step Cleaner  
& Intermediate Disinfectant



**STATMATIC<sup>®</sup> smart**  
Handpiece Maintenance



**HYDRIM<sup>®</sup> G4**  
Automated Instrument Washers



**STATIM<sup>®</sup> G4**  
Cassette Autoclaves

No matter what kind of instruments you use or what the size of your office is, our infection control specialists can help you make your processes more efficient and regulatory compliant, so that you and your team can concentrate on the essentials - your patients.

**Contact a SciCan Infection Control Specialist  
for a consultation and our latest offers**  
[uksales@scican.com](mailto:uksales@scican.com)



BRUSHBOX

**ORAL CARE.  
DELIVERED.**

**The UK's #1 oral health  
subscription box**

**Find us at stand P88  
(Next to BACD Lounge)**



# LET GO OF THE HANDBRAKE

Turbo Boosting Your Profits From Aesthetics

DR HARRY SINGH



# OVER 400+ TRADE SUPPLIERS AT THE BRITISH DENTAL CONFERENCE AND DENTISTRY SHOW THIS YEAR! HERE'S JUST A FEW...



**SECURE YOUR FREE PLACE**  
**ONLINE: [WWW.THEDENTISTRYSHOW.CO.UK/LAUNCHPAD](http://WWW.THEDENTISTRYSHOW.CO.UK/LAUNCHPAD)**  
**TEL: +44 (0)207 0134 660**