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British Dental Conference &

**dentistry
show**

18th & 19th May 2018 / NEC Birmingham

PRE-SHOW
NEWSPAPER
2018

In collaboration with

BDA

British Dental Association

www.thedentistryshow.co.uk

#BDCDS18



@dentistryshow



The Dentistry Show Network



The Dentistry Show

COUNTDOWN BEGINS...

...To the biggest collaboration in UK dental event history, make sure you're there to celebrate with the dental profession!



This year will see the British Dental Association collaborate for the first time with The Dentistry Show to form what is now known as – the **British Dental Conference and Dentistry Show**. Taking place on Friday 18th & Saturday 19th May at the NEC, Birmingham (hall 5), the show has evolved and grown to become the UK's largest source of live vCPD, as well as the UK's

largest trade exhibition for the whole dental team - this is going to be THE BIGGEST and BEST show to date – don't miss out!

With only weeks to go until the British Dental Conference and Dentistry Show 2018, time is running out to secure your place. Registration is completely free for all members for the dental team and can be completed online at www.thedentistryshow.co.uk/news. The new collaboration between the BDA and The Dentistry Show means there will be even more learning and networking opportunities for everyone to utilise and we look forward to seeing you there!

Here's a quick run down of what you can expect...

NEW! The BDA Theatre will host an array of first-class speakers discussing a variety of topics specifically designed for forward-thinking dentists. Sessions will be presented by Dr Didier Dietschi, Koray Feran, Charlotte Stilwell, Siobhan Barry, Niek Opdam, Tidu Mankoo, Mark Singh, Bhupinder Dawett and Claire Field.

NEW! The Special Interest Theatre will offer the perfect chance for all professionals to focus on their key disciplines and get up-to-date with the very latest clinical techniques, ideas and materials in their field of interest.

Returning for another year...

- The outstanding speaker line up will include leading lights from across the UK and around the globe, each willing to share their extensive expertise to guide delegates to success. Don't miss:

Dr Didier Dietschi
Mark Bowes
Simon Chard
Ken Harris
David Bloom
Dr Finlay Sutton
Nik & Sanjay Sethi
Ashley Latter
Laura Horton

Andy McDougall
Iain Chapple
Elaine Tilling
Deborah Lyle
Ben Atkins
Fiona Sandom
Michaela O'Neill
Chris Barrow
Amanda Gallie

Diane Rochford
Carole Houston
Amit Patel
Julia Wilson
Sanjeev Bhandari
Abid Faqir
Riccardo Tonini
and many, many more!

- There will be CPD galore at the event once again. Hours of verifiable CPD will be available for every member of the practice team, helping everyone get a head's start on their new enhanced CPD requirements for this year.

- The trade floor is set to host more than 400 dental manufacturers and suppliers this year too. This sets the perfect platform from which to discover the very latest products, technologies and materials in the profession. Chat to the product experts, hear the opinions and experiences of colleagues and make the most of on-stand learning to ensure you get the very most from the floor. Among the exhibitors are:



3M Oral Care, A-Dec, Acteon, Belmont, Carestream Dental, Colgate, Curaprox, Dental Directory, Dental Sky, Dentsply Sirona, GSK, Henry Schein Dental, Ivoclar Vivadent, KaVo Kerr, Kulzer, Nobel Biocare, Optident, Oral B, Phillips, Planmeca, Practice Plan, Schottlander, Simplyhealth Professionals, Straumann, TePe and Voco, among many others.

continues on page 2

GDPR – the good the bad and the ugly

The General Data Protection Regulation (GDPR) has become a hot topic in dentistry of late. Not least because it affects every single dental practice and the way it manages, stores and transfers patient information, but also because it has presented a minefield of new complex rules that practices have to comply with.



Essentially, GDPR has been developed to standardise data privacy laws and protect the rights of EU citizens in what continues to become an increasingly digital world. These include the right to be notified of a breach in data security, the right to access any information held or processed, the right to be forgotten when their data is no longer required, the right to receive personal data concerning them and the right to privacy by design.

GDPR replaces the previous Data Protection Directive 95/46/EU and applies to all organisations that process or hold personal data on people residing in the EU, regardless of the company's location. As this includes dental practices, the intricate regulations must be applied to daily life in order to avoid the potentially hefty penalty fines.

For more information on the details, the government website (<https://www.eugdpr.org/eugdpr.org.html>) may be able to help. Alternatively, there will be sessions in the Digital & Innovation Theatre attempting to provide clarity on the issue for both dental practices and laboratories.

Coming into effect as of May this year, it's important that you get your head around what you need to do for GDPR compliance if you haven't already!



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continued from page 1



- You can also meet up with representatives from leading dental associations, academies and societies to find out more about the membership benefits available. Those in attendance will include:

ADAM, ADI, BADN, BADT, BDA, BACD, BES, BOS, BSDHT, BSP, FGDP(UK), NASDAL, SBDN and NOHPG.

- For anyone looking to give something back this May, key dental charities will also be on hand to give you all the information and motivation you need. Don't miss Bridge2Aid, Dentaaid and the Oral Health Foundation located on the trade floor.



- The Dental Awards are back for 2018! On Friday evening, Purple Media Solutions will host the prestigious Awards ceremony for teams, trade representatives and lecturers to enjoy with fun entertainment and a delicious meal. Alternatively, there will be the Dental Networking Party hosted by Dental Circle at the Highline Bar, Genting Hotel. More information at Event Brite (Dental Circle Party).

- The Royal Wedding! For all delegates looking forward to watching the Royal Wedding, we'll be screening it in the Networking Lounge on May 19th (see location on the floor plan on page 16).

For all this and much more than would fit on this page, don't miss the British Dental Conference and Dentistry Show 2018!

Register for FREE online today!

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Travel, accommodation and facilities during the show...

TRAVEL

The British Dental Conference and Dentistry Show is held in Hall 5 at the NEC, Birmingham. The NEC is very easy to access from all parts of the UK with easy access from the M6, M1, M40 and the M42 motorways. The venue is well sign posted from the motorway. On the NEC site, follow 'Dentistry Show' directional signs to the allocated car parks and head to Hall 5. If you are using a satellite navigation system please enter the post code **B40 1NT** to pinpoint the NEC.

You can park at the NEC for the show, or you can fly to Birmingham International Airport, which is next to the NEC and has a direct link.

The train is also easy, with the NEC being served by Birmingham International Station. The NEC is connected by a covered bridge link directly from the station.

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ACCOMMODATION

The British Dental Conference and Dentistry Show official accommodation provider for 2018 is Event Express, who have negotiated special deals on nearby accommodation to suit all budgets and within easy reach of the show.

Event Express Tel: 01905 732737 Fax: 01905 732738
Email: reservations@eventexpressuk.com



NEC INFORMATION

Prayer rooms can be found on site at the NEC. For more information on facilities at the NEC please visit www.thenec.co.uk/visitors/facilities

ENTRANCE POLICY

This event is dedicated to the education of registered dental professionals and personnel that work within the dental trade. There is a strict no admittance policy for minors or anyone under-18. There are no crèche facilities available at the show.

*Special offer: Get 25% off rail tickets with Virgin trains advance fares when travelling to the NEC on a West Coast Mainline service. For more information contact customer.relations@virgintrains.co.uk or call 0333 1031031. Please note, all travel must be on a West Coast Mainline Virgin train. T&Cs apply.

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BDA Theatre

NEW FOR 2018!

The BDA Theatre features sessions from dentistry's top innovators and thinkers. The programme is designed by dentists for dentists, giving you the knowledge and insights you need to stay up to date. All delegates will have FREE access to this theatre, with BDA Members getting priority access.

BDA
British Dental Association

Friday 18th May

- 09:30 - 10:30** **Bio-aesthetic smile rehabilitations: restorative trends and realities**
Dr Didier Dietschi, Senior Lecturer, University of Geneva and Private Practitioner, Geneva, Switzerland
- 10:50 - 11:50** **"Congratulations, you have just inherited someone else's dental implants - now what?"**
Dr Koray Feran, BDS MSc FDSRCS, Principal Dental Surgeon and Clinical Director, The London Centre for Implant and Aesthetic Dentistry (LCIAD)
- 12:15 - 13:15** **What is good practice? Delivering dentistry for the child patient**
Dr Siobhan Barry, Senior Lecturer and Consultant in Paediatric Dentistry, University of Manchester
- 13:35 - 14:35** **The interceptive treatment of tooth wear using no-prep or minimally invasive techniques**
Dr Didier Dietschi, Senior Lecturer, University of Geneva and Private Practitioner, Geneva, Switzerland
- 14:55 - 15:55** **Continuous care planning and future-proofing your dentistry**
Dr Claire Field, Consultant and Specialist in Restorative Dentistry, University of Sheffield
- 16:15 - 17:15** **Ethical restorative strategies which empathise and manage the psychological and emotional motivations of the patient**
Dr Richard Porter, Private Practitioner and Consultant in Restorative and Implant Dentistry, St. George's Hospital, London



Dr Didier Dietschi



Dr Koray Feran



Dr Siobhan Barry



Dr Richard Porter



Dr Niek Opdam



Dr Tidu Mankoo



Dr Charlotte Stilwell



Dr Mark Singh



Dr Bhupinder Dawett



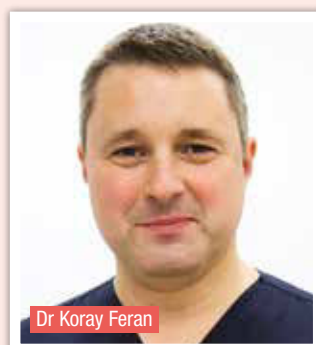
Dr Arshad Ali

Saturday 19th May

- 09:30 - 10:30** **Direct composite resin restorations, are there limitations?**
Dr Niek Opdam, Private Practitioner and Associate Professor, Radboud University, Nijmegen, Netherlands
- 10:50 - 11:50** **Contemporary management of complex aesthetic and restorative dilemmas using an interdisciplinary approach**
Dr Tidu Mankoo, Private Practitioner, Windsor
- 12:10 - 13:10** **Effective dental management of patients in later life**
Dr Charlotte Stilwell, Specialist in Prosthodontic Dentistry, London
- 13:30 - 14:30** **Your role in patient management after treatment for oral cancer**
Dr Mark Singh, BDS (Lon) MFDS RCS (Eng) MBBS (UWI) MRCS (Eng) FRCS (OMFS), Consultant Oral and Maxillofacial Surgeon, Colchester Hospital
- 14:50 - 15:50** **Caries management in practice**
Dr Bhupinder Dawett, GDP, Derbyshire, Doctoral Research Fellow (University of Sheffield)
- 16:10 - 17:00** **Replacement of missing teeth - where are we now?**
Dr Arshad Ali, Clinical Director, Scottish Centre for Excellence in Dentistry, Glasgow

Be prepared for implant maintenance

As they become more and more popular, dental implants are no longer just the remit of oral surgeons and specialist implant teams – every dental professional now needs at least basic knowledge of the treatment modality. This is because patients move around, or they go abroad for treatment and return to their normal dentist for ongoing care. As a result, GDPs are more likely to see patients – whether regular attenders or new visitors – who have dental implants that require long-term maintenance.



Dr Koray Feran

This means that all dentists need a foundation understanding of dental implantology, the products and materials used, as well as the possible complications that can arise. This is particularly important when they have not placed implants themselves, so they may not know how the procedure was performed or if any complications had arisen.

This is a subject of interest to Dr Koray Feran, owner of The London Centre for Implant & Aesthetics Dentistry. With an

MSc in Periodontology from Guy's Hospital, a Restorative Dentistry Fellowship in Dental Surgery from the Royal College of Surgeons of England and years of experience in implantology, Dr Feran has a wealth of expertise to share. He says:

"As more of the population have implant dentistry carried out – both at home and abroad – dental professionals are likely to see a growing number of patients who require maintenance of implants and implant-based restorative work on them. It is vital that even dentists not trained to place and restore implants have the knowledge to keep them healthy. They also need to be able to spot potential problems early in order to refer their patients onto more experienced colleagues for treatment.

"This can present several challenges for the dentist and their team. Having a protocol in place for hygiene maintenance of existing implants is crucial. It's also important to establish protocols for diagnosis of potential restorative failures, so that these too can be identified quickly and dealt with efficiently."

Dr Feran will be presenting a session entitled "Congratulations, you have just inherited someone else's dental implants – now what?" in the BDA Theatre at the British Dental Conference and Dentistry Show 2018. He will be sharing his extensive knowledge and skills in the field of implantology. Here, Dr Feran gives a taster of what he hopes to cover and what delegates can expect from his lecture:

"My session will be a guide for dental practitioners who have little or no experience with dental implants. I hope to help them develop the knowledge needed to recognise when existing dental implants require attention and to take care of them for the future. This will involve understanding



the ideal environment for long-term success and what to do when something fails either gradually or catastrophically.

"Delegates should gain some confidence in being able to understand implant-related problems. As such, they should be able to deal with minor problems themselves, but also know where to go for help when trying to resolve more complex implant problems."

Dr Feran will be just one of the world-class speakers in the BDA Theatre this May. Others will include Didier Dietschi, Siobhan Barry, Claire Field, Richard Porter, Niek Opdam, Tidu Mankoo, Charlotte Stilwell, Mark Singh, Bhupinder Dawett and Arshad Ali. They will cover a huge range of topics from bio-aesthetic smile rehabilitation to treatment of tooth wear, ethical restorative techniques, caring for patients following cancer treatment and caries management.

This will all run alongside the British Dental Conference and Dentistry Show, where there will be education, inspiration, verifiable CPD and fun for all members of the dental team. What's more, the trade floor will host more than 400 dental manufacturers and suppliers, all keen to demonstrate their latest products, materials and technologies designed to help your every day life run smoother. With on-stand learning and various opportunities to network with colleagues, friends and product experts, the trade floor ensures every delegate gets the very most out of their two days.

For your chance to hear from Dr Feran and many other renowned speakers, register for your free place at the British Dental Conference and Dentistry Show 2018 today!

BACD Aesthetic & Digital Dentist Theatre

The hand-picked specialists in the BACD Aesthetic & Digital Dentist Theatre will provide you with a thorough insight into key aesthetic subjects as they relate to a modern dental practice. You will also be able to combine these aesthetic and digital treatments with your business: bringing your patients closer to achieving their aesthetic goals and allowing you to benefit from the financial opportunity provided by this growth area.

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Friday 18th May

09:30 - 10:30	Minimally invasive dentistry: what's really important Dr Mark Bowes, BDS, Founder and Past President South African Academy of Aesthetic Dentistry, Clinical Director of Enamel Dentistry	Supported by:
10:45 - 11:30	The digital dentist: digital workflows for modern cosmetic dentistry Dr Simon Chard, BDS (Hons) BSc (Hons), Digital Cosmetic Dentist, Owner of Rothley Lodge Dental Practice and Director of Membership for the BACD	Sponsored by:
11:45 - 12:30	Anterior Indirect Restorations: a predictable workflow Alexander DeClerck, DDS, MSc, Dentist and Co-Founder, MOND dental practice	Sponsored by:
12:45 - 13:45	CBCT in everyday practice Dr Diyari Abdah, BDS MSc ImpDent, Cosmetic and Implant Expert in Private practice in Cambridge, UK	Sponsored by:
14:00 - 15:00	"The Kois Occlusal De-programmer"; a simplified approach to accurately recording Centric Relation (CR) every time Kenneth Harris, BDS, MFGDP(UK), MSc, FFGDP(UK) RCS (Eng), Clinical Director, Riveredge Cosmetic Dentistry, Sunderland	Supported by:
15:15 - 16:15	Managing tooth wear MI way Professor Brian Millar, BDS, FDSRCS, PhD, FHEA, NHS Consultant in Restorative Dentistry, King's College London Dental Institute at Guy's, King's and St Thomas' Hospitals	Supported by:
16:30 - 17:15	A retrospective clinical review on Lava Zirconia restorations over the last decade Sanjay Sethi, BDS (Lond.), Dentist, AEsthetiX	Supported by:

Saturday 19th May

09:30 - 10:30	Additive wax up and techniques to ensure minimum intervention but maximum aesthetics David Bloom, DBS; N'cle, Dentist	Supported by:
11:15 - 12:15	Creating the perfect smile Dr Dominic Hassall, BDS MSc (Manc) FDS RCPS (Glasg) MRD RCS (Edin) FDS (Rest Dent) RCS (Eng) PGCTLHE, GDC Registered Specialist in Restorative, Prosthodontic, Periodontal and Endodontic Dentistry, President British Academy Aesthetic Restorative and Implant Dentistry (BAARID), Dominic Hassall Training Institute	Sponsored by:
12:45 - 13:45	Putting the bleaching into ABB - a patient centred process Tif Qureshi, BDS, Private Practice owner, Director, IAS Academy	Sponsored by:
14:15 - 15:15	Improving denture aesthetics - making dentures look like natural, real teeth Dr Finlay Sutton, BDS, DGDP (UK), MSc, MFDS RCS Ed, MRD RCS Ed, PhD, FDS (Rest Dent) RCS Ed, Registered Specialist in Restorative Dentistry, Prosthodontics, Endodontics & Periodontics, Prosthodontist, Garstang Dental Referral Practice	Sponsored by: Supported by:
15:30 - 16:15	Treatment of the failing dentition Dr Komal Suri, BChD, Owner & Principal Dentist, Smile Design Dental Practice, Wendover, Buckinghamshire	Supported by:
16:30 - 17:15	Cosmetic minimally invasive dentistry Dr Jeremy Cooper, BDS(Hons) MFGDP(UK) FFGDP(UK), GDP, Salford, Greater Manchester	Sponsored by:



Dr Mark Bowes



Dr Diyari Abdah



Kenneth Harris



Sanjay Sethi



David Bloom



Dr Dominic Hassall



Tif Qureshi



Dr Finlay Sutton



Dr Komal Suri



Jeremy Cooper

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The Next Generation Conference is designed for young dynamic dentists looking to understand aspects of dentistry that were never taught at dental school. So, if you are a practice that trains young dentists – make sure you bring them with you!

Friday 18th May	
09:30 - 10:30	Graftless Immediate Fixed Therapy (GIFT) Protocol: A 21st Century overview of full jaw rehabilitation Dr Rajesh "Vijay", BDS, Founder, CEO and Innovator of the EvoSolution™, Evo, 21st Century Oral BioEngineering Dr Rudi Mukherjee, BDS, Clinical Lead, Evo Heathrow
11:00 - 12:00	Anterior composite restorations with double the vision Nik Sethi, BDS (Lond.) MSc (Lond.), Dentist, AEsethiX Sanjay Sethi, BDS (Lond.), Dentist, AEsethiX
12:15 - 13:15	Modern Endodontics, revolution or evolution? Richard Kahan, BDS (Lon) MSc LDSRCS (Eng), Director, Specialist Endodontist, The Academy of Advanced Endodontics David Selouk, BChD (Leeds), MSc (Lon), Senior Fellowship Associate, The Academy of Advanced Endodontics Stella Sarafi, DipDS, MSc (Lon), Senior Fellowship Associate, The Academy of Advanced Endodontics
13:30 - 14:30	Wear, function, and next level diagnosis Tif Qureshi, BDS, Private Practice owner, Director, IAS Academy
15:00 - 16:00	My journey with CEREC Rustom Moopen, BDS, Associate Dentist, Moopen Dental Care
16:15 - 17:15	Soon to be edentulous – all-on-4/Zygomatic implants Dr Riz Syed, Implant Surgeon

Saturday 19th May	
09:45 - 10:45	Art2Aesthetics Dr Rodhri Thomas, BDS (Hons), Dentist Dr Minesh Patel, BDS (Hons), MSc (Aesthetic Dentistry), MFGDP (RCS), Dentist
11:00 - 12:00	How to sell dentistry, have more patients say yes without selling Ashley Latter, Owner, Ashley Latter Limited
12:15 - 13:15	The psychology of patient care Dr Koula Asimakopoulou, BSc(Hons), PhD, CPsychol, AFBPS, HCPC, FHEA, Reader in Health Psychology, King's College London, Dental Institute
14:00 - 15:00	Periodontal litigation - how not to get sued? Dr Mishal Sachdev, BDS HONS (Lond), MJDF RCS (Eng), MClIn Dent Perio, MRD RCS (Eng), M(Rest Dent) RCPS (Glasg), Specialist in Periodontics and Implant dentist, Gentle Dental Care Group
15:15 - 16:15	Precision preparations Dr Attiq Rahman, Principal Dentist at Visage in Glasgow
16:30 - 17:15	Graftless Immediate Fixed Therapy (GIFT) Protocol: A 21st Century overview of full jaw rehabilitation Dr Rajesh "Vijay", BDS, Founder, CEO and Innovator of the EvoSolution™, Evo, 21st Century Oral BioEngineering Dr Rudi Mukherjee, BDS, Clinical Lead, Evo Heathrow



Nik Sethi



Sanjay Sethi



Tif Qureshi



Rajesh "Vijay"



Dr Riz Syed



Rudi Mukherjee



Dr Minesh Patel



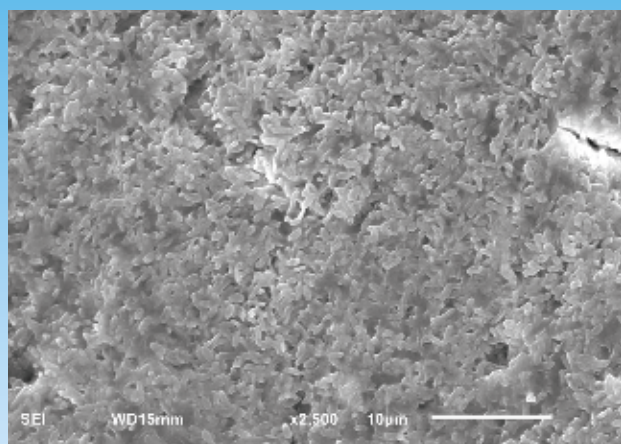
Ashley Latter



Dr Mishal Sachdev

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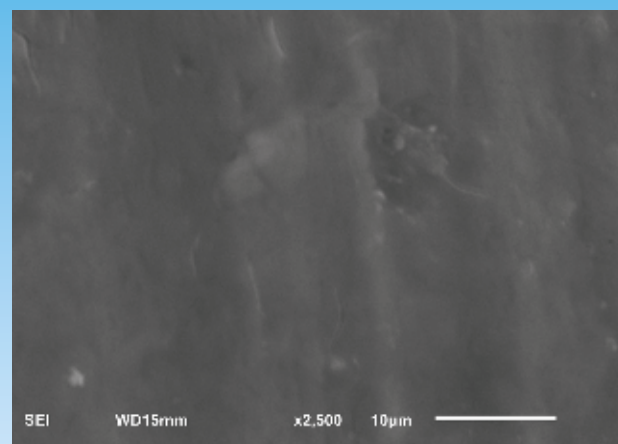


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GSK sponsors education session on Oral Health Care for Patients with Mental Health Problems



As part of the education provision for hygienists and therapists at the British Dental Conference and Dentistry Show 2018, GSK Consumer Health is sponsoring a session on the topic of Oral Health Care for Patients with Mental Health Problems. The session will be delivered by Jane Peterson, Hygienist and qualified Dental Health Educator.



Jane Peterson

The lecture takes place on Friday 18th May from 14.30-15.15 in the Hygienist and Therapist Symposium area.

The number of vulnerable people who have a physical, sensory, intellectual, emotional or social impairment, disability or a combination of these factors and require dental care will

increase within the context of the UK's ageing population.¹ Although oral health may have a low priority in the context of mental illness, it has been shown to contribute to general health, self-esteem and quality of life and should not be ignored for this group of patients. As health professionals it is important that we recognise the impact a patient's mental illness and its treatment may have on their oral health.

As part of her lecture, Jane will outline the different types of psychiatric disorders which may impact patients, including anxiety and depression, and how this can impact oral and dental health. She will consider the oral side-effects of medication, in particular the impact of xerostomia.

When considering the oral health needs of patients, the impact of a patient's type, severity and stage of mental illness will also be considered. Factors such as the patient's mood, motivation and self-esteem can all impact

on recommendations for their oral care in addition to their habits, life style and ability to sustain self-care.

Jane's lecture will look at the practicalities of daily oral hygiene procedures for patients, including strategies for dealing with challenges in oral care associated with advancing conditions, such as dementia.



Jane Peterson comments:

"Oral health education is a topic I am passionate about and I appreciate that our approach to patients needs to be specific to their individual needs. With the ageing population, and the increases in mental health related conditions, it is important to develop skills as dental care professionals which can help all our patients to develop the best oral health outcomes possible. Because ultimately their oral health does impact their wider health and wellbeing."

The GSK Consumer Health team will be available on stand B30 if delegates have any questions about the lecture or the company's brands.

References

1. Adult oral health: applying All Our Health. Public Health England 11th December 2017. Available online <https://www.gov.uk/government/publications/adult-oral-health-applying-all-our-health/adult-oral-health-applying-all-our-health>. last accessed 15/3/18

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Friday 18th May

10:00 - 10:45	Top tips on how to develop an A-Team Laura Horton, Business Consultant, Horton Consulting Michael Bentley, Business Consultant, Horton Consulting	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
11:05 - 11:50	Five top tips to boost treatment uptake Ashley Latter, Owner, Ashley Latter Limited	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
12:10 - 12:55	How to successfully buy and sell a dental practice John Clarke, Head of Business Development, Wesleyan Bank Alan Suggett, Dental business adviser, chartered accountant, NASDAL technical committee, ASPD, Goodwill and Superannuation specialist	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
13:15 - 14:00	How to set and measure performance to increase profits Andy McDougall, Managing Director, Spot On Business Planning	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
14:20 - 15:05	NHS Burning Questions A panel with leading industry experts	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
15:25 - 16:10	From I to We, the philosophy of leading a dental team Colin Campbell, FDS Specialist in Oral Surgery, The Campbell Clinic	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>

Saturday 19th May

10:00 - 10:45	GDPR: Are you ready? Dr Patricia Langley, BDS, Chief Executive, Apolline	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
11:05 - 11:50	Influencing smiles through effective communication Dr Barry Oulton, B.Ch.D, DPDS, MLNP, Dental Surgeon, Practice Owner and Lecturer, The Confident Dentist	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
12:10 - 12:55	The 45 minute marketing plan Les Jones, Creative Director, Practice Plan	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
13:15 - 14:00	The hottest HR issues and how not to get burnt! Sarah Buxton, Director and Employment & HR Solicitor, FTA Law	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
14:20 - 15:05	NHS Burning Questions A panel with leading industry experts	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>
15:25 - 16:10	How to create raving fans Chris Barrow, Dental Business Coach, Coach Barrow	Programmed by: Practiceplan <small>The business of dentistry</small> <small>Part of the WESLEYAN Group</small>



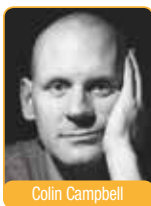
Sarah Buxton



Les Jones



Ashley Latter



Colin Campbell



Chris Barrow



Barry Oulton



Alan Suggett



Pat Langley



John Clarke



Michael Bentley



Andy McDougall



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Business Skills Workshop sessions

Alongside the main Dental Business Theatre programme will be a series of workshops which will give practice owners / managers instant hints, tips and advice to take back and put into practice.

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Friday 18th May

09:20 - 09:50	Invest to Impress: How flexible finance can help grow your business Sarah Jarvis, Healthcare Relationship Manager, Wesleyan Bank	Sponsored by: WESLEYAN BANK <i>we are all about you</i>
10:10 - 10:40	Safe & compliant – GDPR & data protection for 2018 Christoan Smit, BDM and Data Protection Officer, Venom IT	Sponsored by: VenomIT <i>Intelligent dental IT solutions</i>
10:50 - 11:20	Business lasting powers of attorney Paul Dyson, B.A. (Hons), Partner Solicitor, Scott Richards Solicitors	Sponsored by: scottrichards <i>Lawyers for dentists</i>
11:50 - 12:20	How To Add £20k In Profit Per Month To Your Practice By Pulling 3 Simple Levers Dan Ashburn, CEO, Dominate Dental	Sponsored by: Dominate Dental.
12:50 - 13:50	Business planning and exit strategies Andy Sloan, Director of Business Solutions, UK & Europe, Henry Schein	Sponsored by: HENRY SCHEIN[®] DENTAL
14:00 - 14:30	When and how to sell your dental practice Anne Barker, CEO, MediEstates	Sponsored by: MEDIESTATES A HENRY SCHEIN [®] COMPANY
14:40 - 15:10	What smart dentists are doing to attract new patients Malcolm Counihan, Founder & Managing Director, FooCo Video & Marketing	Sponsored by: fooco <i>video & social marketing</i>
15:20 - 15:50	How we transformed our business in just 8 months Nitin Duggal, Principal Dentist, Dental Surgery Cardiff & Yasmin Downie, Customer Success Consultant	Sponsored by: SOFTWARE OF EXCELLENCE A HENRY SCHEIN [®] COMPANY
16:00 - 16:40	Tendering for NHS dental services – all you need to know Richard Wood, Director, Ascend Contract Management Emma Childs, Director, Ascend Contract Management	Sponsored by: A^{scend} PAIN READY FOR DENTISTS
16:55 - 17:25	Be a data friendly dentist. GDPR and data protection for the dental professional Jonathan Wood, BEng, MSc, Chartered Engineer (MIET), CEO, C2 Cyber Ltd	Sponsored by: C2

Saturday 19th May

09:20 - 09:50	Are we ready for the digital revolution in dentistry? Frank Clough, BDS MJDF RCSEd, Clinical Fellow, Health Education England & NHS England Yasmin Allen, BEM BDS PGDip PGCert, Clinical Fellow, Health Education England & NHS England	Sponsored by: NHS Building a Digital Ready Workforce
10:00 - 10:40	Tendering for NHS dental services – all you need to know Richard Wood, Director, Ascend Contract Management Emma Childs, Director, Ascend Contract Management	Sponsored by: A^{scend} PAIN READY FOR DENTISTS
10:50 - 11:20	How To Add £20k In Profit Per Month To Your Practice By Pulling 3 Simple Levers Dan Ashburn, CEO, Dominate Dental	Sponsored by: Dominate Dental.
11:30 - 12:00	Achieving affordable private dental care following the American model Jeremy Hedrick, Director of Networks and Products, Munroe Sutton, LLC, a Careington company	Sponsored by: MUNROE SUTTON A CAREINGTON COMPANY
12:10 - 12:40	When and how to sell your dental practice Anne Barker, CEO, MediEstates	Sponsored by: MEDIESTATES A HENRY SCHEIN [®] COMPANY
12:50 - 13:50	Business planning and exit strategies Andy Sloan, Director of Business Solutions, UK & Europe, Henry Schein	Sponsored by: HENRY SCHEIN[®] DENTAL
14:20 - 14:50	Invest to Impress: How flexible finance can help grow your business Sarah Jarvis, Healthcare Relationship Manager, Wesleyan Bank	Sponsored by: WESLEYAN BANK <i>we are all about you</i>
15:10 - 15:40	Putting the patient experience at the heart of your practice Guy Meyers, Head of Customer Success, Software of Excellence	Sponsored by: SOFTWARE OF EXCELLENCE A HENRY SCHEIN [®] COMPANY
16:00 - 16:30	Be a data friendly dentist. GDPR and data protection for the dental professional Jonathan Wood, BEng, MSc, Chartered Engineer (MIET), CEO, C2 Cyber Ltd	Sponsored by: C2



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Headline sponsor:



Friday 18th May

09:30 -	CQC update – what's changing in April 2018
10:10	Dr Patricia Langley, BDS, Chief Executive, Apolline Ltd
10:30 -	Does your practice provide care that is effective, caring and responsive? Ask your patients!
11:10	Dr Jerry Watson, Commercial Director, Apolline Ltd
11:30 -	Leadership and management
12:10	Chris Barrow, Dental Business Coach
12:30 -	Complying with the GDC in 2018. What must I do?
13:10	Stephen Henderson, BDS LLM FFGDP, Dento-legal Adviser, MDDUS
13:30 -	At the risk of sounding like a broken record
14:10	Joseph Ingham, BDS LLM, Dento-legal adviser, Dental Protection
14:30 -	Powerful use complaints to demonstrate compliance with CQC outcomes
15:10	Dr Sue Boynton, BDS LLM FFGDP(UK), Dento-legal Consultant
15:30 -	GDPR – What you need to know and do now
16:10	Dr Patricia Langley, BDS, Chief Executive, Apolline Ltd

Saturday 19th May

09:30 -	At the risk of sounding like a broken record
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12:30 -	CQC update – what's changing in April 2018
13:10	Dr Patricia Langley, BDS, Chief Executive, Apolline Ltd
13:30 -	Powerful use complaints to demonstrate compliance with CQC outcomes
14:10	Dr Sue Boynton, BDS LLM FFGDP(UK), Dento-legal Consultant
14:30 -	GDPR – What you need to know and do now
15:10	Dr Patricia Langley, BDS, Chief Executive, Apolline Ltd



Chris Barrow



Pat Langley



Jerry Watson



Stephen Henderson



Joe Ingham



Sue Boynton

Dr Didier Dietschi presents in the BDA Theatre

Dr Didier Dietschi will be among the highly anticipated speakers in the BDA Theatre at the British Dental Conference and Dentistry Show 2018.

About his session entitled “Bio-aesthetic smile rehabilitations: restorative trends and realities”, he says:

“I believe that due to two growing trends in ‘minimally invasive dentistry’ and ‘cost-effective aesthetic options’, the direct free-hand treatment approach shall enter into its second golden age.

“During my lecture I will cover indications for direct free-hand bonding following



Dr Didier Dietschi

new aesthetic standards and basic clinical protocols which make it feasible for every GDP. There will be no complex layering techniques, but rather simple and reliable composite systems and application techniques.

“I hope delegates will gain a better understanding about what is possible with direct techniques versus indirect restorations.”

Dr Dietschi will also take to the podium to present “The interceptive treatment of tooth wear using no-prep or minimally invasive techniques” within the BDA Theatre. He adds:

BDA
British Dental Association

“The format and content of my two lectures will allow attendees to identify and learn about new clinical options that fulfil the growing needs of patients for interceptive tooth wear treatment and smile rejuvenation or improvement using tissue-friendly approaches.”

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“You’d be mad not to attend!”

The British Dental Conference and Dentistry Show 2018 promises to be the event of *the* year once again. An eclectic array of speakers has been brought together to share their industry-leading knowledge and help professionals improve their clinical, business and communication skills.

Various programmes have been designed to meet the needs of different groups of professionals, including the BACD Aesthetic and Digital Dentist Theatre, Hygienist & Therapist Symposium, Dental Nurses Forum and Dental Business Theatre. There will also be features focusing on the specialist areas such as endodontics, orthodontics, implants and periodontology, ensuring everyone has the opportunity to advance and broaden their knowledge.

The Next Generation Conference has been programmed specifically to help dentists in their first few years after qualification to gain understanding in subjects not taught at dental school. Among these is the idea of how to ‘sell’ dentistry – how to communicate with patients, how to discuss potential treatment in a way they are comfortable with and how to encourage treatment acceptance the ethical way.

This is definitely Ashley Latter’s area of expertise. He is renowned in the dental profession for his lecturing and teaching on the subject and his popular Ethical Sales and Communication programme is recognised around the globe. Ashley shares what he feels are the main challenges facing young dentists today:

“They face many challenges, but I’ll focus on two of them. First, if they are setting up a squat practice, then attracting new patients is difficult. They have to become proactive, knock on doors, hand out referral cards, do whatever it takes to build a patient base from scratch. They need to become full-time networkers and they need to forget about any inhibitions regarding the idea

that they are a professional and patients should just come to them. It’s hard, painstaking work.

“Secondly, if they take over an existing practice and patient base, then they should just spend the first six months getting to know their patients, building the rapport and forming stronger relationships. They need to love their patients like they would their own family and building such rapport can be challenging when there is so much else to think about.”

Ashley will be imparting his wisdom on delegates in the Next Generation Conference 2018 on Saturday 19th May. About his session entitled “How to sell dentistry, have more patients say yes without selling” he says:

“I will be covering key essential communication skills that are proven and necessary to help dentists create more opportunities to deliver the dentistry they love to do and that their patients want. I will be teaching a process, where you can encourage more patients to say ‘yes’, but without you having to sell. It is a simple, yet very effective concept. For anyone who is intrigued, then you need to attend this workshop.

“I am hoping that dentists leave my lecture and start having long, informative, meaningful conversations with their patients, to build stronger patient / practitioner relationships. If you do this and implement a fraction of what I will teach, you will start to create more opportunities in your practices.

“For those who haven’t heard me speak before, they can expect fresh ideas that have worked with thousands of dentists all over the world.

They can expect a motivational, inspirational lecture and they will come away with a completely new way of thinking. Anyone that has attended my lectures in the past can enjoy a refresher of the most important communication skills that dentists should develop. Not only will they know what world-class communication skills look and sound like, but it will keep them away from the GDC forever.”

Building on the successes of The Dentistry Show and the British Dental Conference from previous years, this newly collaborative event is sure to offer something for everyone. From motivational lectures to verifiable CPD, an extensive trade exhibition with on-stand learning opportunities and live demonstrations, there is much more than meets the eye!

“This event has grown and developed over the years,” adds Ashley. “It is an amazing success story and it is extremely popular. I have lectured every year since the inception and the standard and variety of lectures is first-class. You would be mad not to attend! The fact that it has joined up with the BDA is great because it should be even bigger and better.

“The British Dental Conference and Dentistry Show is sure to be a highlight for me in 2018 and we are exhibiting again with lots of offers on all our courses and programmes. If people are coming to hear my talk, please arrive early to avoid disappointment – last year, over 200 people attended and it was standing room at the back. Please also come and say hello at our stand.”



Ashley Latter

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Meeting the demand for minimally invasive dentistry

Most would agree that 21st century dentistry evolves around digital technologies, prevention and minimally invasive approaches. For the latter, it's all about causing as little damage to the natural hard and soft tissues as possible, in order to deliver the treatment patients need or want. As such, there has been a move away from destructive dental treatments such as veneers wherever an alternative option is available to achieve the desired outcome. Instead, procedures such as short-term orthodontics, tooth whitening and edge bonding have become much more popular, as they often enable patients to create the smile they've always wanted, without destroying their natural dentition.

When it comes to management and treatment of tooth wear, in particular, minimal intervention is key. As such, this will be one of many subjects discussed at the forthcoming British Dental Conference and Dentistry Show.



Dr Mark Bowes

Dr Mark Bowes will be presenting his session – “Minimally invasive dentistry: what's really important” – in the BACD Aesthetic and Digital Dentist Theatre on Friday 18th at 9.30am. Principal of a private practice in Cape Town, South Africa, Dr Bowes limits his services to aesthetic and complex restorative dentistry. Having practised

in London for 23 years, he became a member of the British Academy of Cosmetic Dentistry (BACD) and has been a Fellow of the International Congress of Oral Implantologists since 1997. Dr Bowes is also a member and speaker for the International Team for Implantology (ITI), a pioneer of Digital Smile Design in South Africa and a passionate advocate of

minimally invasive dentistry.

Here, Dr Bowes shares what he'll be discussing during his lecture at the British Dental Conference and Dentistry Show, as well as what delegates can expect to gain from it:

“Minimally invasive techniques have become the gold standard for the modern restorative practice. My lecture will cover the treatment concepts of tooth wear with an emphasis on minimally invasive dentistry. Function, aesthetics and biology will influence both simple and more complex cases of tooth wear from diagnosis through to planning and treatment.

“Tooth wear has become a real problem in modern dentistry, often involving young patients. I think that diagnosis of tooth wear is often misunderstood, so I hope to offer some practical information and advice that should help delegates improve their diagnostic capabilities and confidence. At the moment, diagnosis is often late and this can lead to extremely complex treatment. Early diagnosis of tooth wear is essential and with regards to treatment, we should be driven by the minimally invasive concepts of modern dentistry.

“I hope that delegates will leave my lecture with a better understanding of the multidisciplinary approach that is essential when treating these everyday tooth wear cases. They should gain some useful tips on diagnosis and prevention of tooth wear, as well as information on when direct and indirect restorations are most appropriate. In addition, I will explore the long-term maintenance techniques for these types of cases.”

Running alongside the BACD Aesthetic and Digital Dentist Theatre will be an array of other lecture programmes covering every interest, speciality and requirement in dentistry. Between the Special Interest Theatre, Short-term Ortho Lounge, Compliance Clinic with Apolline and Core CPD Theatre, a vast selection of clinical and management



subjects will be explored, with a wealth of information provided by experts in their fields. The Dental Business Theatre, programmed by Practice Plan, will also cater to practice managers and owners by offering fresh ideas and proven concepts to help develop the business aspects of running and growing a practice.

The trade floor will host more than 400 dental manufacturers and suppliers, each keen to demonstrate their latest innovations. You'll be able to try out new products for yourself, discover new materials, utilise on-stand learning and make the most of some fantastic show-only deals on solutions designed to make your life easier.

The event will also provide an ideal platform from which to network with like-minded professionals who share a passion for excellent dentistry. Whether you're catching up with friends and colleagues, strengthening professional relationships with suppliers, or making new connections for the future, this is a great place to do so.

Further still, the new collaboration between The Dentistry Show and the British Dental Association will mean that even more professionals attend the joint show, for greater networking and learning opportunities.

Dr Bowes adds:

“The BDA conference provides a valuable platform for relevant education where delegates will take home important clinical information in modern dentistry!”

To discover the latest in minimally invasive dentistry and develop your skills in many other areas, don't miss the British Dental Conference and Dentistry Show 2018.

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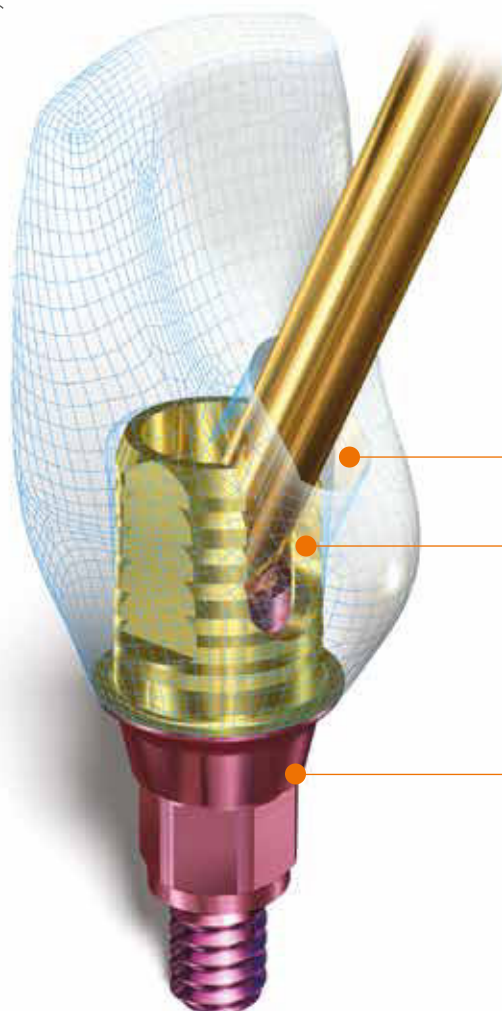
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Hygienist & Therapist Symposium

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Friday 18th May	
09:30 - 10:15	Can new risk assessment technologies make a difference to our patient and our practices? Professor Iain Chapple, BDS, FDSRCPS, FDSRCS, PhD, CCSTRestDent, Head of School of Dentistry Birmingham, Professor of Periodontology, Consultant in Restorative Dentistry
	Sponsored by:
10:30 - 11:15	Stress within our profession - stop beating ourselves up about it! Marina Harris, BSc, LL.M, RDH, Senior Lecturer/DCP Periodontal Lead, University of Portsmouth Dental Academy
	Supported by:
11:30 - 12:15	Breaking bad...habits Elaine Tilling, MSc RDH, DMS, FAETC, MIHPE, Clinical Education and Project Manager, TePe Oral Hygiene Products Ltd
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12:30 - 13:15	Oral microbiome: get those bugs out of my mouth! Deborah M. Lyle, RDH, BS, MS, Director of Professional & Clinical Affairs, Water Pik, Inc.
	Sponsored by:
13:30 - 14:15	Improving patient outcomes with Sonicare technology - presentation of trial results Dr Ben Atkins, BDS, GDP and Clinical Director Revive Dental Care, Revive Dental Care
	Sponsored by:
14:30 - 15:15	Oral health care for people with mental health problems Jane Peterson, RDH, BSc, Dental Hygienist, Knowledge Oral Health Care
	Sponsored by:
15:30 - 16:15	Sweet offender versus sweet pretender: utilising sugars to treat & prevent disease Tim Ives, RDH, BSc (Hons), MA Med Ed, FHEA, Dental Hygienist & Post Graduate Teacher, Xlear Inc/Spry
	Supported by:
16:30 - 17:15	Reflective practice and eCPD Fiona Ellwood, M. Ed L.M, PG Cert P H, PG Cert MDent, BA (Hons) Ed S, Cert Ed (Hon) FFGDP, FDTF RCS Ed, Lecturer/External Examiner, Uni Chester/ Uni Cork
	Supported by:

Saturday 19th May	
09:30 - 10:15	The role of the therapist in dental practice marketing Chris Barrow, Dental Business Coach
	Supported by:
10:20 - 10:50	Prescription only medicines... an update on the exemptions project Michaela Oneill, RDH FAETC, BSDHT Representative for Exemptions Fiona Sandom, Dip DH, Dip DT, MSc, Dental Therapist, British Association of Dental Therapists
	Supported by:
11:00 - 11:45	Systemic health & us - the role we play in health beyond the mouth Melonie Prebble, RDH, RDT, INLPTA NLP (Master Prac), Dental Hygienist and Therapist Victoria Wilson, RDH RDT BSc., Dental Hygienist and Therapist
	Sponsored by:
12:00 - 12:45	The role of bioluminescence imaging in preventive dentistry. Visualising active demineralisation in early stage caries to enable preventive dentistry and minimal intervention planning Bruce Vernon, Chief Technical Officer, Calcivis Limited Amanda Gallie, RDT RDH FAETC, Dental Therapist, President of the British Association of Dental Therapists
	Sponsored by:
13:00 - 13:45	Is there a generation gap in dentistry? How to deal with patients from 8 to 98 Deborah M. Lyle, RDH, BS, MS, Director of Professional & Clinical Affairs, Water Pik, Inc.
	Sponsored by:
14:15 - 15:00	From pain to prevention - the changing role of the dental hygienist/therapist Nina Lord Dip RDH/T, Dental Therapist
	Sponsored by:
15:30 - 16:15	Power scaling - healthy patients healthy practitioners Melonie Prebble, RDH, RDT, INLPTA NLP (Master Prac), Dental Hygienist and Therapist Victoria Wilson, RDH RDT BSc., Dental Hygienist and Therapist
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Core CPD Theatre

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The Core CPD Theatre returns in 2018, with an expanded and improved two-day programme. Covering all the major CPD topics, experts will run presentations on infection control and prevention, radiation protection and medical emergencies, as well as early detection of oral cancer. Tailored to meet the needs of all dental professionals, this is a fantastic chance to refresh your knowledge and top up your CPD file.

Friday 18th May		
09:15 - 10:00	Medical emergencies in the dental practice Helen Watson, RGN, Advanced Life Support Instructor, PGDip MedEd, Owner and Instructor, Orchard Training Services	Sponsored by: 
10:30 - 11:15	Complaints handling Dr Amit Rai, BDS LLM, General Dental Practitioner, CODE iComply	Sponsored by: 
11:45 - 12:30	Dental infection control & decontamination Peter Gibbons, Decontamination Specialist, Henry Schein Dental	Sponsored by: 
12:45 - 13:30	Safeguarding adults/children	
13:45 - 14:30	Taking Control of Biofilms Laura Edgar, Director, Aura Infection Control Ltd	Sponsored by: 
15:00 - 15:45	Radiography and radiation protection Dr Suk Ng, PhD BDS BSc FDS RCS Eng DRRRCR, President, British Society of Dental and Maxillofacial Radiology, Honorary Clinical Senior Lecturer, King's College London Dental Institute	Sponsored by: 
16:30 - 17:15	Talking about oral cancer: your vital role in early detection Dr Suzanne Scott, BSc MSc PhD Cpsychol, Senior Lecturer in Health Psychology, King's College London Dental Institute	Sponsored by: 

Saturday 19th May		
09:15 - 10:00	Medical emergency drugs: common questions and misconceptions Lynn Fox, Registered General Nurse, ENB 997/998 in Teaching & Assessing, Advanced Adult and Paediatric Life Support Instructor (Resuscitation Council (UK), Owner and Instructor for ResusPlus Training: Resuscitation and Medical Emergency training company, ResusPlus Training - Resuscitation and Medical Emergency Training	Sponsored by: 
10:30 - 11:15	Dental legal and ethical issues Dr Amit Rai, BDS LLM, General Dental Practitioner, CODE iComply	Sponsored by: 
11:30 - 12:15	Dental infection control & decontamination Peter Gibbons, Decontamination Specialist, Henry Schein Dental	Sponsored by: 
12:30 - 13:15	Safeguarding adults/children	
13:30 - 14:15	Taking Control of Biofilms Laura Edgar, Director, Aura Infection Control Ltd	Sponsored by: 
14:30 - 15:15	Radiography and radiation protection	
15:30 - 16:15	Oral cancer: Early detection	



Helen Watson



Dr Amit Rai



Peter Gibbons



Laura Edgar



Lynn Fox



Suk Ng



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Special Interest Theatre

Professionals at the very forefront of endodontic and periodontal dentistry will offer an array of clinical tips while introducing the latest materials, techniques and technology available.

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KAVO ■ Kerr

Friday 18th May

09:45 - 10:30	Endo in the dock: Mishaps, an exercise in damage limitation and how we deal with them Dr Sanjeev Bhandari, BDS MSc MFGDP(UK), Specialist in Endodontics, Endo61 Specialist Endodontic practice, Senior Lecturer, University of Liverpool Dental Hospital	Supported by:
11:00 - 11:45	Endo in the dock - explaining the evidence behind root canal irrigation and why we do what we do Alyn Morgan, BChD MSc MDTFEd, Specialist Endodontist / Secretary British Endodontic Society, British Endodontic Society	Supported by:
12:00 - 12:45	Ergonomics of cordless warm vertical obturation. Free yourself. Create a densely obturated root canal system Bill Seddon, BDS, Dentist, Speaking on behalf of Kavo Kerr	Sponsored by:
13:15 - 14:00	Modern periodontal treatment in clinical practice Dr Amit Patel, BDS MSc MClintDent FDS RCSEd MRD RCSEng, Specialist in Periodontics & Implant Dentist, PerioChip®	Sponsored by:
14:30 - 15:15	Periodontal regeneration: the good, the bad and the ugly Dr Federico Moreno Sancho, Lic Odont (Madrid) P-G Cert Imp Dent, MClintDent Perio (Dist) UCL Eastman, MRD Perio RCS (Eng), EFP Diploma in Periodontology and Implant dentistry, Clinical Lecturer in Periodontology, Unit of Periodontology UCL Eastman Dental Institute	Supported by:
15:30 - 16:15	Root to Crown: Access to Obturation James Field, BSc(Hons) BDS MFDS MPros FDTFEd RCSEd CertClinEd MA(Ed) FAcadMed PhD PFHEA, MFDS Advisory Board, RCS Edinburgh	Sponsored by:
16:30 - 17:15	Root to Crown: Direct restoration James Field, BSc(Hons) BDS MFDS MPros FDTFEd RCSEd CertClinEd MA(Ed) FAcadMed PhD PFHEA, MFDS Advisory Board, RCS Edinburgh	Sponsored by:

Saturday 19th May

09:45 - 10:30	Tips for predictable root canal treatment: principles and pitfalls Kunal Pradeep Patel, BDS Hons (London), MFDS RCS (Edinburgh), MSC Endodontics (Eastman), Clinical Teaching Fellow in Endodontology, Deputy Programme Director for Endodontic Practice PG Diploma, Unit of Endodontology UCL Eastman Dental Institute	Supported by:
11:00 - 11:45	Endo in the dock - explaining the evidence behind root canal instrumentation and why we do what we do Mike Waplington, BDS MDentSc, Specialist in Endodontics, Mike Waplington Endodontics, Evesham, UK	Supported by:
12:00 - 12:45	Endo in the dock - explaining the evidence behind root canal obturation and why we do what we do William McLean, BSc (Hons), BDS, PhD, PG Dip (Endo), MFDS RCPS (Glasg), FHEA, Senior Clinical Lecturer, University of Glasgow	Supported by:
13:15 - 14:00	Make it simple, follow the Style Italiano Endodontics philosophy Riccardo Tonini, D.D.S. M.Sc, University of Brescia Dental School, Italy	Sponsored by:
14:15 - 15:00	Say yes to 3D imaging Dr Dev Patel, BDS(Lond) FDSRCS(Eng) MClintDent (Prosth) MJDF (UK), Dentist, Speaking on behalf of Kavo Kerr	Sponsored by:
15:15 - 16:00	Perio and implant maintenance Claire McCarthy, RDN, RDH (TCD), FAETC, CERT.ED, PGCE, MA HPE (IOE) FHEA, Adjunct Professor & Program Coordinator, New York University NYU Department of Periodontology & Implant Dentistry	Sponsored by:
16:15 - 17:00	Perio and implant maintenance Claire McCarthy, RDN, RDH (TCD), FAETC, CERT.ED, PGCE, MA HPE (IOE) FHEA, Adjunct Professor & Program Coordinator, New York University NYU Department of Periodontology & Implant Dentistry	Sponsored by:



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Will McLean



Bill Seddon



Mike Waplington



Federico Sancho



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James Field



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Dev Patel



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SIMPLY SMARTER

Friday 18th May

10:00 - 11:00	OMG! It's an Implant - The Role of the Dental Hygienist in the World of Dental Implantology Julia Wilson, RDH, Dental Hygienist, ADI	Supported by:  Association of Dental Implantology
11:30 - 12:30	Predictable restorations on implants Dr J.W. Vaartjes, Dentist with specialization in implantology, Implant Direct	Sponsored by:  IMPLANT DIRECT
13:15 - 14:15	Digital implant workflow Nick Claydon, BDS MScD PhD MJDF RCS (Eng), Specialist in Periodontology, Rhiwbina Dental, Clinical Research Fellow and Lecturer, Bristol Dental School	Sponsored by:  Dentsply Sirona
14:45 - 15:45	Improving Patient Acceptance and Experience With Use of Immediate Loading Abid Faqir, Special Interest in Restorative Dentistry & Implantology	Supported by:  Association of Dental Implantology
16:15 - 17:15	Digital Implant Workflow Nick Claydon, BDS MScD PhD MJDF RCS (Eng), Specialist in Periodontology, Rhiwbina Dental, Clinical Research Fellow and Lecturer, Bristol Dental School	Sponsored by:  Dentsply Sirona

Saturday 19th May

09:15 - 10:15	OMG! It's an Implant - The Role of the Dental Hygienist in the World of Dental Implantology Julia Wilson, RDH, Dental Hygienist, ADI	Supported by:  Association of Dental Implantology
10:30 - 11:30	Getting started in implant dentistry Eimear O'Connell, BDS, MFGDP, Dip Imp. Dent RSC Ed	Supported by:  Association of Dental Implantology
11:45 - 12:45	What makes an implant system a "Smart System"? Dr Diyari Abdah, DDS MSc ImpDent, Cosmetic and Implant Expert in Private practice in Cambridge – UK, Implant Direct	Sponsored by:  IMPLANT DIRECT
13:15 - 14:15	Soft and hard tissue remodelling around an implant with a new trans-mucosal neck design Dr Paolo Nardinocchi, DDS, Implantologist, Sweden&Martina	Sponsored by:  sweden & martina IMPLANT
14:30 - 15:30	Session sponsored by Osstem Implants	Sponsored by:  OSSTEM IMPLANT
15:35 - 16:35	Session sponsored by Kitview	Sponsored by:  KITVIEW



Abid Faqir



Diyari Abdah



Julia Wilson



Nick Claydon



Paolo Nardinocchi



Eimear O'Connell



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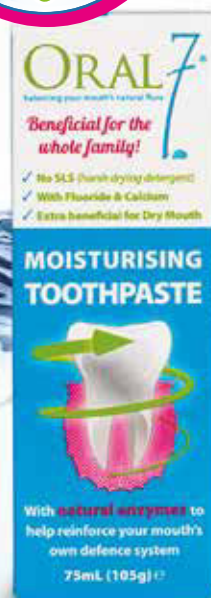
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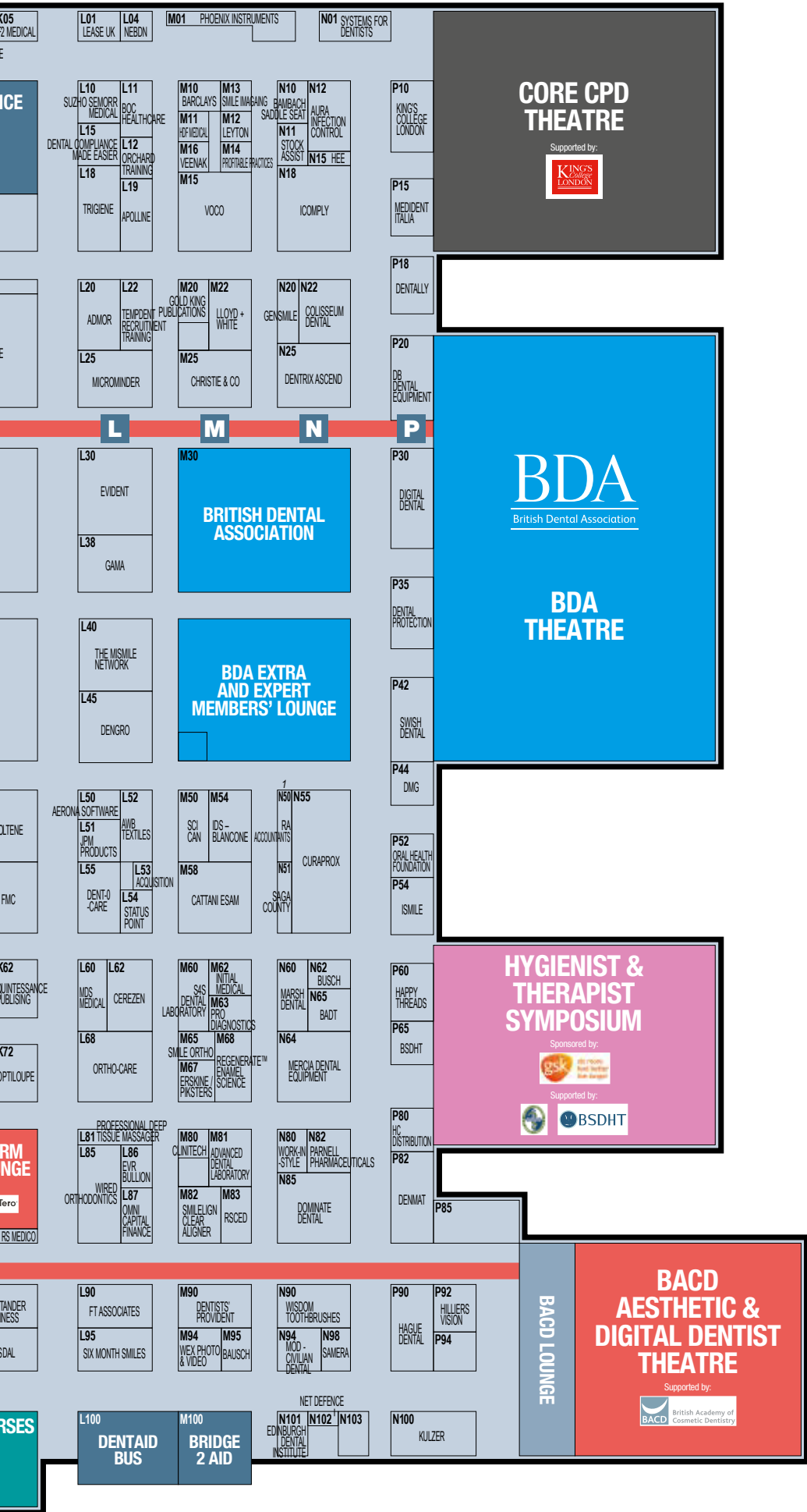
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DENTAL TECHNOLOGY SHOWCASE

NEW EXHIBITORS FOR 2018 ASSOCIATION HIGHLIGHT DISTRIBUTORS WANTED

3Shape	D24	ExamVision	L30	Reitel Feinwerktechnik	B09
Abbey Dental Supplies	J18	GC UK Ltd	A10	Renfert	E28
AIDITE	B12	GlaxoSmithKline	J17	Scan Lab	D20
Attenborough Dental	G12	Henry Schein Dental	J21	Schottlander	B20
Blueprint Dental	D14	Hoi Dental Manufacture Solutions Ltd	B18	SHERACCLASSIC	J20
Bracon Limited	H15	HS Walsh	D11	SHERAdigital	F10
Carestream Dental Ltd	F23	Ivoclar Vivadent	F24	Solvay Dental 360	E25
Cendres + Metaux	J10	John Winter & Co Ltd	J19	Straumann	C20
Consult Search + Selection	B19	Kermdent	F02	Swedish Implant Technology	B15
Danville	L30	Kulzer	B01	Techceram	B10
DB Lab Supplies	H10	Madespa	A08	The Dental Technician	J13
Dental Design Products Ltd	D22	Medentika	C20	Tri-Tech 3D	C12
Dental Laboratories Association	AML	Milnes Bros	G01	VITA	F01
Dental Technicians Guild	B16	Mr Dental Supplies Ltd	E12	VOCO	M15
Dental Technologies Magazine	B05	Omnicent UK	J01	WHW	F10
Dental Technologists Association	H09	Orthodontic Technicians Association (UK)	E05	Zhermack	B17
DENTSPLY SIRONA UK & IRELAND	G20	Panadent Ltd	D21	Zirkonzahn	C10
Detax Dental	B04	Perfectus Biomed	F21		
Eisenbacher Dentalwaren ED GmbH	H12	Performance Finance Ltd	F22		
Eurodontic	J09	RD Technology	K01		
Evident	L30	Reiner	J15		

AML = Association Members Lounge

THE DENTISTRY SHOW

NEW EXHIBITORS FOR 2018 ASSOCIATION HIGHLIGHT DISTRIBUTORS WANTED

3M UK	F60	Eclipse Loupes and Products	A54	Oralieve Dry Mouth Relief	D61
3Shape	D24	EConker	B106	Orascope	E30
Acacia Training	H88	Edenta	K20	Orchard Training	L12
Acquisition Aesthetics - training in facial aesthetics	L53	Edinburgh Dental Institute	N101	Ortho-Care	L68
Acteon UK	C30	Eisenbacher Dentalwaren ED GmbH	H12	Osstem	E50
Adam	E105	EMS	J40	OW Warehouse	J45
A-Dec Dental UK Ltd	F40	Erskine/Piksters	M67	Parnell Pharmaceuticals	N82
Admor	L20	ESM Digital Solutions	D70	Pars Dental	F82
Advanced Dental Laboratory	M81	Evident	L30	Patient Plan Direct	H74
Advanced Orthodontic Laboratory	M81	EVO Dental	D85	Periochip	F90
Aerona Software Ltd	L50	ExamVision	L30	PFM Dental	H60
Air Liquide UK Ltd	C90	Exklusive Dental Laboratory	M81	Philips	K30
Albert Waeschle Ltd	J27	EZ DAM	L30	Phoenix Surgical Instruments Ltd	M01
Andersen Products	D80	F2 Medical Supplies Ltd	K05	Planmeca	G30
Anglian Dental	H61	FGDP (UK)	B61	Practice Plan Ltd	J50
Apolline Ltd	L19	FIMET	F42	Premier Dental Products Co.	A34
Army Medical Services	B65	FiveGoForth	F20	PreViser Oral Health Assessment	G70
Ascend Contract Managemen	B94	FMC	K58	Price Bailey	D105
Ascot Autoclaves Ltd	H89	Focus Group	C61	PRO Diagnostics UK Ltd	M63
Ashley Latter	H72	FONA Dental	D30	Professional Deep Tissue Massager	L81
Aspired Finance	D65	FooCo Video Websites	D100	Professional Dentistry Indemnity - PDI	C85
Association of Dental Administrators & Managers	E105	Frank Taylor & Associates	L90	Profitable Practices Ltd	M14
Association of Dental Implantology	C53	FTA Finance	H94	ProTrainings Europe Ltd	J26
Aura Infection Control	N12	FTA Law	L90	Purple Media Solutions	D82
Aura9	B102	Fusion GT	D50	QED	G100
Avensys UK Ltd	K90	Fussen	A64	Qudent	J102
AWB Textiles	L52	GAMA Healthcare	L38	Quick Straight Teeth/ Boutique Whitening	E52
B.J.M. Laboratories	D62	GB Accountancy & Finance	D98	Quicklase Quickwhite	H70
BA International	H78	General Medical	J104	Quintessence Publishing	K62
Bambach Saddle Seat Company	N10	Gensmile	N20	RA Accountants LLP	N50
Barclays Bank	M10	GlaxoSmithKline	B30	Rapleys Healthcare	J22
Bausch	M95	Global Dental	J58	Recommendeddentist.co.uk	J95
BDA Benevolent Fund	J105	Gold Key Media Subscriptions	M20	REGENERATE™ Enamel Science	M68
BDA Extra & Expert Members' Lounge	M40	Grenke Leasing	D97	ResusPlus Training	L12
Belmont	J82	Hague Dental Supplies	P90	Rodericks Dental	K55
Bien-Air UK	E42	Hamilton Fraser Cosmetic Insurance	E112	Royds Withy King Solicitors	B92
BLM Law	H81	Happy Threads	P60	RPA Dental	J60
Blue Sky People	G71	HC Distribution	P80	RS Medico	K85
BOC Healthcare	L11	HDF Medical	M11	S4S Dental Laboratory	M60
Botulinum Toxin Club	H87	Healthcare Learning	A32	Saga County UK	N51
BPP University	J52	Heka Dental	K10	Samera Business Advisors	N98
BQE	L30	Henry Schein Dental	J21	Santander Business	K91
Bracon	H15	Hilliers Vision	P92	Schottlander	B20
Braemar Finance	E70	HL Dental	F88	SciCan Ltd	M50
Bridge2Aid	M100	HMRC	E100	Scott Richards Solicitors	B70
British Academy of Cosmetic Dentistry	BACD Lounge	Honey Fizz Training	A70	Septodont	F36
British Association of Dental Nurses	J98	HST Stomatological Scientific and Educational Co.,Ltd	B90	Shofu UK	F92
British Association of Dental Therapists	N65	Hu-Friedy	A30	Silmet	D62
British Dental Association	M30	IAS Academy	C80	Simplyhealth Professionals	D40
British Dental Journal (BDJ)	M30	ICE Postgraduate Dental Institute & Hospital	C55	Six Month Smiles	L95
British Endodontic Society	G75	iComply	N18	Smile Imaging	M13
British Orthodontic Society	K65	IDS - Blance	M54	Smile Ortho	M65
British Society of Dental Hygiene & Therapy	P65	Implant Direct Europe AG	E40	Smilealign Clear Aligners	M82
British Society of Periodontology	G76	Implantium UK	C62	Snowbird Finance Ltd	K70
Browns Locumlink	L90	Initial Medical	M62	Society of British Dental Nurses	K61
Brushlink	B77	Insync Insurance	G78	Software of Excellence	K25
Bupa Dental Care	F35	Invisalign + iTero	H30	Southern Implants UK Ltd	A68
Busch & Co GmbH & Co. KG.	N62	iSmile	P50	SPS Dental	J72
C&D (Microservices)	H80	Ivoclar Vivadent	F34	Status Point	L54
C2 Cyber	B58	JD Implants UK	B64	StockAssist	N11
Calaject	L30	JJ Tools	H107	Stoddard Icon	H20
Calavis Ltd	J85	JPM Products	L51	Straumann	C20
Care Quality Commission	B60	JW Hinks Specialist Dental Accountants	C103	Support Design AB	H92
Care4Teeth	C93	Kara	E110	Surgimate Instruments	F81
Carestream Dental	F33	KaVo Kerr	E30	SurgiSol	G102
Cattani Esam	M58	King's College London	P10	Survival-32	A50
Cavity Dental Staff Agency	J100	KITVIEW	B55	Suzhou Semor Medical Tech Co., Ltd	L10
Cephactics	F70	Komet Dental	F100	Swallow Dental Supplies	K60
Cerezon	L62	Kulzer	N100	Sweden & Martina Ltd	C58
CFAST SmileTRU	F73	Laschal Surgical	H85	Swish Dental	P42
Christie & Co	M25	Lease UK	L01	Systems for Dentists (SFD)	N01
CleanCert	H100	Lemonchase	G61	Tandem	A52
ClearCorrect	E72	Leyton UK	M12	TDS E&W	A60
Clinitech Medical	M80	Lily Head Practice Sales	J90	Technical & General	F75
Colgate-Palmolive UK Ltd	K40	Lloyd & Whyte	M22	Tempdent Recruitment Training	L22
Colosseum Dental	N22	Lloyds Bank	E88	TePe	B40
Coltene Ltd	K54	Luke Barnett Centre	G60	The Academy by Ash	M13
Cromatel	G72	Luxsutures	J75	The Crown Fits	A95
CTS Dental Supplies	C50	Majestic Instruments UK	D68	The Dr Bob Khanna Training Institute	F107
Curaprox UK	N55	Managing Sustainability in Dentistry Conference	C95	The First Principle	K02
Curasan	J94	Marsh Dental	N60	The Mortgage Explorer	A62
Curran Dental	J92	MD Dental Services	L54	The Royal College of Surgeons of Edinburgh	M83
Danville	L30	MDDI Global	B69	TK Plus Instruments	C102
DB Dental Australia	J70	MDDUS	C70	Toothfilm	G105
DB Dental Equipment	P20	MDS Medical Ltd	L60	Towergate	F106
DDU	C84	MediCruit	K50	Trigene	L18
Deeno Tech	B59	Medicsteel	F48	Trycare	G60
Delta Dental Training	G106	Medident Italia	P15	TTM Healthcare Limited	B57
DenGro	L45	MediEstates	K50	Turn Key Dental	E60
Denmat UK	P82	MediFinancial	K50	UCL Eastman Dental Institute	F102
Dentaid Bus	L100	Meow	D84	UK Loupes	H86
Dental Circle	B78	Mercia Dental Equipment	N64	University of Central Lancashire	G103
Dental Compliance Made Easier	L15	MIAB	F72	University Of Manchester - Dental School	B72
Dental Design Products Ltd	D22	Micro Minder	L25	Vatech	E45
Dental Directory	G40, H40, H50	MIsmile Network Ltd	L40	Veenak Dental Supplies	M16
Dental Elite	H90	MOD - Civilian Dental Professionals	N94	Velopex	F108
Dental Focus	C91	Modjaw	B53	Venom IT	A33
Dental HR	C100	Money Penny	H104	VOCO - THE DENTALISTS	M15
Dental Protection Limited	P35	Morris & Co	E62	VPM Data Protection System Ltd	B66
Dental Sky	F85	Munroe Sutton	A90	VSdent	G101
Dental Tribune International	D90	Myofunctional Research Company	H102	VSS Academy	A58
Dental Update	J24	Nasdal	K95	Waterpik	B52
Dentale Training	H82	National Examining Board for Dental Nurses	L04	Wesleyan Bank	J50
Dentally	P18	Nationwide Dental Construction Ltd	B62	Wex Photo / Video	M94
Dentists' Provident	M90	ND Communications	N102	WheelsBridge	J108
Dent-O-Care	L55	Neodent	F98	Wired Orthodontics	L85
Dentrix Ascend	N25	Neoss	D60	Wisdom Toothbrushes	N90
DENTSPLY SIRONA UK & IRELAND	G20	Newey Installations Ltd	D52	Wisepress Medical Bookshop	K80
design4dentists.com	H108	Nobel Biocare UK	E30	Working Feedback	D99
DG Mutual	C51	Nuviv	K92	Work-in-Style	N80
DHB ORAL HEALTHCARE LTD	B75	NUVOLA by GEO	D92	Wrigley Oral Healthcare Programme	B54
Digital Dental	P30	Omni Capital Finance Limited	L87	Xenosys UK	B100
DLT Media	C88	Opatra LTD	H84	Zenopa Ltd	C63
DMG Dental	P44	OPRO Dental	C54	Ziacom Ltd	D72
Dominante Dental	N85	Optident Ltd	J42	Zimmer Biomet	C72
Dominic Hassall Training Institute	E68	OptiLoup	K72	Zoom Clinic	B53
DP Medical Systems	B67	Oral 7	C92		
DPAS Dental Plans Ltd	E80	Oral Health Foundation	P52		
DynaFlex Orthodontics, USA	F80	ORAL HEALTH NETWORK & GUSTO (TOOTH PASTE)	C98		
EBLN DMCC (EVRB)	L86	Oral-B	C40 + C82		

(Correct at time of print)

Exciting times— Time to engage

The British Dental Conference and Dentistry Show 2018 will see two great events coming together to provide even more opportunities from one place. The new collaboration between the British Dental Association and CloserStill Media is expected to welcome more than 10,800 delegates through the doors in May, with plenty of chances for learning and networking to be enjoyed by all.

For dental hygienists and dental therapists, a dedicated Symposium will offer two days of informative lectures and inspiring people. A vast array of topics will be explored, helping delegates to broaden their knowledge, develop their skills and gain fresh ideas for renewed professional enthusiasm and maximum career progression.

Among the highly anticipated speakers presenting in the Hygienist & Therapist Symposium will be Professor Iain Chapple. Professor Chapple is the Head of the Birmingham School of Dentistry within the Institute of Clinical Sciences. He is also a Professor and Head of Periodontology at the School and an Honorary Consultant in Restorative Dentistry with Birmingham Community Health Trust. Having published more than 250 research papers in scientific journals in the field of periodontology, periodontal medicine and surgery, nutrition and molecular methods, he is a widely respected authority in the area and a very welcome speaker at the British Dental Conference and Dentistry Show 2018!



About his lecture, entitled “Can new risk assessment technologies make a difference to our patients and our practice?” he comments:

“There has been a huge shift in our understanding of why some people develop periodontitis and others appear resistant. During my session, I shall provide an update on the reasons for this and their impact on future management.

“I hope to get a clear message across that 21st century health care is about precision medicine or, in our case, precision dental medicine. The patient needs to be analysed as an individual by assessing their risk of oral disease and implementing personalised strategies to reduce that risk. The new care pathways will follow this approach and the dental landscape is changing to reflect a concept of ‘keeping people healthy and encouraging them to look after their wellbeing’ rather than ‘repairing things when they break’. This is where effective risk assessment technologies come into their own.”

As we are all aware, there is a constant influx of new technologies within the dental market today. While it's important to remain abreast of the latest solutions in order to deliver the best possible patient care, it's just as necessary to assess the real merits of any new technology before steaming ahead. Professor Chapple adds:

“There are plenty of new technologies out there and they vary in performance and evidence base. The best way to be sure is to attend specialist CPD that is run by national societies (as this is unbiased) or read key reviews of the evidence. If you don't have time for that then call up or email a registered specialist and I am sure they will summarise the evidence for you.”

Professor Chapple will join an array of leading speakers

in the Hygienist & Therapist Symposium, which will be supported by the British Society of Dental Hygiene and Therapy (BSDHT) and the British Association of Dental Therapists (BADT). Further educational opportunities will be presented in theatres dedicated to the specialist fields of endodontics, orthodontics, implants and periodontics, with additional CPD available in the Core CPD Theatre and Apolline Compliance Clinic.

Commenting on why he feels professional should attend, Professor Chapple says:

“This show is growing in popularity and influence and provides a single venue for accessing new technologies at the same time as acquiring vital CPD.

“I believe we are and will continue going through the most radical changes that we have seen in dentistry for more than 50 years. The entire manner in which we practise, the skill mix and the patient care pathways are changing significantly, so it is important that we don't bury our heads in the sand. Instead, we must take these opportunities to influence the direction of change. I believe these are very exciting times, but we have to engage.”

To get up-to-date with all the latest information, ideas and solutions in dentistry right now, and to engage with the wider community, make sure you don't miss the British Dental Conference and Dentistry Show 2018. Save the dates in your diary today!



Professor Iain Chapple





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Are you ready for a medical emergency?

With the changes to the CPD requirements this year, it remains as important as ever for dental professionals to develop their knowledge and skills in the area of medical emergencies. All members of the dental team need to be aware of the immediate response required should a situation arise as well as what medication and equipment is available within the practice and who is allowed to administer or use them. Refreshing knowledge and skills on a regular basis is the only way professionals can be ready to help a person when faced with a medical emergency.

This will therefore be among the essential topics covered in the Core CPD Theatre at the British Dental Conference and Dentistry Show 2018. Helen Watson and Lynn Fox – owners and instructors from Orchard Training Services and ResusPlus Training, respectively – will be presenting connected sessions on Friday and Saturday in order to cover the topic for delegates. With years of experience in acute clinical care and more than 26 years specifically in resuscitation between them, Helen and Lynn have all the expertise they need to advise, guide and support dental professionals through this area.



Helen comments:

“The most challenging aspect of managing a medical emergency is that it is such a rarity within the dental practice. It is not something dental professionals do on a regular basis and so there can be a lack of familiarity and some hesitation when a situation does arise. In my experience, practices tend

to have a medical emergency of some kind at least once a year, although there are thankfully very few cardiac arrests.

“Because of this, it is really important that the whole dental team receive high quality training. The onus is very much on the individual to ensure their training is to a high standard.

It's therefore necessary to always check quality assurance procedures and make sure that the training providers have all the appropriate qualifications and experience.”

Helen shares what she will cover during her session – “Medical emergencies in the dental practice” – in the Core CPD Theatre on Friday 18th May:

“I will discuss a systematic way to assess an unwell person in order to identify any life-threatening conditions and react accordingly. I will explore the ABCDE approach – Airway, Breathing, Circulation, Disability and Exposure – and offer some practical tips to help delegates improve their skills.

“I expect delegates to leave my lecture with increased knowledge and confidence in how to approach a potential medical emergency. In real situations, people want to feel that they made a difference to the person suffering, but they need the knowledge and confidence to act. Thankfully emergencies are fairly rare in the dental practice, but it's still important to be as prepared as possible.

“Both sessions will be relevant for all members of the dental team – it's crucial that everyone who could be involved with a medical emergency has the knowledge they need to deliver the right care in an effective and efficient manner.”

On Saturday 19th, Lynn will continue the focus on medical emergencies by exploring and clarifying common questions and misconceptions in the use of the emergency medication and associated equipment, which a dental practice should stock and be able to competently use.

Lynn's lecture is entitled “Medical Emergency Drugs: common questions and misconceptions”

Lynn explains:

“When I carry out in-house resuscitation and medical emergency training, I regularly find common misconceptions and knowledge gaps concerning medication and the associated emergency equipment.

“To help address these common issues I will discuss which medical emergency drugs the British National Formulary (BNF) guidelines refer dental professionals to and I will clarify

how to use them all safely and to optimal effect.

“The topics I will cover include the importance of the duration needed between each salbutamol inhaler dose; when and why oxygen should or shouldn't be given for a myocardial infarction (heart attack); glucagon storage; midazolam and adrenaline preparations, and much more.

“By the end of my lecture, I expect delegates to know which emergency medications they should have in the practice



and to be more confident and competent in knowing when, why, how and by whom these medications can be administered.”

Helen and Lynn add that there will be even more learning opportunities available to delegates on their stand L12:

“As an extension to our sessions in the Core CPD Theatre, we will be running

some live demonstrations of medical emergencies on our stand L12 throughout the show. This will provide delegates with a better insight into the practical application of the protocols and equipment we teach. There will also be the chance for the dental team to put their medical emergency and resuscitation skills to the test by using tools to assess CPR technique, practising airway management, preparing and giving an intramuscular injection and much more.”

The trade floor will host an array of dental product manufacturers, service providers and technology specialists, with many offering on-stand learning alongside some fantastic show-only deals. It will be the perfect accompaniment to the two days of exceptional education and verifiable CPD available for the entire dental team, all completely free of charge.

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Dental Nurses' Forum

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Supported by:



Friday 18th May

09:45 - 10:30	Dental photography for dental nurses Diane Rochford, RDH, BSc (Hons), Dental Hygienist, Society of British Dental Nurses	Supported by: 
11:00 - 12:00	Free dental treatment for Blackpool's most needy Carole Houston, MA in Public Relations, Communications and Marketing Lead, Delphi Medical	Supported by: 
13:15 - 14:00	Dental Nurse Volunteering	Supported by: 
14:45 - 15:30	Is there a generation gap in dentistry? How to deal with patients from 8 to 98 Deborah M. Lyle, RDH, BS, MS, Director of Professional & Clinical Affairs, Water Pik, Inc.	Sponsored by: 
16:00 - 17:00	From cancer to the palace in 6 years Chris Curtis, World Head & Neck Cancer Advocate, Chairman, The Swallows Head & Neck Cancer Support Charity	Supported by: 

Saturday 19th May

09:45 - 10:30	Effective Implant nursing Isis Buffonge, Registered dental nurse, Cert in OHE, PTLLS, Dental Nurse/Tutor Dental Nurse, UCL Eastman Dental Institute, Department of Continuous Professional Development	Sponsored by: 
11:15 - 12:00	Improving Mouth Care Katy Kerr, MSc BDS DDPH RCS (Eng) PGCertCE, Regional Dental Adviser for Workforce Transformation and Continuing Registration, Health Education England Thames Valley and Wessex	Supported by: 
13:00 - 13:45	Under pressure Leonora Ward, Business Development Manager, Eurodonic Ltd	Supported by: 
14:45 - 15:30	That is not what I learned at university: what successful clinicians do differently Deborah M. Lyle, RDH, BS, MS, Director of Professional & Clinical Affairs, Water Pik, Inc.	Sponsored by: 



Diane Rochford



Carole Houston



Deborah M. Lyle



Leonora Ward



Isis Buffonge



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Dr. German Ramirez - *DDS, MDSc, MS, PhD, FRCDC*

Dr. Barry D. Raphael - *Orthodontist, Myofunctional Therapist DMD*

Dr. Rohan Wijey - *MRC Clinical Director, B Oral H (Dent Sci), Grad. Dip. Dent., O.M.*

Patrick McKeown - *MB, MBA, Dip BM, FBP*

Peter Helderop - *Speech Therapist University of Applied Sciences Leiden*

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VISIT US AT STAND L50

Facial Aesthetics Theatre

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Friday 18th May

12:30 - 13:15 **How to add an extra £120,000 annual income from facial aesthetics**
Dr Harry Singh, BChD, MFGDP, Dentist/Facial Aesthetician, CEO - Botulinum Toxin Club

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14:00 - 14:45 **Facial aesthetics – how to become a success with it!**
Prof Bob Khanna, BDS, Clinical Director, The Dr Bob Khanna Training Institute

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15:15 - 16:00 **Felc Nano Plasma: A real introduction to innovative aesthetics**
Ruth Crofford, R.N., N.I.P, BSc (Hons) Nurse Key Opinion Leader & Training President for Fusion GT, Nurse, Lioness Medical Clinic

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Saturday 19th May

09:45 - 10:30 **How to add an extra £120,000 annual income from facial aesthetics**
Dr Harry Singh, BChD, MFGDP, Dentist/Facial Aesthetician, CEO - Botulinum Toxin Club

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11:15 - 12:00 **Facial aesthetics: the millennial mindset**
Dr Priyanka Chadha, MBBS(Lon), BSc(Hons), DPMSA(Lon) MRCS(Eng), MSc(Surg. Ed), Plastic Surgery Registrar, London, Director, Acquisition Aesthetics
Dr Lara Watson, BM, BSc(hons), BMedSci, MRCS(Eng), Director, Acquisition Aesthetics

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12:30 - 13:15 **Facial aesthetics – how to become a success with it!**
Prof Bob Khanna, BDS, Clinical Director, The Dr Bob Khanna Training Institute

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14:00 - 14:45 **Felc Nano Plasma: A real introduction to innovative aesthetics**
Ruth Crofford, R.N., N.I.P, BSc (Hons) Nurse Key Opinion Leader & Training President for Fusion GT, Nurse, Lioness Medical Clinic

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Short-Term Ortho Lounge

For dentists who specialise in short-term orthodontics or would like to find out more. The Short-term Ortho Lounge will cover a range of topics including digital dentistry, and clear aligner therapy.

Headline sponsor:



Friday 18th May		
11:15 - 12:00	Smilelign clear aligners - a simple yet powerful UK aligner system that delivers Dr Milad Shadrooh, Dentist, Chequers Dental Surgery	Sponsored by: 
12:25 - 13:10	Can digital technology make your orthodontic treatment plan more predictable? Sue Bessant, OND & HNC Dental Technology, Technical Director, Wired Orthodontics Ian Hutchinson, BDS FDSRCSEd MOrth(Ed) MSc PGA Specialist Orthodontist, Clinical Director, Wired Orthodontics	Sponsored by: 
13:30 - 14:15	Double your Invisalign case volume with the MiSmile Network, Powered by KMG and DenGro Ali Meredith, Programme Director, The MiSmile Network, Co-Founder, DenGroKashif Khokhar, CEO, KAU Media Group Dr Sandeep Kumar, Founder and CEO, The MiSmile Network Cat McLennan, Operations Director, The MiSmile Network	Sponsored by:  
14:35 - 15:20	Introduction to short-term orthodontics Dr Mali Aghelnejad, DDS, Principal Dentist, Willerby Dental Care and Six Month Smiles Clinical Instructor	Sponsored by: 
15:40 - 16:25	Bridging the gap with the Invisalign® system – a minimally invasive approach Lance Knight, BDS (Hons & Distinction), Adviser and mentor to dentists, Lecturing on Invisalign and facial aesthetics	Sponsored by: 

Saturday 19th May		
10:15 - 11:00	Bridging the gap with the Invisalign® system – a minimally invasive approach Lance Knight, BDS (Hons & Distinction), Advisor and mentor to dentists, Lecturing on Invisalign and facial aesthetics	Sponsored by: 
11:15 - 12:00	Smilelign clear aligners - a simple yet powerful UK aligner system that delivers Dr Milad Shadrooh, Dentist, Chequers Dental Surgery	Sponsored by: 
12:15 - 13:00	Myofunctional orthodontics Niels van der Valk, Training Consultant UK/Ireland/Netherlands, MYOFUNCTIONAL RESEARCH COMPANY	Sponsored by: 
13:30 - 14:15	Double your Invisalign case volume with the MiSmile Network, Powered by KMG and DenGro Ali Meredith, Programme Director, The MiSmile Network, Co-Founder, DenGroKashif Khokhar, CEO, KAU Media Group Dr Sandeep Kumar, Founder and CEO, The MiSmile Network Cat McLennan, Operations Director, The MiSmile Network	Sponsored by:  
14:35 - 15:20	Introduction to short-term orthodontics Dr Mali Aghelnejad, DDS, Principal Dentist, Willerby Dental Care and Six Month Smiles Clinical Instructor	Sponsored by: 
15:35 - 16:20	Can digital technology make your orthodontic treatment plan more predictable? Sue Bessant, OND & HNC Dental Technology, Technical Director, Wired Orthodontics Ian Hutchinson, BDS FDSRCSEd MOrth(Ed) MSc PGA Specialist Orthodontist, Clinical Director, Wired Orthodontics	Sponsored by: 



Dr Milad Shadrooh



Lance Knight



Mali Aghelnejad



Ian Hutchinson



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1 Source: Prevalence and distribution of selected occlusal characteristics in the US population, 1988-1991. Brunelle, et. al. Journal of Dental Research (2/96) and NHANES data.
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Friday 18th May

11:00 - 12:00 **MFDS taster session**
Dr James Field, BSc(Hons) BDS MFDS MPros FDTFed RCSEd CertClinEd MA(Ed)
FACadMED PhD PFHEA, MFDS Advisory Board, RCS Edinburgh

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12:30 - 13:30 **Integrated care: the dental team approach to complex restorative cases**
Malcom Edwards, BDS, MScD, MFGDP, FDSRCS(Eng), DRDRCSEdin, MRDRCSEdin, FDSRCS(Edin), FHEA, Director of Postgraduate Studies, Specialist Restorative Dentistry and Specialist Prosthodontics, School of Dentistry, University of Central Lancashire
Professor Dominic Stewardson, BDS, (Glasg) FDS RCPS FDS (Rest Dent) RCPS Ph.D FHEA, Professor in Restorative Dentistry, Assessment Lead, Course Lead MSc Prosthodontics, School of Dentistry, University of Central Lancashire
Dr Fadi Barrak, BDS (Brist) 1993; FDS RCS (Eng) 1997; MB BS (Lond) 2000; DiplImpDent RCSEd; FHEA; MSc, Course Leader MSc Dental Implantology, School of Dentistry, University of Central Lancashire
Shalini Kanagasasingam, BDS (Mal) MCLinDent Endodontology (Lon) MFDS RCS (Eng) MRD RCS (Edin) MFDS RCPS (Glasg) MRD RCPS (Glasg), Course Leader MSc Endodontology, School of Dentistry, University of Central Lancashire
Beverley Littlemore, BDS Teaching Team; BSc (Hons) Dental Studies PGDip(Management) Dip DHDT, Lecturer in Dental Hygiene and Therapy, School of Dentistry, University of Central Lancashire
Andrew Brook, BSc (Hons), FHEA, Dip CDT, Senior Lecturer in Clinical Dental Technology, School of Dentistry, University of Central Lancashire
Dr Aengus Kelly, BDS MA PhD MFDS RCPS (Glasg) MDTFed AFHEA, Senior Lecturer in Communications and Knowledge Transfer, School of Dentistry, University of Central Lancashire
Dr Nic Hodson, BDS BSc (Hons) PhD FDSRCS Eng (Rest), Director of Undergraduate and BDS Programmes, Honorary Consultant in Restorative Dentistry, School of Dentistry, University of Central Lancashire

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14:00 - 15:00 **Developing non-technical skills for dentists and their relevance to training**
Dr Sarah Manton, BDS, FDSRCS(Ed), PhD, FHEA, FDTFed, Director, Faculty of Dental Trainers, Royal College of Surgeons of Edinburgh

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Saturday 19th May

12:30 - 13:30 **Integrated care: the dental team approach to complex restorative cases**
Malcom Edwards, Professor Dominic Stewardson, Dr Fadi Barrak, Shalini Kanagasasingam, Beverley Littlemore, Andrew Brook, Dr Aengus Kelly, Dr Nic Hodson

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14:00 - 15:00 **An innovative approach to the management of TMD**
Daniel Saund, BDS MFGDP MFDSRCS MFDSRCPS MJDFRCS M.ORAL.SURG FDS(OS), Consultant Oral Surgeon, Birmingham Dental Hospital

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15:30 - 16:30 **An introduction to the Bioclear Method for Monolithic, Superior & Aesthetic Composites**
Dr Claire Burgess, BDS (Birmingham), MFGDP RCS (Eng), MSc Restorative & Cosmetic Dentistry (UCLan), Certified UK Bioclear Instructor, Dominic Hassall Training Institute

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Waterpik, stand B52



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Dental Focus, stand C91



Friday 18th May

09:30	- Marketing in 2018 - The World has Changed!
10:00	Krishan Joshi, CEO
10:00	- Secrets of the Online Patient Journey
10:30	Naz Haque, Google Consultant
11:00	- Before & After Photos: How to Get Patient Consent
11:30	Maddy Whitford, Business Manager
12:00	- Google Domination - Be Found, Be Everywhere!
12:30	Krishan Joshi, CEO & Naz Haque, Google Consultant
13:00	- Stunning and Beautiful Mobile Websites
13:30	Chris Olson, Marketing Manager
14:00	- Dos and Don'ts - Facebook, Instagram, Snapchat
14:30	Dominic Haslam, Social Media Guru
15:00	- GDPR: Websites and Compliance!
15:30	Krishan Joshi, CEO
16:00	- How to Get 5-Star Google Reviews
16:30	Naz Haque, Google Consultant
16:30	- Question Time
17:00	Krishan Joshi, CEO & Maddy Whitford, Business Manager
17:00	- Google Spotlight on
17:30	Naz Haque, Google Consultant & Dominic Haslam, Social Media Guru

Saturday 19th May

09:30	- Marketing in 2018 - The World has Changed!
10:00	Krishan Joshi, CEO
10:00	- The 7 Ps to Personalise Your Website
10:30	Naz Haque, Google Consultant
11:00	- Patient Selfies: How to Convert Email Enquiries
11:30	Maddy Whitford, Business Manager
12:00	- Google Domination - Be Found, Be Everywhere!
12:30	Krishan Joshi, CEO & Naz Haque, Google Consultant
13:00	- How to Create an Emotional Website
13:30	Krishan Joshi, CEO
14:00	- Winning on Facebook, Instagram and Snapchat
14:30	Dominic Haslam, Social Media Guru
15:00	- GDPR: Websites and Compliance!
15:30	Krishan Joshi, CEO
16:00	- Your YouTube TV Channel - Patient Videos
16:30	Naz Haque, Google Consultant
16:30	- Question Time
17:00	Krishan Joshi, CEO & Maddy Whitford, Business Manager
17:00	- Google Spotlight on
17:30	Naz Haque, Google Consultant & Dominic Haslam, Social Media Guru

Visit the Straumann Digital Performance Truck at the British Dental Conference and Dentistry Show 2018



Riding on the wave of its 2017 success, the Straumann® Digital Performance Roadshow juggernaut that stormed its way around the UK in July will be making a return visit to the UK during the British Dental Conference and Dentistry Show in Birmingham on 18th–19th May 2018!

The 2017 Tour saw Straumann set the benchmark in quality, innovation and digital knowledge in dentistry and is set to once again wow audiences with its synchronised digital workflow from CARES® Digital Solutions. Each piece of equipment or software fits to form the perfect digital workflow for your surgery or lab.

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Visit the Dentaïd Bus at the Show!



If you want to find out more about dental volunteering opportunities in the UK and overseas visit Dentaïd on stand L100.

The international dental charity has volunteering trips to countries including Uganda, Zambia, Cambodia, Kenya and Morocco. Dentaïd's mobile dental unit is also returning to the show - climb onboard and find out how Dentaïd is providing free dental treatment for homeless and vulnerable people across the UK. There's also information about Dentaïd's BrightBites oral health education programme in British schools.

Dentaïd is delighted to have a stand next to Bridge2Aid as the two dental charities embark on a joint fundraising programme under the Together Dental partnership. The show will see them launch their 1000 Smiles fundraising campaign where they are seeking 1000 practices and dental businesses to each raise £100 to help them improve access to safe, sustainable dental care in poor and remote communities.

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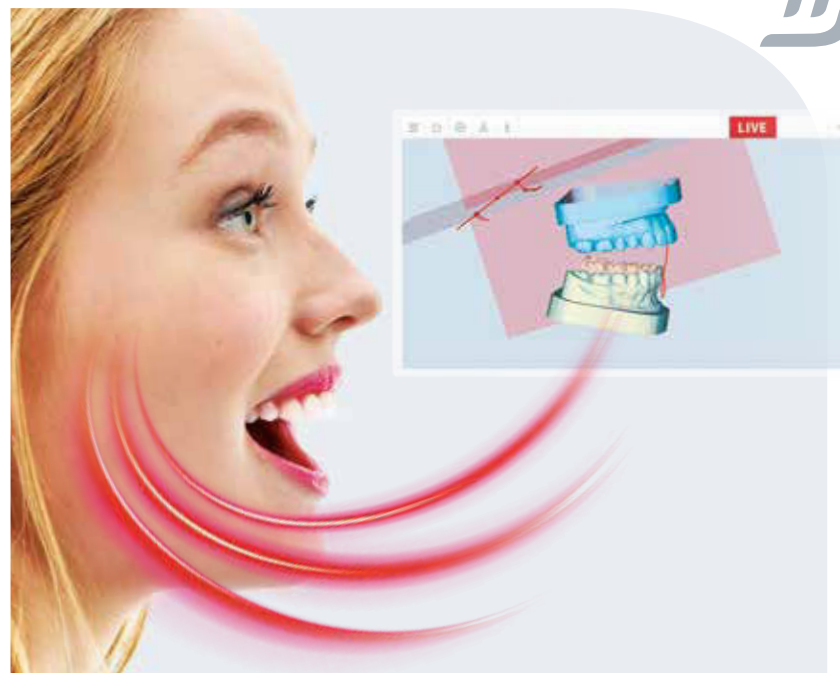
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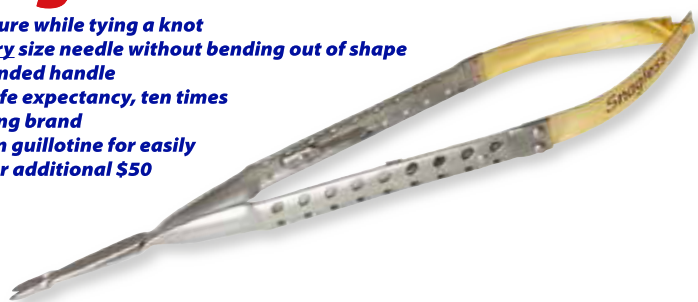
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GETTING DIGITAL

At the British Dental Conference and Dentistry Show 2018, Dr Diyari Abdah will be presenting in the BACD Aesthetic and Digital Dentist Theatre on "CBCT in everyday practice", sponsored by Acteon.



Dr Diyari Abdah is a cosmetic and implant dentist in private practice in Cambridge. He has been teaching, lecturing and mentoring across the globe in the field of

implantology for more than 15 years and he runs his own successful mentoring programme designed to help professionals avoid and solve problems with implant treatment.

"CBCT technology is a standard of care in dentistry today," says Dr Abdah. "Gone are the days of guessing treatment and hoping that things work out. Predictability is what both patients and clinicians want and this can be achieved in many fields of dentistry by utilising a CBCT scan as a crucial diagnostic and treatment aid. Every clinician placing an implant, performing a complicated endodontic procedure or extracting a wisdom tooth, should be using CBCT technology."

During his lecture at the event, Dr Abdah will be covering how to use CBCT technology effectively for daily dentistry, and offering practical hints and tips on how to capture the best images to ensure you have all the correct information, while also minimising

the radiation dose for the patient. He adds:

"The aim of my session is to help clinicians move forward with their diagnostic and treatment planning procedures by encouraging them to add CBCT 3D imaging to their knowledge and skill set. Once familiar with the capabilities of the technology, dentists should be using this to increase predictability of everyday dentistry. Since we obtained our CBCT machine in my practice, we have never looked back and will never return to the guesswork involved with 2D imaging. I hope to emphasise the difference this has made and show delegates how they too could benefit."

Dr Abdah will join an impressive selection of speakers presenting at the British Dental Conference and Dentistry Show. Those announced so far include Mark Bowes, Ken Harris, Sanjay Sethi, David Bloom, Dominic Hassall, Tif Qureshi and Ashley Latter, with more yet to come.

Further still, the new collaboration between the British Dental Association (BDA) and CloserStill Media brings two great events together with exceptional networking opportunities for all visitors. Whether you want to catch up with colleagues and friends, meet new people or strengthen relationships with lab partners in the co-located Dental Technology Showcase, the British Dental Conference and Dentistry Show 2018 will have everything you need.

"I think the collaboration between the two events with epitomise the synergy and strength of the profession," adds Dr Abdah. "It will see the best in dental shows and education brought under one roof and clinicians will expect the best out of this merger."

"Events such as the British Dental Conference and Dentistry Show are a great opportunity for clinicians and staff members to learn about the latest in our profession and be one step ahead at all times. It's a 'not to be missed' opportunity!"

EXHIBITOR LATEST NEWS

H. K. ALLISON

About H. K. Allison Projects for Sustainability.

Formed in 2014, our organization is a non-profit 501 (c) (3), which received tax-exempt status in May, 2016 and is approved by the Dental Board of California as a Continuing Educational Provider.

Our mission is to develop projects and support programs that are aligned with corporate social responsibility, an integrated approach to developing clear policies, projects, and education that facilitate environmental, economic, and social sustainability goals. To that end, we present the first global conference for Managing Sustainability in Dentistry.

Experts will discuss industry trends, present case studies, and speak on such diverse topics as marketing, nutrition, and technology as they pertain to the practice of dentistry.

Attendees will gain practice management tools needed to build organizations that have a greater positive social, environmental, and economic impact. Conference courses meet the Dental Board of California requirements for 14 units of continuing education.

CPD certificates can be provided.

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STAND NUMBER: B57

British Dental Conference &
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EXHIBITOR LATEST NEWS



EZ DAM

EZ DAM is the superior dry field isolation system.

This all-in-one product consists of autoclavable bite blocks in 5 sizes, including trimmable mouthpieces that supply cheek and tongue retraction in addition to a throat pack. Each mouthpiece has built-in vacuum channels that allow continuous and complete removal of fluids from the oral cavity. This provides an optimal workspace and constant dry field not to mention a relaxed patient! EZ DAM outperforms other isolation systems because of its innovative hands-free suction method and ease of use. Being less invasive and intimidating by construction, its application and removal is straightforward. Even patients with a sensitive gag reflex report that EZ DAM feels comfortable! Using EZ DAM may reduce procedure time by up to 30% as you are able to work uninterrupted from the usual demands and failings of traditional dry field methods. This represents significant time and cost savings including less stress. Visit us on stand L30 for a demonstration or go to our EZ DAM website now to see it being used. www.ezdam.co.uk Freephone 0808 1000 888, sales@evident.co.uk

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DYNAFLEX

DynaFlex is a world class manufacturing and distribution company located in St. Louis, Missouri offering a full range of high quality Orthodontic products.

DynaFlex is actively seeking International Distributors for our product line and looking to expand distribution opportunities worldwide.

DynaFlex has developed key products used worldwide in the Orthodontic field, such as our CS System, a Class II and III Corrector. The CS System is one of the most successful chairside appliances used in the world today due to its simplicity, effectiveness and value pricing. DynaFlex also offers a full line of orthodontic products including brackets, wires and auxiliary products at value driven prices. To inquire about Distributor opportunities in your country, please contact Ralph Esquerra, Vice President of International Sales, ralphe@dynaflex.com or call direct at 1 (760) 300-9764. To learn more about DynaFlex contact our office, 314-426-4020 or visit www.dynaflex.com.

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STOCK ASSIST

KMsoft provide both off-the-shelf and bespoke software solutions for many sectors including healthcare, retail, manufacturing, automotive and government. As such, we work hand in hand with an international network of hardware resellers to ensure that customers receive the best and most appropriate solution to meet their specific requirements.

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How much control would you like over your online reputation?

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VISIT US AT STAND H15



DMG UK

Ecosite Bulk Fill makes posterior restorations quicker and easier!

As well as LuxaCrown, Icon and LuxaCore Z, DMG will be exhibiting Ecosite Bulk Fill for the first time in the UK. As a modern definitive filling material, a packable bulk fill composite is the perfect alternative to amalgam. Ecosite Bulk Fill, is DMG's newly developed posterior tooth composite which makes it even easier for Dentists to perform quality restorations quickly. Applied in one step, with no time-consuming layering required. Curing performed reliably up to 5mm in only 20 seconds! The extremely low shrinkage stress values of Ecosite Bulk Fill minimize shrinking stress and ensure a durable and safe marginal finish. The packable nano-hybrid composite also has excellent thixotropic properties which allow for a controlled adaptation to the cavity walls. Whilst its firmer material consistency ensures particularly convenient and precise handling. In practice this means - easy shaping, precise contact point design and significant time savings in finishing.

For further information contact your local dental dealer or DMG Dental Products (UK) Ltd on 01656 789401, email info@dmg-dental.co.uk or visit www.dmg-dental.com

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Our company contact details are below.

Telephone 0208 391 8891, Email: cservices@dhb.co.uk

Website: www.dhb.co.uk

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TANDEX

Tandex has been a leader in the development and production of preventive oral health products since 1931.

With a mission to create smiles over the world, this Danish-based company has a commitment to using the best raw materials in its elegant patient-friendly designs. By listening to what people want, it has been able to produce tools and adjuncts that are of the highest quality, as well as having maximum functionality. The comprehensive range has been developed in collaboration with dentists and hygienists. It includes the FLEXI™ interdental brush and SOLO™ interspace brush, both designed for the critical points in the mouth where access can be difficult. Last year, Tandex GEL changed its name to PREVENT GEL and WASH & PREVENT, a premium-quality mouthwash, was launched on to the UK market. Tandex also announced its new Customer Club and the company has many more exciting campaigns and initiatives planned for 2018.

VISIT US AT STAND A52

EXHIBITOR LATEST NEWS

**BIEN-AIR**

Bien-Air, a Swiss company, have been designing and producing handpieces for nearly 60 years.

Based in the heart of the watch making industry, Bien-Air produce a range of high quality, precision instruments. TORNADO and TORNADO S are the world's most powerful standard and small head turbines! Our CA 1:5 EVO 15 Contra-angle with COOLTOUCH+ has built in patient safety and is guaranteed not to rise above body temperature. iChiropro, our implant motor, driven by iPad, simplifies implant placement and produces a patient report. Come and visit us at stand E42 to experience these and other innovations from Bien-Air.

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We provide dental products for international markets and we operate in more than 50 countries. Our wide distribution network handles sales, installation and service. Our goal is not to be the biggest provider in the industry, but rather to serve as a close and reliable partner. We react quickly and flexibly to the needs of our customers. Our focus is on research and development, ensuring that our clients always get maximal benefits from our products in their daily work.

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Evo is a clinically lead technologically driven clinic. Our scope is solely full jaw rehabilitation using pioneering techniques in Graftless Immediate Fixed

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EXHIBITOR LATEST NEWS



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Advice for improving the oral health of younger family members, plus explanations and options relating to risk factors for gum disease and oral cancer. It can be promoted by yourself to download through their email or via text reminders, with a follow up summary email after their appointment which may provide some protection for yourself against future periodontal litigation. It saves time giving repetitive advice they don't remember in the surgery but via timely video notifications on the App, when you are not in the bathroom with them. Patients can share the App directly through their contacts, helping reach the 48% who don't regularly attend.

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THE FACULTY OF GENERAL DENTAL PRACTICE (UK)

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Membership is open to all dental practitioners who hold a postgraduate dental qualification and are registered with the General Dental Council (GDC; or overseas equivalent). Associate Membership is open to all others registered with the GDC.

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www.cfastresults.com
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For further information please do not hesitate to get in touch for further details:

Neil Clarke | Partner
07855 036001 | neil.clarke@rapleyshealthcare.com
Roger Gullidge | Partner
07974 088453 | roger.gullidge@rapleyshealthcare.com
Justin Tuckwell | Partner
07876 790572 | justin.tuckwell@rapleyshealthcare.com

VISIT US AT STAND J22



LUXSUTURES

LUXSUTURES, founded in the year 2000 is specialized in the manufacturing of surgical sutures. The company is located in Luxemburg, in the heart of Europe, between Belgium, France and Germany. Until now, our products are distributed in over 55 countries worldwide.

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www.luxsutures.com
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Freephone 0808 1000 888, sales@evident.co.uk

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- Available in 2 versions; hydraulic or mechanical.
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Visit us on stand L30 and try the Back Up work stool for yourself and discover what a new way of sitting could do for you.

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VISIT US AT STAND L30

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WWW.THEDENTISTRYSHOW.CO.UK

PHILIPS

sonicare

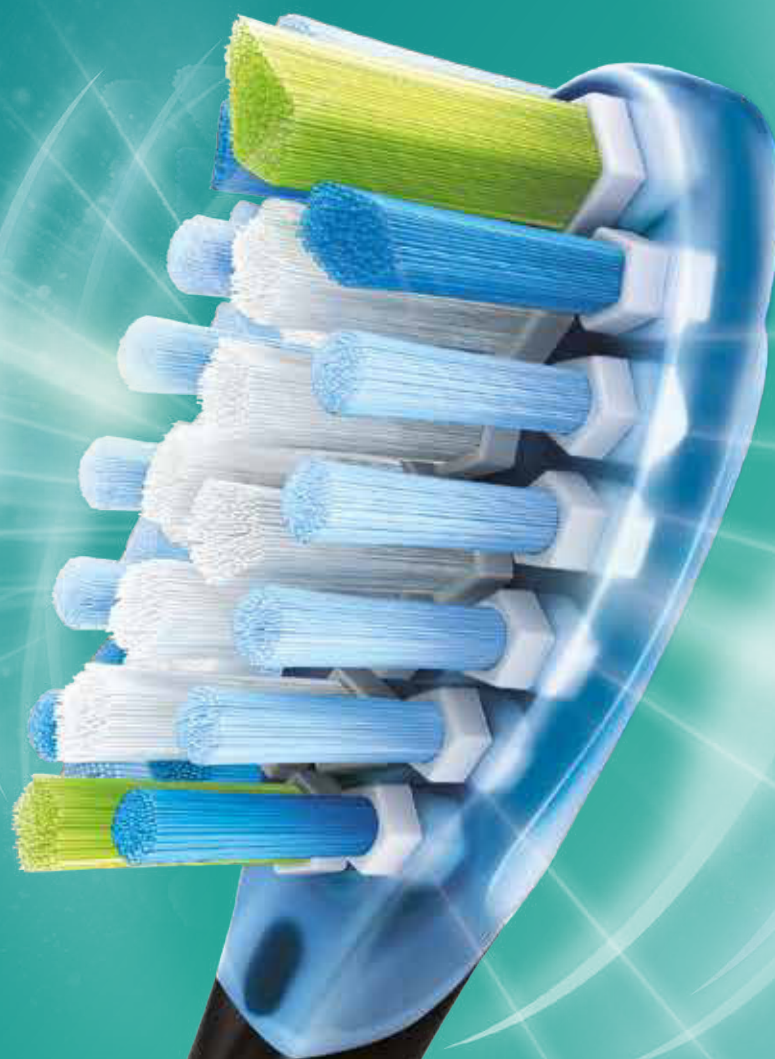
Power Toothbrushes

Powerfully effective, yet remarkably gentle

Philips Sonicare Power Toothbrushes

Experience the Sonicare difference. Our patented technology generates high-amplitude and high-frequency bristle motion, creating dynamic cleaning action that drives fluid forces deep into interproximal spaces and along the gum line.

The result is a superior clean that you can see and your patients can feel.



innovation ✨ you

[Philips.co.uk/dentalprofessional](https://philips.co.uk/dentalprofessional)

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

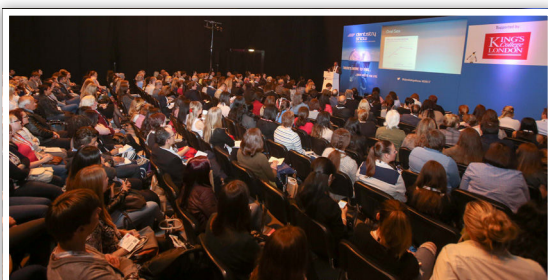
TELEPHONE:

+44 (0)207 0134 660

2

ONLINE:

www.thedentistryshow.co.uk/launchpad



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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.

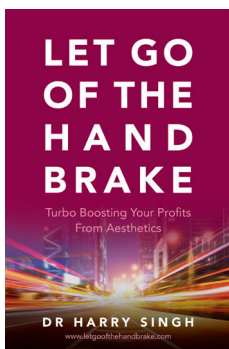
www.ascotautoclaves.com

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) 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

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CALL: +44 (0)207 0134660

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 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

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™

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 or visit www.gceurope.com

Visit us on stand A10

General Medical

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



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 or email info@generalmedical.co.uk

Visit us on stand J104

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.

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

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



KULZER
MITSUI CHEMICALS GROUP

dental technicians by your dental experts at Kulzer. It can 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



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.

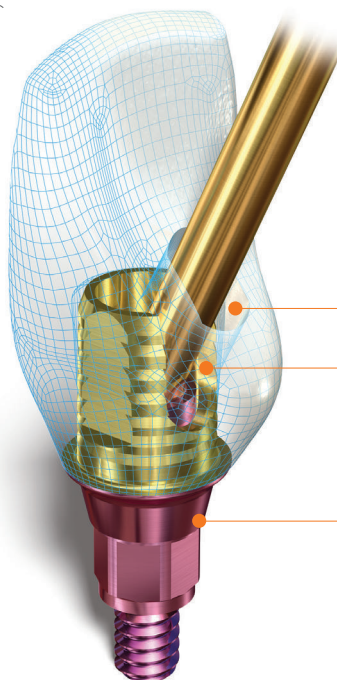
Compatible with digital and traditional workflows.

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.

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

Oralieve

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

Visit the Oralieve Dry Mouth Relief stand – D61

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

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.

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 time 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

Solvay

Ultaire™ AKP is an innovative aryl ketone polymer (AKP) formulated to meet critical performance requirements for removable partial

SOLVAY
DENTAL360™

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

PHILIPS

sonicare

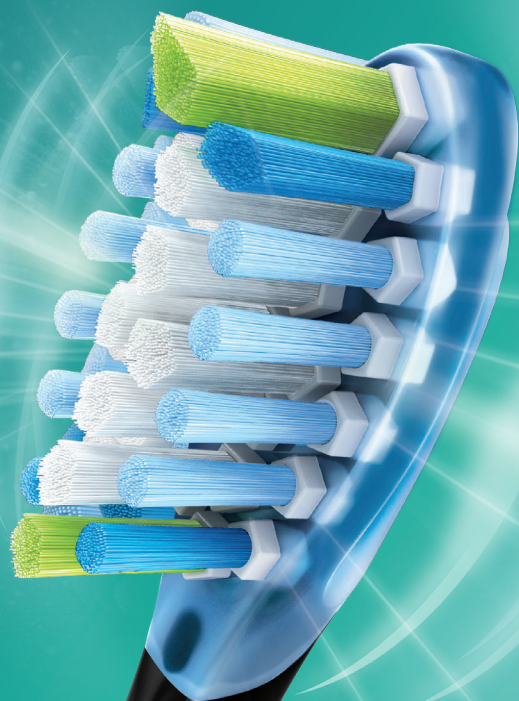
Power Toothbrushes

Powerfully effective, yet remarkably gentle

Philips Sonicare Power Toothbrushes

Experience the Sonicare difference. Our patented technology generates high-amplitude and high-frequency bristle motion, creating dynamic cleaning action that drives fluid forces deep into interproximal spaces and along the gum line.

**The result is a superior clean
that you can see and your
patients can feel.**



innovation  you

Philips.co.uk/dentalprofessional

Sweden + Martina

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

Systems For Dentists

Systems for Dentists have been



Systems for Dentists

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, email sales@sfd.co or call 0845 6432828

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CALL: +44 (0)207 0134660

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



THERE'S MORE TO THIS...

SAVE
THE DATE!
18th & 19th MAY



...THAN MEETS THE EYE

FEATURES FOR 2018:

- **NEW!** BDA Theatre, in collaboration with the British Dental Association
- **NEW!** Special Interest Theatre, sponsored by Kavo Kerr, supported by the British Endodontic Society
- Next Generation Conference, supported by Dental Circle
- Compliance Clinic, sponsored by Apolline
- Dental Business Theatre, sponsored by Practice Plan and Wesleyan Bank
- Facial Aesthetics Theatre, sponsored by Fusion GT, supported by CCR
- Short-Term Ortho Lounge, sponsored by Invisalign iTero

British Dental Conference &

**dentistry
show**

18th & 19th May 2018 / NEC Birmingham

www.thedentistryshow.co.uk www.the-dts.co.uk

Co-located with



In collaboration with

BDA
British Dental Association

REGISTER FOR YOUR FREE PLACES NOW: THEDENTISTRYSHOW.CO.UK/LAUNCHPAD

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

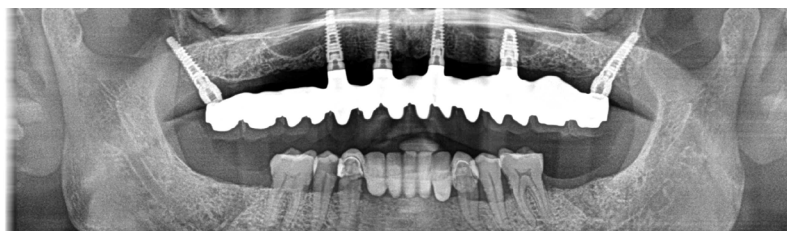
Email : course@wired-orthodontics.co.uk

Phone : 08456 046 737

Visit us on stand L85

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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 or Visit our website to find out more: www.evodental.com



Waterpik

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

waterpik®



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



The Straumann Digital Performance Roadshow Truck will be at the British Dental Conference and Dentistry Show 2018!

NEW

Straumann will be onsite at the British Dental Conference and Dentistry Show to wow delegates with its synchronised digital workflow solutions. Each piece of equipment or software fits to form the perfect digital workflow for your surgery or lab. Straumann's top-of-the-range digital offering will be showcased in the 16-metre-long juggernaut mobile showroom, where clinicians will get the chance to experiment with intra-oral scanners, case planning software, 3D printing and milling equipment, while learning from inspirational digital experts.



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- Fast quote turnaround



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



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One-Step Cleaner
& Intermediate Disinfectant



STATMATIC[®] smart
Handpiece Maintenance



HYDRIM[®] G4
Automated Instrument Washers



STATIM[®] 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

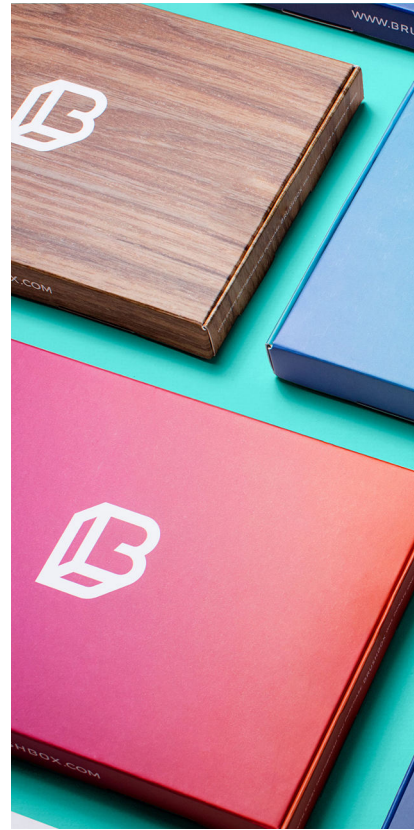


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**ORAL CARE.
DELIVERED.**

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...



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