

**BACD
AESTHETIC
DENTIST
THEATRE**

SEE PAGE 3



**FLOOR PLAN
& EXHIBITOR
LIST**

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dentistry show

for all that dentistry demands
12th & 13th May 2017 / NEC Birmingham



**DEC/JAN
ISSUE**

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BACD TEAMS UP WITH THE DENTISTRY SHOW

THE DENTISTRY SHOW has entered into a partnership with the British Academy of Cosmetic Dentistry to bolster its world-class clinical agenda at this year's event, which returns to the NEC Birmingham on May 12th and 13th, 2017. With more than 8,000 delegates drawn from practice teams across the UK, coupled with more than 400 members of the dental trade showcasing products and technologies from across the world on the exhibition floor, The Dentistry Show is set to consolidate its position as the UK's biggest and most important buying, sourcing, training and education event in the UK calendar.

Organiser CloserStill Media has unveiled its 'More than meets the eye' print, direct marketing and digital campaign which will be seen by every dental professional in the UK over the next few months.

The Dentistry Show, will yet again take place alongside The Dental Technology Showcase which draws in more than 1,700 laboratory owners and technicians – making it a truly unique event in Europe which brings in BOTH dental teams from surgeries and laboratories.

The education and training programme is as strong as ever with a world-class international speaker faculty set to top 200 across 20+ streams of CPD-accredited content. The organiser's have pledged to donate £1 for every hour of verified CPD hour recorded at the show (see story opposite) to the BDA Benevolent Fund.

One of the highlights of the show every year is the Aesthetic Dentist Theatre and this will be no different in 2017. Not only will the highly anticipated programme be delivered by world-class professionals at the very forefront of the field, but it will also be supported by the British Academy of Cosmetic Dentistry (BACD).

The BACD is a world-leading authority on cosmetic dentistry. Its members include dentists, dental technicians and students who share a passion and commitment for clinical excellence. A proactive and dynamic group of professionals, BACD members have access to various educational events, training courses and study days, as well as the BACD Annual Conference in November. Members also receive support with marketing and recruitment through the 'Find a Cosmetic Dentist' locator tool and job advertising boards, with an extensive network of globally leading professionals to liaise with for clinical support and advice.

Utilising this vast expertise in cosmetic dentistry, the BACD Aesthetic Dentist Theatre will cover a wide range of topics from whitening to effective orthodontic treatment planning, prevention, composites, occlusion, digital smile design and the benefits of minimally invasive techniques. A wealth of information and advice will be provided to help delegates avoid potential pitfalls associated with aesthetic procedures, while also enabling them to achieve the very best results for all their patients.

The speaker line-up includes an impressive selection of professionals renowned for their skills and expertise – some



of whom are BACD members themselves. Chaired by Elaine Halley once again, speakers will include Richard Field, Jameel Gardee, James Goolnik, Christopher McConnell, James Russell and Andrea Shepperson.

About their support for the Aesthetic Dentist Theatre in 2017, BACD representatives commented: "The BACD is one of the largest Cosmetic Dentistry Academies in Europe and we are proud to be working with The Dentistry Show to share and promote our commitment to clinical excellence in cosmetic dentistry as an integral part of comprehensive dental care, to all dentists. This will be via education in the BACD Aesthetic Dentist Theatre at The Dentistry Show."

Alex Harden, Event Director for The Dentistry Show added: "We are delighted to receive the support of the BACD for the Aesthetic Dentist Theatre this year. Recognised throughout the profession as a leading academy in the field of aesthetics, their involvement adds to the quality of the programme and ensures the highest standards of education for delegates. We are once again excited to present such varied lectures with such high calibre speakers and look forward to exceeding expectations for another year."

So make sure you don't miss the BACD Aesthetic Dentist Theatre 2017 – it promises to deliver a great experience for all.

For further enquiries about the British Academy of Cosmetic Dentistry visit www.bacd.com

Giving something back



The Dentistry Show has adopted the BDA Benevolent Fund for its charity for the 2017 show.

With every hour of verified CPD logged by each delegate attending the show at the NEC Birmingham on May 12th and 13th, organiser CloserStill Media will donate £1 to the [BDA Benevolent Fund](http://www.bdabenevolentfund.org.uk).

The Dentistry Show has always been committed to giving something back to the dental profession and since its inception in 2007, it has delivered up to 85,000 hours of verifiable CPD for all members of the dental team.

Various dental charities have also been featured on the trade floor over the past few years, each demonstrating their fantastic work both in the UK and overseas and encouraging professionals to get involved. Among these have been Bridge2Aid, with their fun 'Summer Fete' stand that many delegates have enjoyed, as well as Dentaid and the Oral Health Foundation.

In 2017, The Dentistry Show will be celebrating its 10th anniversary and are looking to give back even more. We are delighted to announce that the event will be supporting the BDA Benevolent Fund, promoting what it does and how it helps dentists and their families survive hard times.

For every hour of verifiable CPD earned at the 2017 event, The Dentistry Show will donate £1 to the invaluable charity. Our aim is to reach 100,000 hours of verifiable CPD, which would mean contributing as much as £15,000 to the BDA Benevolent Fund!

Dr Ann Rockey, Chairman of the BDA Benevolent Fund, commented: "For over 130 years we have been the only charity solely dedicated to supporting dentists and their families in times of financial need. As an independent charity, we help people who are not able to pay for some of the normal things in life which most people in the dental profession take for granted. With your support we are able to continue assisting current and former colleagues get back on their feet and recover from hardship."

Whether through an accident, illness or bereavement, dentists can find themselves facing financial hardship for a variety of unforeseen and unavoidable reasons. The BDA Benevolent Fund is there when they have nowhere else to turn.

Help us reach our target during our 10th anniversary year by attending The Dentistry Show on Friday 12th and Saturday 13th May 2017! Remember, for every hour of free verifiable CPD you gain, we will donate £1 to the BDA Benevolent Fund, helping dentists and their families make it through tough times.

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MEDA

BACD Aesthetic Dentist Theatre

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The handpicked world-renowned specialists in the BACD Aesthetic Dentist Theatre will provide you with a thorough insight into key aesthetic subjects as they relate to a modern dental practice. And more importantly show you how to combine these aesthetic 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.

Friday 12th May

10:45 -
11:45



Dynamic smile design

Elaine Halley, BDS MFGDP(UK) MSc(Aesthetic and Restorative Dentistry), Cherrybank Dental Spa, Perth and Edinburgh

In this presentation Dr Halley will present a step by step guide for analysing and diagnosing smiles which then leads into comprehensive treatment planning and informed consent.

12:30 -
13:30



The secrets of successfully integrated anterior composite restorations

Dipesh Palmer

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14:30 -
15:15



Starting with the end in mind

Jameel Gardee, BDS, DSD Master/Instructor, Dentist/Smile Designer, DSD Instructor/SKYN Instructor

The digital planning of the proposed smile can guide every aspect of comprehensive interdisciplinary digital dentistry. By starting with the end in mind, our dentistry become more predictable, accurate and efficient.

16:15 -
17:00



Aesthetics and orthodontics - an essential link

Dr James Russell, BDS, Dentist

This presentation aims to illustrate how orthodontics can play a vital role in many cases where traditionally aesthetic dentistry was undertaken without any prior alignment. The steps involved in planning and executing these interdisciplinary cases will be demonstrated.

Saturday 13th May

10:00 -
11:00



Everyday composite mistakes - plan properly and see the rewards!

Dr Christopher McConnell, BDS BSc (hons) DPDS, Cosmetic and Sedation Dentist, St Piran Dental, Cornwall

In this fast learning lecture we will look at why etching, drying, bonding and curing are the biggest 4 failures of composite dentistry in UK dentists. Materials and equipment has changed massively in the last 6 years and the 20 second rule is now way out of date.

12:00 -
13:00



How to legally and ethically offer your patients whiter teeth

Dr James Goolnik, BDS MSc, Dentist, Bow Lane Dental Group

There is lots of confusion in tooth whitening with new products being launched at every conference. James will cut through the hype to help you understand what is important and what your patients really care about. The lecture will give you the tools to ensure you can legally whitening your patient's teeth and integrate whitening into your practice.

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13:30 -
14:30



Staying out of trouble in aesthetic dentistry

Dr Andrea Shepperson, BDS, Dentist and Speaker, Shepperson Education

The enthusiasm and desire to deliver a beautiful smile can be entrancing for dentists. The outcome, when things go wrong, can be far from entrancing. Dr Shepperson will share her finely tuned radar and keen eye, as well as a practical risk assessment procedure to identify red flags.

15:00 -
16:00



The iconic solution - maximising minimal intervention

Richard Field, BDS Hons

Historically, patients who have been affected by white lesions on their teeth have either had to live with the lesions, or resort to invasive dentistry to mask them. Due to modern advancements in dental materials and techniques, white spots can now be removed in a truly minimally invasive way using resin infiltration. This lecture will look at how resin infiltration can be used in every day practice to great effect in the treatment of superficial and also deep white spot lesions.

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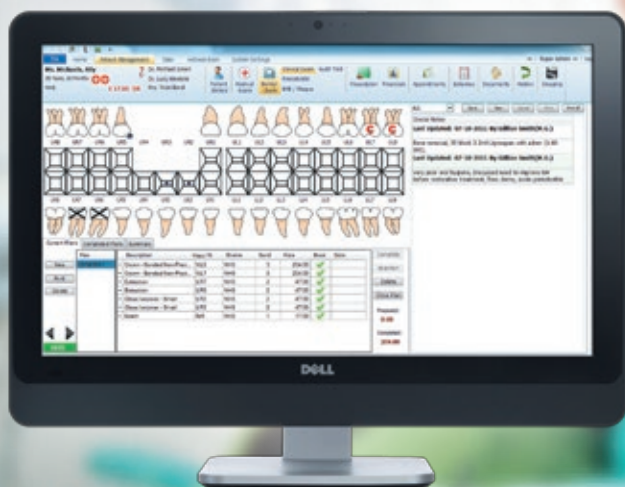
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Compliance Clinic Overview



With the dental profession under increasing pressure in terms of regulation and compliance, it can be difficult to ensure that you are always up to date. There are constant regulatory updates to contend with, all alongside caring for your patients and your team and running a busy business. It is therefore little wonder that many practitioners feel snowed under with their responsibilities and in particular with regulatory requirements. Concerns about regulatory compliance remain high up on the list of things causing considerable stress and anxiety to the profession.

Following on from the great success of the last two years, Apolline is delighted to be once again sponsoring the Compliance Clinic at The Dentistry Show in 2017. Our impressive list of speakers in 2016 covered subjects as diverse as keeping great patient records; business success in a world gone crazy; the tools and know-how to make compliance achievable; ensuring your newly designed practice is in line with current regulations and the future of educating your dental team. New to last year's line up was the introduction of the core subject, infection control. This topic particularly proved to be immensely popular and is something we will be running again in 2017.

With regulatory compliance becoming



increasingly complex and time-consuming, it has never been more important to ensure you are ahead of the game. Once again, Apolline's Compliance Clinic will have speakers from all aspects of regulatory compliance to help ensure that you know what you need to know and how to do it.

We don't claim to make compliance simple but we do aim to make it achievable.

We look forward to welcoming you and your teams to the Apolline Compliance Clinic at The Dentistry Show in 2017.

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*In vitro single species biofilm after 5 minutes soak.

References: 1. Glass RT et al. J Prosthet Dent. 2010; 103(6): 384-389. 2. GSK Data on File, literature review. August 2013. 3. GSK Data on File, Fernandez et al. 2006. 4. GSK Data on File, Lux R. 2012. 5. GSK Data on File, April 2011. Trade marks are owned by or licensed to the GSK group of companies.

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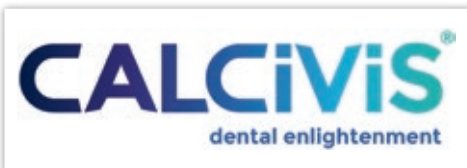
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CALCIVIS: a preventive approach

CALCIVIS, a new UK company, has been working on an exciting new technology that will help practitioners precisely identify active carious lesions, allowing them to offer bespoke, evidence-based preventive treatment for dental caries patients. This innovative technology is the next step in true preventive dentistry and uses an advanced biotech based imaging agent to accurately identify active demineralisation on the surface of a patient's tooth.

The idea behind the CALCIVIS imaging system, which is now in the latter stages of final development, was conceived by one of the UK's eminent cariologists, Dr. Chris Longbottom.

The initial idea for what would eventually become the CALCIVIS imaging system came from a book called Glowing Genes. As Dr Longbottom was flicking through the pages, he learnt that an agent had been developed which could help identify free calcium ions by stimulating luminescence. This had great potential since, during the caries process, the tooth's calcium is brought into solution, increasing its ionic concentration – meaning this luminescent agent would be able to, in theory, highlight active demineralisation.



Back in Dundee, Dr Longbottom bought some of that material and experimented with a number of teeth in his own lab – and the initial results were good, not to mention incredibly exciting. The bioluminescent material created a number of glowing areas that corresponded with identified carious lesions, indicating an increased concentration of calcium ions that was suggestive of an active area of demineralisation.

The ramifications of this discovery are significant. The early identification of dental caries – at the point where they are still reversible – has been notoriously difficult in the past. Now, however, with the CALCIVIS imaging device in the final stages of development, dental professionals will finally be able to offer truly preventive caries treatment, giving each patient a bespoke programme of first-step care that precisely meets their individual needs.

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L16 SHOFU	L18 10	M16 JPM PRODUCTS	M18 TRIGIENE
L20	L22	M20	
L25 HAGUE DENTAL	L30	M20 TAKARA BELMONT	
L30 HONEY FIZZ	L32 SNOWBIRD FINANCE	M30 CODE	
L35	L38	M32 RESERVED	M38 RESERVED
L40	L42	M40 GENERAL DENTAL COUNCIL	
L48	L52	M45 NEBDN UNI OF KENT HEEKSS	
L50	L52	M50 DENTAL PROTECTION	
L55	L58	M52 TANDEX	
L60	L65	M60 CB12	M65 LLOYDS BANK
L70 ORALPATH L76 IN-LINE UK LOUPES ORTHODONTIC	L75 BA INTERNATIONAL L68 KCO BEAUTY IAS ACADEMY	M70 PARS DENTAL	M75 BLACKWELL SUPPLIES
L80 WIRED ORTHO	L82 WISDOM TOOTH BRUSHES	M80 WISDOM TOOTH BRUSHES	M82
L85	M85 AVIS TEXTILES	M88 DENTAL CIRCLE	
L90	M90 XENOSYS UK M92	M91 COSTCO	
L100	L110	L115	L120 SOLIDENTS

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THE DENTISTRY SHOW

360 Visualise	D30	Healthcare learning	M10	Philips	J30
3M ESPE Dental	G42	Henry Schein	H25	Pinders	A100
3Shape	D70	Heraeus Kulzer	N55	Planmeca	G30
Acteon UK	E30	HL Dental	F44	Practice Plan Ltd	G40
Acumag - Deep Tissue Massager	B108	HONEY FIZZ	L30	Premier	A50
A-Dec Dental UK Ltd	F30	HST Stomatological Scientific and Educational Co.,Ltd	B56	Prestige Dental	K54
Admor	F60	Hu-Friedy Mfg. Co. LLC	A30	PreViser Oral Health Assessment	K18
Anglian Dental	F65	IAS Acadmey	M80	Price Bailey Chartered Accountants	F56
Apolline Ltd	L10	iComply	M30	Progress to Excellence Ltd	E100
AppointmentMentor Limited	B55	Implant Direct Europe AG	K60	QED Ltd	F100
Ashley Latter	E62	Implant Screwdriver (Omplant)	D62	Qudent	C70
Aura Infection Control	M11	Implantium	C58	Quick Straight Teeth	L65
Aura9 Ltd	E72	In-Line Orthodontic	L76	Quick Straight Teeth	K70
Awanza Surgident Co.	L01	Invisalign	H55	Quicklase Quickwhite	A36
AWB Textiles	M85	IONYX	G86	Quintessence Publishing	H42
BA International	L75	ISFY Limited	B54	RF HR Solutions	G103
Beauty & Brows	L82	Ismile	B50	RIS Products Ltd	C65
Belmont	M20	Ivoclar Vivadent	F35	RPA Dental Equipment Ltd	L40
Biomedical Tissues	E70	JADENT GmbH	G100	S4S (UK) Ltd	K02
Biomet 3i	E60	JPM Products	M16	Sandwell College	C100
Blackwell Supplies	M75	JW Hinks	F106	School of Dentistry University of Leeds	C102
BOC Healthcare	K05	KaVo	H75	Scican	B80
BPP University	H50	Kerr UK Ltd	H65	Score Dental	F70
Brabners LLP	B100	KIACCESSORI	J100	Shofu UK	L16
Braemar Finance	L60	King's College Hospital NHS Foundation Trust	N41	Sinclair Pharma	B85
BTI	M36	King's College London	M01	Sintons Law	E68
Calcvivis - visualising actual tooth decay	L48	Knight Wolfe	G80	Six Month Smiles	K95
Caradoc Dental Services	B57	KOMET	H102	Smile Concepts Dominic Hassall Training Institute	K01
Carestream Dental Ltd	D38	Labelman Ltd	K20	Smile Ortho Ltd	J78
Carestream Dental Ltd	E35	Lease UK	J02	SmileTRU	K80
Cattani Esam UK Ltd	B75	Lilyhead Practice Sales	L42	Snowbird Finance	L32
CB12	M60	Lloyds Bank	M65	Software of Excellence	J25
Christie & Co	D35	Local Advertising That Works	C109	Solidents	L120
Cleancert	G83	Marsh Dental	B68	Southern Implants UK Ltd	A35
ClearCorrect	H20	Maruchi	N45	Sparkle Dental Lab	J85
Cockburn Lucas	F73	MC Repairs Ltd	D72	Stoddard Manufacturing Co Ltd	H80
Colgate	H45	MDDUS	A48	Support Design AB	K30
Consult Search Ltd	G66	MDS Medical Ltd	G68	Surgery Express	H62 + H70
Costco Wholesale Ltd	M91	Medident Italia	J98	Surgisol	F78
CosTech Dental Laboratory	E78	MediEstates & MediFinancial	L90	Survival-32	H75
CT Dent	C62	Mediplus	A55	Swallow Dental Supplies & Q-Optics	G88
CTS Dental Supplies	A60	Mercia Dental Equipment	J58	Swish Dental	C60
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DB Dental Equipment	N30	Micro Minder	J23	Tandex	M58
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Denplan	D40	Mode Medikal UK	C72	Tempdent Recruitment & Training	K42
Dental Design Products	D32	Morris & Co	H40	TePe Oral Hygiene Products	H82
Dental Directory	B40 + C40	Munroe Sutton	F108	The Dr Bob Khanna Training Institute	C105
Dental Elite	G92	My Dentist	E50	The Keyboard Company	G85
Dental Protection Limited	M50	Narval CC. M.R.D	J72	The MDU	C80
Dental Sky Wholesaler Ltd	K35	NASDAL	E79	The Team Training Institute	G82
dentaldiamonds.co.uk	A70	National Examining Board for Dental Nurses	M45	Titan Care	B62
DentalEZ	K98	Nationwide Dental Construction Ltd	N30	Toothfilm	F107
Dent-O-Care	L50	NEOLIX	F105	Trigiene Dental	M18
DentoCorrect	L02	Nobel Biocare UK Limited	J60	Trihavuk Europe	K85
DENTSPLY SIRONA UK & IRELAND	C30	Nuview	K25	Trycare	E40
DERMAPEN	B92	NUVOLA ORTODONZIA	J80	Turn Key Dental Supplies	D88
DP Medical Systems	J20	Oasis Dental Care	K40	UCL Eastman Dental Institute	E90
DPAS Dental Plans	L35	OCO Biomedical, Inc	C75	UK Loupes	L78
Eclipse Loupes & Products	N35	Optident Ltd	G25	Univesity of Kent	M45b
Eight Wealth Management	B105	Optimum Dental	K65	Vatech UK Ltd	C50
Enlighten Smiles	N82	OraCoat XyliMelts for Dry Mouth	C108	Velopex International	N95
Eschmann Equipment	L52	Oral 7	E92	VISSANA	N38
ESM Digital Solutions	D65	Oral-B	J40	Visioned	K110
Euro Dental Depot	K48	OralPath Ltd	L70	Vision Perio Brush	F77
Evident	D80	Orascope	J70	VOCO	M98
F2 Medical Supplies	E74	Ortho-Care UK Ltd	J82	VSDent	L80
Fastbraces®	N10	Ortho-Tain	J106	VSS Academy	B35
FooCo Video and Marketing	N18	Osstem	E45	WHW	K10
Frank Taylor & Associates	E98	Pars Dental	M70	Wired Orthodontics	L85
G9 Medical	J92	Patient Plan Direct Ltd	B70	Wisdom Toothbrushes	M82
GAMA Healthcare	K50	Perfection Plus	K36	Wisepress	F43
General Dental Council	M40	Performance Finance Ltd	F75	Work-in-Style	B59
GlaxoSmithKline	B30	Periochip	J90	Wright Health Group Ltd	E80
Hague Dental	L25	PFM Dental	G81	XENOSYS UK	M90
Happy Threads	N40			Zenopa Ltd	G106
Harley Academy	B72				
HDX Corporation	G70				

DENTAL TECHNOLOGY SHOWCASE

Abbey Dental	G10	Formlabs	F14	Reitel	C08
AD2	C24	GC UK Ltd	A20	RENFERT	D26
Aidite High-Technical Ceramic Co. Ltd	G06	GSK	C20	Renishaw	H10
AME Group	C22	HANDLER RED WING INTERNATIONAL	E01	S&S	F01
Attenborough Dental	H12	Heraeus Kulzer	B01	Sagemax	A02
Blueprint Dental	H15	HOIL	D10	Schottlander	B20
Bracon Limited	D15	Ivoclar Vivadent	F28	SMG3D	G08
Bristol CAD/CAM	F20	John Winter & Co Ltd	F18	Solvay	F25
Carbolite Gero	A06	Labtrac	E02	Strauman	B10
Consilio 3D International	E28	Macro Dent (INDIA)	D22	Sweden & Martina	E25
DB	F16	Metrodent	C10	Techceram	G01
DENTSPLY SIRONA UK & IRELAND	C25	Milnes	G16	Technicare Dental	A01
Detax	C05	MR. Dental	F10	WHW	J10
DOF UK	F22	Omnident	G09	Yenadent	C01
Elma Ultrasoni	F19	Panadent Ltd	D28	ZHERMACK	H18
Eurodontic	H01	RDT	H09	Zirkonzan	G24





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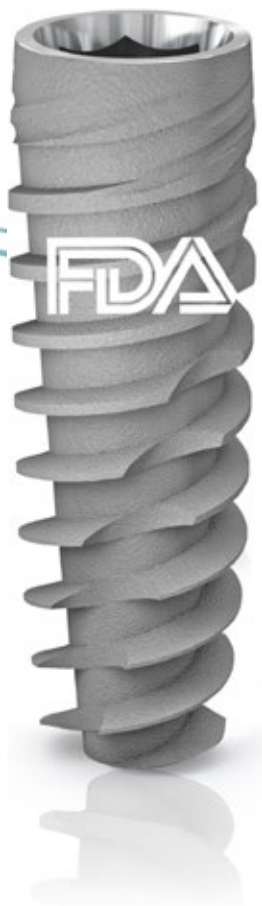


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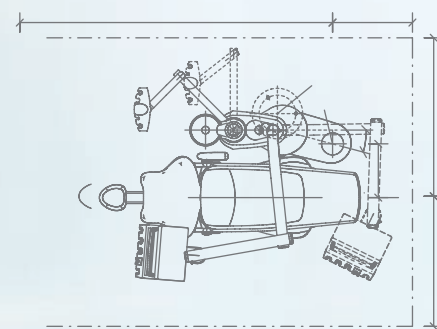


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In 2015, following the success of his first MiSmile practice and after innumerable requests by other practitioners to learn the secret of his success, Sandeep launched The MiSmile Network, the only GDP network supported by Align Technology.

Led by a team with 10+ years Invisalign experience, joining the MiSmile Network allows members to double the number of Invisalign case submissions in the first year of membership.

Powered by lead generation from Dominate Dental, and Lead Management and Nurture from DenGro, the MiSmile Network achieved 126% growth in Invisalign case volume its first year.

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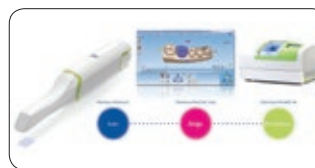
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