

## CONFERENCE PROGRAMME

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## EXHIBITOR FLOOR PLAN AND LIST

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British Dental Conference &

# dentistry show

17th & 18th May 2019 / NEC Birmingham

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FEBRUARY 2019

# GET PLANNING & CHOOSE WISELY!

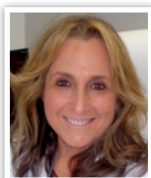
The British Dental Conference and Dentistry Show 2019 has been designed to build on the amazing success of last year and offer more of what you need to drive your career forward. The outstanding educational programme will offer hours of enhanced CPD and cover a huge range of relevant topics for all members of the dental team.



The BDA Theatre will be a highlight of the programme, with an array of international and national speakers sharing their extensive expertise. The line-up will include Paul Coulthard, Linda Greenwall, Mike Lewis, Graeme Milichich, Alif Moosajee, Thomas O'Connor, Shanon Patel, Claire Stevens CBE and Reena Wadia.



Paul Coulthard



Linda Greenwall



Mike Lewis



Graeme Milichich



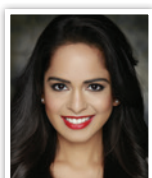
Thomas O'Connor



Shanon Patel



Claire Stevens



Reena Wadia

Their presentations will provide a wealth of information and guidance on everything from improving children's oral health to general anaesthetic, tooth whitening, endodontics, implantology, periodontal care and oral medicines.

To give you a taster of what to expect, here's what Alif

Moosajee had to say about his two sessions...

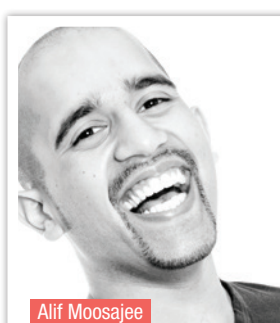
Modern patient expectations mean the pressure for clinicians to deliver quality dental care has never been as it is now. Dentists need to arm themselves with the technology and tools to be able to provide dentistry to the highest standards, because anything less is unacceptable in today's world.

### Technology

Particularly when it comes to dental implantology, cutting-edge digital technologies can make a huge difference to the precision and therefore predictability of treatment.

A digital approach to planning removes inaccuracy as a potential variable affecting the treatment outcome. It makes this stage of the process easier for the clinician, more precise and less time consuming.

That said, there are some barriers that may prevent clinicians from embracing the digital workflow. The cost is a major inhibitor, as is the learning curve involved once digital equipment is purchased. It is important to know how your current scope of practice lends itself to digital processes. Selecting the best equipment from the variety of solutions



Alif Moosajee

continues on page 2

## Making the case for a new era of facial aesthetics



Priyanka Chadha



Lara Watson

Priyanka Chadha and Lara Watson – Directors of Acquisition Aesthetics – discuss how and why they feel the current trend for facial aesthetics within the dental market is changing.

### Socially driven

The increase we have seen in facial aesthetics can be attributed to various external factors. The ever-rising power of social media and freedom of information has accelerated the evolution of patient demands and allowed for better integration between medical and dental environments. These changes have created the ideal setting for the aesthetics industry to flourish. With modern technology and changing societal principles, there has been a shift towards acquiring aesthetic ideals and a widely shared belief that everyone should be able to look their very best.

There has also been a dramatic paradigm shift from surgical to non-surgical procedures. Modern products and technologies have meant that we can now achieve results with non-surgical techniques that can rival the surgical alternative with the added bonus of reduced downtime and cost. The non-permanent and incremental nature of cosmetic injectables often provides clients with a sense of reassurance and control.

In addition, there is now a significant volume of hard evidence and research that has supported the development of a new generation of tried and tested products that are not only effective but very safe. As such, there has been a new acceptance of facial aesthetics within the healthcare sector. With highly credible doctors and dentists integrating non-surgical procedures into their practices we are seeing a marked de-stigmatisation of aesthetics amongst healthcare professionals.

### Dentistry supplement

As we all know, patients benefit from visiting a trusted healthcare professional for treatment, who has sufficient clinical knowledge and technical skill to provide safe and effective treatments but who can also manage any

continues on page 2

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**continued from page 1**

available is also just as important as deciding to go digital in the first place.

**Materials**

But it isn't just digital technologies that contribute to successful outcomes. With regards to restorative dentistry, materials and techniques are just as crucial.

Improved adhesion to structure has been the biggest game changer in all of dentistry over the past 20-30 years. Greater adhesive predictability is the result of continual material development, which has had a huge effect on how crowns are provided today.

Consequently, when a patient's existing crown fails, this doesn't necessarily mean the end of the tooth – modern materials and techniques often provide an opportunity for another restoration. Digital technologies can help by ensuring quicker, safer, more predictable and longer lasting results.

**Planning**

In the end, effective planning is a must. It's also essential to communicate treatment plans to patients so that they understand and share your vision from the start. Taking steps to ensure that treatment can be executed exactly according to the plan is just as important. With no surprises

in terms of clinical outcome or patient expectations, dentists can deliver the very best dentistry in a wide array of situations.

Dr Alif Moosajee will be presenting two sessions in the BDA Theatre. The full educational programme will offer sessions designed specifically for each member of the team, covering a wide array of relevant topics and following the GDC's new system for enhanced CPD. This enables professionals to tailor their learning according to their personal interests and abilities, making compliance with enhanced CPD guidelines easy. Why not check out the programme ahead of time and plan your visit so you can really maximise on your two days at the event? Alongside all the CPD opportunities, an extensive trade show with more than 400 exhibitors demonstrating the latest products, materials and technologies in the UK profession.

**continued from page 1**

complications, should they occur.

From a dentist's perspective, facial aesthetics provides an opportunity to supplement restorative dental work and provide holistic treatment plans addressing the whole face. Beyond simply treating the teeth, modern dentists are now considering the supporting soft tissue architecture like the lips, chin and jawline as well as functional issues that can be managed with botulinum toxin such as TMJD.

Injectables can also be used as an alternative treatment option in some cases. In orthognathics, for example, chin augmentation with dermal filler can be performed to disguise a skeletal class II relationship where there is only a cosmetic concern. This can save patients from undergoing painful orthognathic surgery and the risks associated with it as well as providing a faster and cheaper option that reduces the burden on the NHS.

Further to all this, dentists are artists and demonstrate unrivalled levels of confidence and dexterity when injecting the face. Considering all the professionals we train in facial aesthetics, it is always the dentists that stand out when it comes to injecting. Dentists really are perfectly placed to take hold of these treatments, offer them independently or integrate them within dental plans for more a holistic approach that is going to appeal to a new generation of patients.

**Overcoming the final hurdles**

While the stigma surrounding facial aesthetics is diminishing, there is still some work to do. With more and more responsible healthcare professionals doing the training and flying the flag for safe and effective facial aesthetics, we are fighting this stigma all the time. With the excellent range of safe and reliable products available in today's market, a responsible practitioner can go forwards without hesitation or fear.

For some dentists, facial aesthetics may not be of interest and may not appeal to their natural talents. As with any sub-speciality, facial aesthetics is not for everyone. Those working in certain fields such as paediatric dentistry or endodontics, for instance, may feel that aesthetic medicine doesn't complement their day-to-day practice and may choose to devote time to other activities.

In terms of when to get started – the sooner the better! There seems to be a common misconception that there is a finite amount of information to absorb regarding facial aesthetics. However, just like dentistry, the industry is developing rapidly and so it would be best for professionals to learn the basics sooner rather than later. We offer training courses for all experience levels and are particularly keen to encourage newly qualified professionals to get involved. Many of the young dentists we work with find that their facial aesthetic skills progress alongside their dental skills

and that the two complement each other perfectly.

**Welcoming a new era**

We have undoubtedly entered a new era of facial aesthetics. The new generation of practitioners are capitalising on the power of social media and other marketing avenues to really drive their cosmetic businesses forward. When it comes to aesthetics, the dental sector is seemingly in need of a facelift, but with new ideas and innovation, it will get there. It's an exciting time and we are delighted to be a part of it.

Priya and Lara will be discussing all of this further and providing live demonstrations at the British Dental Conference and Dentistry Show 2019, in the Facial Aesthetics Theatre. They will also be joined by some truly inspirational dentists who have forged unique paths into the cosmetic world and who will be sharing their own pearls of wisdom.

## THE BRITISH DENTAL CONFERENCE AND DENTISTRY SHOW TRAVEL AND ACCOMMODATION INFORMATION:

**VENUE:**

Hall 5 NEC, Birmingham, UK

**DRIVING:**

Postcode for Sat Nav: B40 1NT. There is parking on-site at the NEC, please pre-book parking to receive the lowest rate by visiting [www.thenec.co.uk/visitors/parking](http://www.thenec.co.uk/visitors/parking)

**TRAIN:**

The NEC is situated adjacent to Birmingham International Rail Station and is connected by a covered bridge link directly from the station.

**ACCOMMODATION:**

The British Dental Conference and Dentistry Show has appointed event specialists, Event Express to negotiate special deals on nearby accommodation to suit all budgets and within easy reach of the show.

\*Visit [www.thedentistryshow.co.uk/travel](http://www.thedentistryshow.co.uk/travel)

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## CONFERENCE PROGRAMME

### BDA Theatre

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. BDA Members will get priority access into the Theatre.

#### Friday 17th May

- 09:15 - 10:15**  **Innovative approaches to improve children's oral health**  
Claire Stevens, CBE, Consultant in Paediatric Dentistry, Manchester University NHS Foundation Trust
- 10:30 - 11:45**  **Community Dental Services' Hot Tips hosted by BDA CDS**  
Speaker to be confirmed
- 10:30 - 10:55**   **Nurse-led cognitive behaviour therapy services in dentistry**  
Sarah Buckingham, Specialist in Special Care Dentistry, Oxford Health NHS Foundation Trust & Lauren Kearney, Lead Dental Nurse, Oxford Health NHS Foundation Trust
- 10:55 - 11:20**  **Recommendations for the dental management of patients with long QT syndrome (LQTS)**  
Kathryn McKenna, Senior Dental Officer, South Eastern Health and Social Care Trust
- 11:20 - 11:45**  **An overview of the clinical presentation and management of oral ulceration**  
Amanda Willis, Clinical Lecturer/Consultant in Oral Medicine, Queens University Belfast/Belfast Health and Social Care Trust
- 12:00 - 13:00**  **White and whiter teeth: success strategies for predictable advanced tooth whitening 2019**  
Linda Greenwall, Specialist in Restorative Dentistry and Prosthodontics, Dr Linda Greenwall and Associates Specialist Dental Practice
- 13:15 - 14:15**  **General anaesthetic treatment for dental patients: standards, guidelines and quality improvement**  
Thomas O'Connor, Tutor in Medical Education, Cambridge University (CLAHRC Fellow), CDS Dentist
- 14:30 - 15:00**  **Predictable endodontics**  
Shanon Patel, Consultant Endodontist/Senior Lecturer, Endodontic Postgraduate Unit, KCL and specialist practice, London
- 15:15 - 16:15**  **Planning and execution of implants in the analogue and digital world**  
Alif Moosajee, BDS MFGDP (UK) MJDF (RCS ENG), Principal Dentist, Oakdale Dental
- 16:30 - 17:30**  **Veneers: composite or ceramic?**  
Dipesh Parmar, BDS, DipOrth, Partner, Acorn Dental

#### Saturday 18th May

- 09:15 - 10:15**  **Crowns: out with the old and in with the new**  
Alif Moosajee, BDS MFGDP (UK) MJDF (RCS ENG), Principal Dentist, Oakdale Dental
- 10:30 - 12:30**  **The six fracture modes of teeth – how misdiagnosis can lead to incorrect treatment and failed treatment outcomes**  
Graeme Millich, Dentist, New Zealand
- 12:45 - 13:45**  **Essentials of periodontal care in general practice**  
Reena Wadia, Specialist Periodontist, RW Perio and King's College London
- 14:00 - 15:00**  **Oral medicine safari - the big five**  
Mike Lewis, Professor of Oral Medicine, Cardiff University
- 15:15 - 16:15**  **Pain management for dental practice, oral surgery and implantology**  
Paul Coulthard, Dean and Director, Institute of Dentistry, Queen Mary University of London
- 16:30 - 17:30**  **Erosive tooth wear – is it all to do with what we eat and drink?**  
Rebecca Moazzez, Reader in oral clinical research and prosthodontics/Hon. consultant in Restorative dentistry/Director of oral clinical research unit. Faculty of Dentistry, Oral & Craniofacial Sciences. King's College London



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## CONFERENCE PROGRAMME

### 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.

Supported by:  British Academy of Cosmetic Dentistry

#### Friday 17th May

09:30 - 10:30		<b>What do you need to know to be a Cosmetic Dentist?</b> Dr Oliver Harman, BDS LDS RCS MSc Fellow BACD, British Academy of Cosmetic Dentistry Chair of Credentialing	Supported by:  British Academy of Cosmetic Dentistry
13:45 - 14:45		<b>Create your own composite masterpieces</b> Serhat Köken, DDS, PhD Candidate, School of Dental Medicine, University of Siena, Italy	Supported by:  British Academy of Cosmetic Dentistry
15:00 - 16:00		<b>FOCUS PHOTOGRAPHY TIPS</b> Dr Minesh Patel, BDS (Hons), MSc, MFGDP (RCS), PGC, Dentist, Art2Aesthetics	Supported by:  British Academy of Cosmetic Dentistry
16:15 - 17:15		<b>Using Invisalign™ in Complex Multidisciplinary Cases - Pre-restorative alignment – when, how and why?</b> Dr Mark Hughes, Senior Partner and Aesthetic Dentist, Harley Street Dental Studio	Supported by:  British Academy of Cosmetic Dentistry

#### Saturday 18th May

09:15 - 10:15		<b>A Complete Digital Dentistry Workflow</b> Dr Ian Buckle, Registered Member of American Academy of Cosmetic Dentistry (AACD), British Academy of Cosmetic Dentistry (BACD), British Dental Association (BDA), Association of Dental Implantology (ADI), Buckle Advanced Dental Care	Supported by:  British Academy of Cosmetic Dentistry
10:30 - 11:30		<b>The ABC's of ABB – An overview of the Align Bleach Bond technique*</b> <b>SPONSORED SESSION</b> Andrew Wallace, BDS (QUB) MClintDent Prosthodontics (KCL) MFGDP (RCS Eng), Principal Dentist of Bachelor's Walk Dental, Faculty Member of IAS Academy	Sponsored by:  PHILIPS
11:45 - 12:30		<b>Improving aesthetic outcomes in implant dentistry*</b> <b>SPONSORED SESSION</b> 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:  smk concepts Dominic Hassall Training Institute
13:45 - 14:45		<b>How to achieve long-term success in complex aesthetic rehabilitations</b> Dr Joao Borges, DDS, MSc, Lecturer, CEO and Clinical Director, João Borges Aesthetic Dentistry®	Supported by:  British Academy of Cosmetic Dentistry
15:00 - 16:00		<b>Fibres &amp; Composite Dentistry in General Practice – Innovative Minimally Invasive Treatment Solutions</b> Ashish B Parmar, BDS (Lond), The Academy By Ash	Supported by:  British Academy of Cosmetic Dentistry

\*The BACD does not endorse any of the **SPONSORED SESSION**.

### Dental Nurses' Forum

Supported by: 

As with all members of the dental team, remaining completely up-to-date with the latest regulations, requirements and protocols is imperative to your work as a dental nurse. This dedicated conference will cover all areas governing your everyday practice, as well as looking at ways in which to streamline your routines and help you work as efficiently as possible.

#### Friday 17th May

14:00 - 14:45		<b>Effective implant nursing</b> Isis Buffonge, National Certificate in Dental Nurse, Cert in OHE, DipEd, Dental Nurse/Tutor Dental Nurse, UCL Eastman Dental Institute, department of Continuous Professional Development	Supported by:  UCL Eastman
16:00 - 16:45		<b>What to tell your patients with braces</b> Deborah M. Lyle, RDH, BS, MS, Director of Professional & Clinical Affairs, Water Pik, Inc	Sponsored by:  waterpik

#### Saturday 18th May

11:00 - 11:45		<b>Dealing with difficult people does not have to ruin your day</b> Deborah M. Lyle, RDH, BS, MS, Director of Professional & Clinical Affairs, Water Pik, Inc	Sponsored by:  waterpik
14:00 - 14:45		<b>Effective implant nursing</b> Isis Buffonge, National Certificate in Dental Nurse, Cert in OHE, DipEd, Dental Nurse/Tutor Dental Nurse, UCL Eastman Dental Institute, department of Continuous Professional Development	Supported by:  UCL Eastman
15:00 - 15:45		<b>Human error - improving patient safety</b> Professor Simon Wright, MSc, PGDip Dental Implantology, BDS, PGCTLCP, FHEA, Hon. Professor Dental Implantology, School of Health Sciences, University of Salford, Director ICE Hospital and Postgraduate Training Centre, Principal Partner Glencairn Practice Group	Supported by: 
16:00 - 16:45		<b>Apprenticeship Developments - New Routes of Progression for the Dental Team</b> Michael Wheeler, MSc BED (Hons) Cert Ed RDH, Programme Manager, Dental Apprenticeships, Health Education England	Supported by: 

### Dental Business Theatre

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### Next Generation Conference



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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 17th May


09:30 - 10:30		<b>Attracting private patients for associates: Instagram and personal websites</b> Krishan Joshi, Founder & CEO, Dental Focus® Marketing	Supported by: 
12:15 - 13:15		<b>Modern preparation designs and cementation protocols for adhesive cuspal coverage restorations</b> Dr Nikhil Sethi, (BDS) (MSC), Dentist, Square Mile Dental Centre	Supported by: 
13:30 - 14:30		<b>Session presented by Sara Hurley</b>	Supported by: 
15:00 - 16:00		<b>How to buy your first dental practice</b> Lis Hughes, Managing Director, Frank Taylor & Associates	Supported by: 

16:15 - 17:15		<b>Occlusion without the confusion</b> Professor Brian Millar, BDS FDSRCS PhD FHEA, Faculty of Dentistry, Oral and Craniofacial Sciences, King's College London	Supported by: 
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#### Saturday 18th May

09:45 - 10:45		<b>Periodontal litigation - how not to get sued?</b> Dr Mishal K Sachdev, BDS HONS (Lond), MJDF RCS (Eng), MClint Dent Perio, MRD RCS (Eng), M(Rest Dent) RCPS (Glasg), Specialist in Periodontics and Implant dentist, Gentle Dental Care Group	Supported by: 
13:30 - 14:30		<b>Art2Aesthetics</b> Dr Minesh Patel, BDS (Hons), MSc, MFGDP (RCS), PGC, Dentist, Art2Aesthetics	Supported by: 
14:45 - 15:45		<b>BOPT - The Biologically Oriented Preparation Technique</b> <b>A new approach to tissue management around teeth and implants</b> Aman Bharti, BDS MFGDP(UK) MJDFRCS DipRestDent, Owner, Headrow Dental	Supported by: 
16:00 - 17:00		<b>Attracting private patients for associates: Instagram and personal websites</b> Krishan Joshi, Founder & CEO, Dental Focus® Marketing	Supported by: 


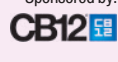



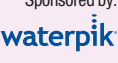


### Hygienist & Therapist Symposium

Headline sponsor:  gsk

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This two-day conference programme has been designed with the learning objectives of both dental hygienists and therapists in mind, and will cover an array of clinical topics whilst providing valuable CPD.

#### Friday 17th May

11:30 - 12:15		<b>Taking a person centric approach to Halitosis</b> Speaker to be confirmed	Sponsored by:  CB12
12:30 - 13:15		<b>The Hygienist/Therapist guide to peri-implant disease</b> Alif Moosajee, BDS MFGDP (UK) MJDF (RCS ENG), Principal Dentist, Oakland Dental Care	Sponsored by:  PHILIPS
13:30 - 14:15		<b>Supporting patients with Immediate loading Full arch Implant Restorations - a practical guide</b> Helen Minnery, Dental Hygienist	Sponsored by:  waterpik
16:20 - 17:05		<b>The Wisdom of Great Oral Hygiene Habits</b> Dr Barry Oulton, B.Ch.D DPDS MNLP, Owner, The Confident Dentist Academy	Sponsored by:  Wisdom

#### Saturday 18th May

10:30 - 11:15		<b>Understanding the legal criteria and implications of Self-Employment for the Dental Therapist</b> Dr Jane Lelean, BDS MNLP PCC, Dental Business Coach, Trainer and Mentor, The Institute of Dental Business	Supported by: 
11:30 - 12:15		<b>Supporting patients with Immediate loading Full arch Implant Restorations - a practical guide</b> Helen Minnery, Dental Hygienist	Sponsored by:  waterpik
12:30 - 13:15		<b>Win that brushing battle! – Behaviour management in the fight against childhood caries</b> Ben Atkins, BDS, Clinical Director, Revive Dental Care	Sponsored by:  PHILIPS
13:30 - 14:15		<b>Management of Dentine Hypersensitivity</b> Dr David G Gillam, BA, BDS, MSc, DDS, FRSPH, FHEA, MIC. BA, BDS, MSc, DDS, FRSPH, FHEA, MIC, Clinical Reader in Translational Research in relation to Dentistry Barts and the London School of Medicine and Dentistry, QMUL, London UK	Sponsored by:  BioMin
15:30 - 16:15		<b>Direct Access</b> Christopher Forrest, Dip RDH, Dip RDT, BSc Health Care, Clinical Lecturer, Teesside University, Dental Therapy Programme	Supported by: 







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## CONFERENCE PROGRAMME







### Core CPD Theatre

The CORE CPD conference returns in 2019, 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.

#### Friday 17th May

10:15 - 11:00	 <b>Complaints Handling</b> Dr Amit Rai, General Dental Practitioner	Supported by: 
11:15 - 12:00	 <b>Dental infection control &amp; decontamination</b> Pete Gibbons, Decontamination Specialist, Henry Schein Dental	Supported by: 
12:15 - 13:00	 <b>Medical emergencies in the dental practice - what you need to know</b> Adam Joyce, Director and Principal Instructor, Worksafe Training	Supported by: 

#### Saturday 18th May








10:15 - 11:00	 <b>Dental infection control &amp; decontamination</b> Pete Gibbons, Decontamination Specialist, Henry Schein Dental	Supported by: 
11:15 - 12:00	 <b>Dental Legal and Ethical Issues</b> Dr Amit Rai, General Dental Practitioner	Supported by: 
12:15 - 13:00	 <b>Safeguarding children</b> Dr Susan Parekh, BDS PhD FDCRCS FHEA, Senior Lecturer / Honorary Consultant in Paediatric Dentistry, UCL EDI	Supported by: 

### Facial Aesthetics Theatre

Supported by:  


In order to meet this increasing demand on the profession, The Dentistry Show will, once again, host a Facial Aesthetics Theatre on the trade floor. Whether you are interested in expanding your treatment offering to include facial aesthetics or you wish to develop and enhance your existing skills to provide a higher calibre or more advanced treatments, this will be the perfect platform to do just this.

#### Friday 17th May

11:30 - 12:15	 <b>Incorporating chemical peels into your dentistry practice for passive profitability</b> Victoria Hiscock, Clinical Communications and Brand Spokesperson, AlumierUS	Sponsored by: 
13:30 - 14:15	 <b>How to add an extra £120,000 annual income from facial aesthetics</b> Dr Harry Singh, BChD, MFGDP, Dentist/Facial Aesthetician, CEO, Botulinum Toxin Club	Sponsored by: 
14:30 - 15:15	   <b>The New World of Cosmetic Dentistry</b> 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; Dr Sheila Nguyen, BDS (Lond), BSc (Hons), Dental Surgeon and Facial Aesthetics Practitioner, Acquisition Aesthetics	Supported by: 

#### Saturday 18th May

14:30 - 15:15	   <b>The New World of Cosmetic Dentistry</b> 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; Dr Sheila Nguyen, BDS (Lond), BSc (Hons), Dental Surgeon and Facial Aesthetics Practitioner, Acquisition Aesthetics	Supported by: 
13:30 - 14:15	 <b>How to add an extra £120,000 annual income from facial aesthetics</b> Dr Harry Singh, BChD, MFGDP, Dentist/Facial Aesthetician, CEO, Botulinum Toxin Club	Sponsored by: 

### Business Skills Workshops

Headline Sponsor: 

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.

#### Friday 17th May

10:15 - 10:45	 <b>Why your practice and your patients would benefit from a careplan and patient finance</b> George Manolescu, FCA, Chairman, Smilecare limited	Sponsored by: 
11:00 - 11:30	 <b>Attracting New Patients with Award-Winning Websites and Google Domination</b> Nazrul Haque, BSc 1st, MBCS, CCNA, Google Squared, Google IQ Certified, SEMRUSH Technical SEO Certified, Google Consultant, Dental Focus	Sponsored by: 
11:45 - 12:15	 <b>Worried about negative reviews? Take back control of your online reputation with EasyReview</b> Nigel Reece, BSc(Hons); DipM, Managing Director, Dental Design	Sponsored by: 
12:30 - 13:00	 <b>The Early Years in Practice... What Next in Your Career Pathway?</b> Carlos Clark, BDS University of Birmingham 1991, Associate Director For Professional Development, Rodericks Dental	Sponsored by: 
13:15 - 13:45	 <b>Risks and Rewards: Why should business managers care about antibiotics?</b> Wendy Thompson, BSc(Hons), BDS(Hons), MJDF, Doctoral Research Fellow, University of Leeds	Sponsored by: 
14:00 - 14:30	 <b>Dentistry and the Yellow Card Scheme</b> Shahad Latif, MPharm PgDip, Specialist Information Pharmacist - Pharmacovigilance and Patient Safety, Welsh Medicines Information Centre	Sponsored by: 
14:45 - 15:15	 <b>Instagram and Facebook: winning, brand awareness, and attracting new patients</b> Dominic Haslam, Social Media Guru, Dental Focus	Sponsored by: 
16:15 - 16:45	 <b>Stop wasting money on bad marketing - 5 steps guaranteed to attract more patients, sell more high-end treatments and maximize profits</b> Malcolm Counihan, Founder & Managing Director, FooCo Video & Marketing	Sponsored by: 

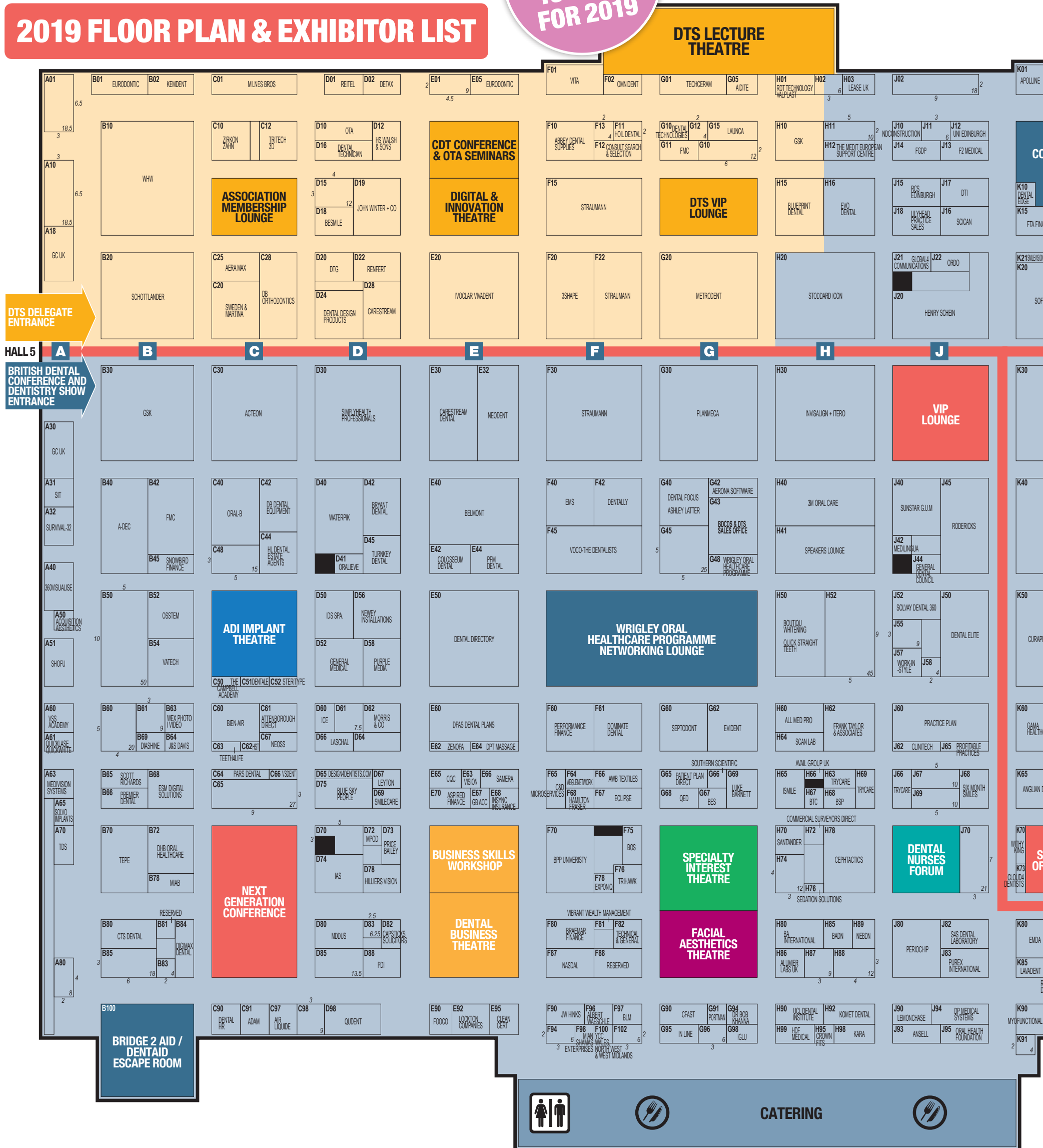
#### Saturday 18th May

11:00 - 11:30	 <b>Attracting New Patients with Award-Winning Websites and Google Domination</b> Nazrul Haque, BSc 1st, MBCS, CCNA, Google Squared, Google IQ Certified, SEMRUSH Technical SEO Certified, Google Consultant, Dental Focus	Sponsored by: 
11:45 - 12:15	 <b>Business Planning and Exit Strategies</b> Andy Sloan, Director of Business Solutions, UK & Europe, Henry Schein Dental	Sponsored by: 
12:30 - 13:00	 <b>The Early Years in Practice... What Next in Your Career Pathway?</b> Carlos Clark, BDS University of Birmingham 1991, Associate Director For Professional Development, Rodericks Dental	Sponsored by: 
13:15 - 13:45	 <b>Stop wasting money on bad marketing - 5 steps guaranteed to attract more patients, sell more high-end treatments and maximize profits</b> Malcolm Counihan, Founder & Managing Director, FooCo Video & Marketing	Sponsored by: 
14:00 - 14:30	 <b>Attract Bigger Cases?</b> Tony J. Gedge, BA Hons Communications, MPOD & Dental Mavericks Co Founder & Trustee, MPOD (Marketing Pirates of Dentistry)	Sponsored by: 
14:45 - 15:15	 <b>Instagram and Facebook: winning, brand awareness, and attracting new patients</b> Dominic Haslam, Social Media Guru, Dental Focus	Sponsored by: 
15:30 - 16:00	 <b>Use Teeth4life to protect you and your patients</b> Antony Smith, BDS DPDS, GDP & owner teeth4life dental App, Care4teeth.co.uk	Sponsored by: 



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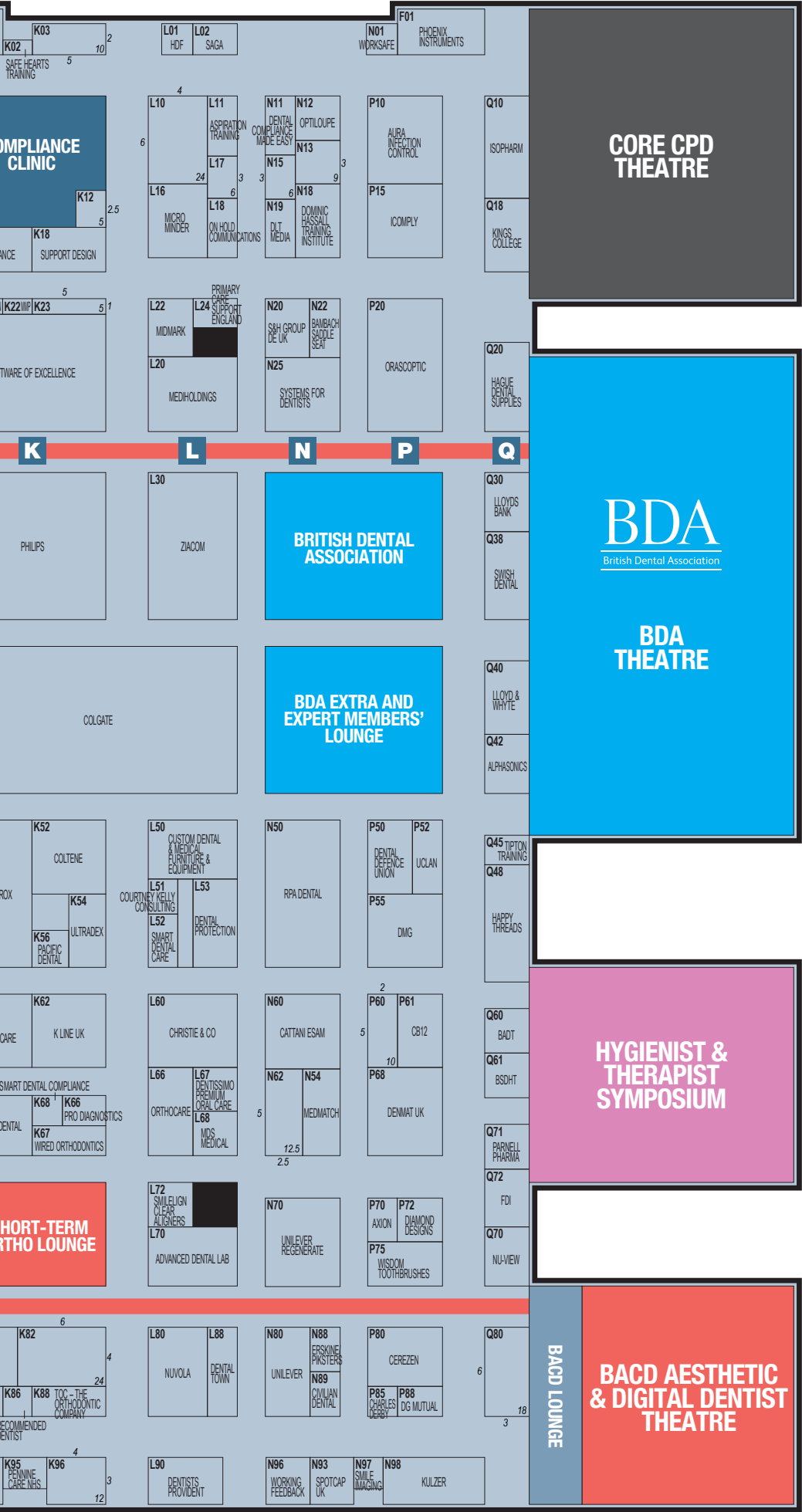


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✓ NEW EXHIBITORS FOR 2019

■ ASSOCIATION HIGHLIGHT

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3Shape	F20	GlaxoSmithKline	H10	Reitel Feinwerktechnik	D01
Abbey Dental Supplies	F10	Hoi Dental Manufacture Solutions Ltd ✓	F11	Renfert GmbH	D22
Aera Max ✓	C25	HS Walsh & Sons	D12	Schottlander	B20
Aidite Technology Co. Ltd	G05	Ivoclar Vivadent	E20	Straumann	F15 + F22
Blueprint Dental	H15	John Winter + Co	D19	Sweden & Martina	C20
DB Lab Supplies	C28	Launca Medical Device Technology Co., Ltd. ✓	G15	Techceram Ltd	G01
Dental Design Products Ltd	D24	Metrodent ✓	G20	Tri-Tech 3D	C12
EnvisionTEC	B01	Milnes Bros	C01	VITA	F01
Eurodontic Ltd	E05	Omindent	F02	WHW	B10
FMC	G11	Orthodontic Technicians Association (UK)	D10	Zirkonzahn	C10
GC UK Ltd	A30	RDT Technology - Valplast	H01		

360 Visualise	A40	DP Medical Systems	J94	Performance Finance Ltd	F60
3M UK PLC	H40	Dpas Dental Plans	E60	Periochip	J80
Acquisition Aesthetics - training in facial aesthetics	A50	ECLIPSE LOUPES	F67	PFM Dental	E44
Acteon UK	C30	Edinburgh Dental Institute	J12	Philips	K30
A-Dec Dental UK Ltd	B40	EMS	F40	Phoenix Instruments Ltd	P01
Advanced Dental Laboratory	L70	ESM Digital Solutions	B68	Planmeca	G30
Aeglenetwork ✓	F64	Evident	G62	Portman Dental Care ✓	G91
Air Liquide UK Ltd	C97	EVO Dental	H16	Practice Plan Ltd	J60
Albert Waeschle	F96	F2 Medical Supplies Ltd	J13	Premier Dental Products Co.	B66
All Med Pro ✓	H60	FDI World Dental Federation ✓	Q72	Price Bailey Chartered Accountants	D73
Alphasonics ✓	Q42	FGDP (UK)	J14	Primary Care Support England ✓	L24
Alumier Labs UK ✓	H86	FMC & Independent Seminars	B42	PRO Diagnostics UK Ltd	K66
Anglian Dental	K65	FooCo Video Websites	E90	Professional Deep Tissue Massager	E64
Ansell Healthcare ✓	J93	Frank Taylor & Associates	H62	Professional Dental Indemnity	D88
Apolline Ltd	K01	FTA Finance	K15	Profitable Practices Ltd.	J65
Ashley Latter	G40	Future Dental Instruments Trading LLC ✓	B81	Purex International ✓	J83
Aspiration Training ✓	L11	GAMA Healthcare	K60	Purple Media Solutions	D58
Aspired Finance	E70	GB Accountancy & Finance	E67	Quality Endodontic Distributors	G68
Association of Dental Administrators & Managers	C91	GC UK Ltd	A30	Qudent	D98
Attenborough Direct	C61	General Dental Council	J44	Quickklase Quickwhite	A61
Aura Infection Control	P10	General Medical	D52	RCSED	J15
Avail Group UK ✓	H66	GlaxoSmithKline	B30	Recommendeddentist.co.uk	K86
AWB Textiles	F66	Global4 Communications ✓	J21	Rodericks Dental	J45
Axon International co. Ltd ✓	P70	GUM - Sunstar ✓	J40	Royds Withy King LLP	K70
BA International	H80	Hague Dental	Q20	RPA Dental Equipment	N50
BADT	Q60	Hamilton Fraser Cosmetic Insurance	F68	S&H Group ✓	N20
Bambach UK	N22	happythreads.co.uk uniforms	Q48	S4S Dental Laboratory	J82
Belmont	E40	HDF Medical	L01	Saga County UK Ltd	L02
Besmile ✓	D18	Henry Schein Dental	J20	Samera Business Advisors	E66
Bien-Air UK	C60	Hilliers Vision	D78	Santander Business	H70
BLM	F97	HL Dental Estate Agents	C44	Scan Lab	H64
Blue Sky People	D75	HST Stomatological Scientific and Educational Co.,Ltd	C62	SciCan Ltd	J16
Botulinum Toxin Club	H67	IAS Academy	D74	Scott Richards Solicitors	B65
Boutique Whitening/Quick Straight Teeth	H50	ICE Postgraduate Dental Institute & Hospital	D60	Sedation Solutions ✓	H76
BPP University	F70	iComply	P15	Septodont	G60
Braemar Finance	F80	IDS Spa	D50	Shofu UK	A51
Bridge 2 Aid / Dentaaid	B100	In-Line Orthodontic ✓	G95	Simplyhealth Professionals	D30
British Academy of Cosmetic Dentistry BACD Lounge		Insync Insurance	E68	Six Month Smiles	J68
British Association of Dental Nurses (BADN)	H85	Invisalign iTero	H30	Smart Dental Care ✓	L52
British Dental Association	N30	iSmile	H65	Smart Dental Compliance ✓	K68
British Endodontic Society	G67	Isopharm Ltd ✓	Q10	Smile Imaging	N97
British Orthodontic Society	F75	J&S Davis Limited ✓	B64	Smilecare ✓	D69
British Society of Dental Hygiene & Therapy	Q61	JW Hinks	F90	Smilelign Clear Aligners	L72
British Society of Periodontology	H68	K Line UK ✓	K62	SmileVision ✓	K21
Bryant Medical Ltd ✓	D42	Kara Group Ltd	H98	Snowbird Finance Ltd	B45
C&D (Microservices)	F65	King's College London	Q18	Software of Excellence	K20
Capsticks Solicitors ✓	D82	Komet Dental	H92	Solvay Dental 360	J52
Care Quality Commission	E65	Kulzer	N98	SOLVO IMPLANTS ✓	A65
Carestream Dental Ltd	E30	Laschal Surgical	D66	Southern Scientific ✓	G66
Cattani ESAM UK	N60	Lavadent ✓	K85	Spotcap ✓	N93
CB12 ✓	P61	Lease UK	H03	St Giles Legal & Professional Risks ✓	F64
Ceph tactics	H78	Lemonchase	J90	SteriType ✓	C52
Cerezen	P80	Leyton UK	D67	Stoddard Manufacturing Co Ltd	H20
CFast SmileTRU	G90	Lily Head Dental Practice Sales	J18	Straumann	F30
Charles Derby Financial Services ✓	P85	Lloyd & Whyte	Q40	Support Design AB	K18
Christie & Co	L60	Lloyds Bank	Q30	Survival-32	A32
CleanCert	E96	Lockton Companies ✓	E92	Swedish Implant Technology (SIT)	A31
Clinitech Medical	J62	Luke Barnett	G69	Swish Dental	Q38
Cloud 4 Dentists ✓	K73	Marketing Pirates Of Dentistry ✓	D72	Systems for Dentists (SFD)	N25
Colgate	K40	MDDUS	D80	TBC	K80
Colosseum Dental	E42	MDS Medical Ltd	L68	TDS E&W ltd	A70
Coltene	K52	Mediholdings	L20	Technical & General	F82
Commercial Surveyors Direct ✓	H72	Medilingua ✓	J42	Teeth4Life	C63
Consult Search + Selection	F12	MEDIVision Systems LTD ✓	A63	TePe Oral Hygiene Products Ltd	B70
Courtney Kelly Consulting ✓	M33	MedMatch Dental ✓	M54	The Campbell Academy ✓	C50
CTS Dental Supplies	B80	MES ✓	F98	The Crown Fits	H95
Curaprox UK	K50	MIAB	B78	The Dr Bob Khanna Training Institute	G94
Custom Dental & Medical, Furniture & Equipment ✓	L50	Micro Minder	L16	The Medit European Support Centre ✓	H12
DB Dental Equipment	C42	Midmark ✓	L22	Tipton Training ✓	Q45
Denmat UK	P68	Military Medical Personnel ✓	K22	TOC - The Orthodontic Company ✓	K88
Dental Compliance Made Easier	N11	MOD - Civilian Dental Professionals	N89	Tri Hawk Dental Burs	F76
Dental Defence Union	P50	Morris & Co	D62	Trycare	H63, H69, J69
Dental Directory	E50	Myofunctional Research Company	K90	Turn Key Dental Supplies	D45
Dental Elite	J50	NASDAL	F87	UCL Eastman Dental Institute	H90
Dental Focus®	G40	National Examining Board for Dental Nurses	H89	ultraDEX ✓	K54
Dental HR	C90	Nationwide Dental Construction Ltd	J10	Unilever	N70
Dental Mavericks ✓	D72	Neodent	E32	University of Central Lancashire School of Dentistry	P52
Dental Protection	L53	Neoss	C67	Vatech UK Ltd	B54
Dental Town UK ✓	L88	Newey Installations Ltd	D56	Vibrant Wealth Management ✓	F81
Dental Tribune International	J17	Nuviv	Q70	Vision Instrument Company ✓	E63
Dentale ✓	C51	NUVOLA BY GEO	L80	VOCO - THE DENTALISTS	F45
DentalEdge ✓	K10	On Hold Communications ✓	L18	VSDent	C66
Dentally	F42	OptiLoupe	N12	VSS Academy	A60
DENTISSIMO Premium Oral Care ✓	L67	Oral B	C40	Waterpik	D40
Dentists' Provident	L90	Oral Health Foundation	J95	Wesleyan Bank	J60
design4dentists.com	D65	Oralieve Dry Mouth Relief	D41	Wex Photographic	B63
DG Mutual	P88	Orasoptic	P20	Wired Orthodontics	K67
DHB Oral Healthcare Ltd	B72	Ordo ✓	J22	Wisdom Toothbrushes	P75
Diamond Designs ✓	P72	Ortho-Care UK Ltd	L66	Working Feedback	N96
DiaShine ✓	B69	Osstem	B52	Worksafe Training ✓	N01
Digimax Dental ✓	B84	Pacific Smiles Group ✓	K56	Wrigley Oral Healthcare Programme	G48
DLT Media	N19	Parnell Pharmaceuticals Limited	Q71	YCC Wales, North West & West Midlands ✓	F100
DMG Dental UK	P55	Pars Dental	C64	Zenopa Ltd	E62
Dominate Dental	F61	Patient Plan Direct Ltd	G65	Ziacom S.L	L30
Dominic Hassall Training Institute	N18	Pennine Care, NHS Foundation Trust	K95		
		Perfect Care B.V. ✓	H02		

**CONFERENCE PROGRAMME continued...****Compliance Clinic**Headline  
sponsor:

Concerns about regulatory compliance still remain high on the list of things causing stress and anxiety to the dental profession. Join Apolline's dedicated "Compliance Clinic" which this year will focus on the five key questions the CQC ask when they inspect. Apolline's sessions will help you understand how to demonstrate compliance in each of the following areas:

Does your practice provide care that is safe, effective and caring? Are you responsive to your patients needs and is your practice well-led?

We will also provide an update on the current CQC inspection regime and the commonest areas of non-compliance, as well as providing guidance on how to comply with the new GDPR requirements.

With regulatory compliance becoming increasingly complex and time consuming, it has never been more important to ensure you are ahead of the game, so do please come and join us!

**Short-Term Ortho Lounge**Headline  
sponsor:


With so many options available to patients it is vital that clinicians understand the benefits and training requirements of the respective systems – hear from the most popular UK suppliers who will be on hand to guide you through the clinical and financial considerations.

**Friday 17th May**

**12:45 - 13:30**  **Delivering Safe and Ethical Short-Term Ortho for Every GDP**  
Dr Jaswinder Gill, BDS, Principal Dentist, Moonlight Dental Surgery

Sponsored by:



**14:45 - 15:30**  **Integrating the Invisalign System into Minimal Invasive Dentistry**  
Dr Monik Vasant, BChD MFGDP (UK) MSc, Fresh Dental


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**Saturday 18th May**

**10:45 - 11:30**  **Delivering Safe and Ethical Short-Term Ortho for Every GDP**  
Dr Jaswinder Gill, BDS, Principal Dentist, Moonlight Dental Surgery

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**12:45 - 13:30**  **Integrating the Invisalign System into Minimal Invasive Dentistry**  
Dr Monik Vasant, BChD MFGDP (UK) MSc, Fresh Dental

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**Specialty Interest Theatre**Supported  
By:


Renowned experts in the field will deliver presentations in the dedicated mini-theatre, offering an insight into the world of Endodontics and Periodontology for GDPs, as well as providing advice and guidance on more advanced techniques.

**Friday 17th May**

**10:30 - 11:15**  **Periodontics in 2019 – what can you achieve?**  
Dr Mark Ide, President, The British Society of Periodontology

Supported by:



**12:30 - 13:15**  **The role of oral microbiome in oral health\*** **SPONSORED SESSION**  
Dr Emanuele Cotroneo, Scientific Affairs Project Manager - Northern Europe, Colgate-Palmolive

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**14:30 - 15:15**  **AegleNetwork\*** **SPONSORED SESSION**  
Deborah Martin, BDS (hons), MJDF, M.Sc. Clinical education. Diploma in coaching, GDP and educational supervisor


Sponsored by:

**Saturday 18th May**

**10:30 - 11:15**  **Periodontics in 2019 – what can you achieve?**  
Dr Mark Ide, President, The British Society of Periodontology


Supported by:



**12:30 - 13:15**  **The role of oral microbiome in oral health\*** **SPONSORED SESSION**  
Dr Emanuele Cotroneo, Scientific Affairs Project Manager - Northern Europe, Colgate-Palmolive

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**13:30 - 14:15**  **Natural Alternatives in Oral Care\*** **SPONSORED SESSION**  
Dr Peter Galgut, PhD (LMU), MPhil (Lond), MSc (Lond), FDS, RCS, BDS (Rand), MRD RCS (Eng), LDS RCS (Eng), MFGDP (UK), DDF Hom, ILTM, Clinical Periodontist and Post Graduate Lecturer, Accredited dento-legal expert witness

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**Colin Campbell**  
BDS FDS RCS Scotland



**Andrew Legg**

BDS MFDS RCS Ed England

Based in Nottingham, The Campbell Academy is owned in partnership by Colin Campbell and Andrew Legg. With both being passionate about teaching, Colin and Andy set up The Academy in late 2014 due to a shared belief that the standards of training in implant dentistry needed to be improved.

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References: 1. Data on file at Align Technology.  
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## CONFERENCE PROGRAMME continued...

### Implant Theatre

Providing dentists and technicians with an insight into the latest implant systems, technology and materials.

#### Saturday 18th May

11:00  
-  
12:00



#### Implant Dentistry- is it for me?

Dr Dev Patel, BDS (Lond), LDS, MFGDP, FDSRCS (Eng), MClin.Dent (Prosthodontics), Director of Implant programmes, Eastman Dental Institute, University College London

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### On-stand education and seminar suites Piazza Suite

#### Friday 17th May

**10:45 - 11:30 An Introduction to the Bioclear Method for Monolithic, Superior Posterior Composite Restorations**  
Dr Claire Burgess, BDS (Birmingham) MFGDP RCS (Eng), MSc Restorative & Cosmetic Dentistry (UCLan), MSc Restorative & Cosmetic Dentistry (UCLan)

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**11:45 - 12:45 Minimally Traumatic Tooth Extraction and Extraction Socket Management**  
Prof Cemal Ucer, BDS, MSc, PhD, FDTF Ed., Specialist Oral Surgeon & Prof Simon Wright, BDS MSc PGCTLP FHEA FDTFEd (RCSEd), Hon. Professor Dental Implantology, The School of Health and Society, University of Salford, Director ICE Postgraduate Dental Institute and Hospital, Principal Partner Glencairn Practice Group

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#### Saturday 18th May

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### In-Line Orthodontic - Stand G95



#### Friday 17th May

**11:00 - 11:30 An Introduction to the In-Line Clear Aligner System**  
Nick Partridge, UK Sales Manager, In-Line Orthodontic UK Ltd

**12:00 - 12:30 Optimising all aspects of Clear Aligner Treatment**  
Gary Dorman, GDP and Director, In-Line Orthodontic UK Ltd

**13:00 - 13:30 An Introduction to the In-Line Clear Aligner System**  
Nick Partridge, UK Sales Manager, In-Line Orthodontic UK Ltd

**14:00 - 14:30 An Introduction to Inter-Proximal Reduction (IPR) for Clear Aligner Systems**  
Martin Hildmann, Director, Oscident Ltd

#### Saturday 18th May

**11:00 - 11:30 An Introduction to the In-Line Clear Aligner System**  
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# Safeguarding patients and professionals

**Pete Gibbons, Decontamination Specialist from Henry Schein Dental, will be sharing his wisdom at the British Dental Conference and Dentistry Show this May. With more than 12 years of experience in the field, Pete will provide an overview and some top tips to help delegates improve their infection control and prevention protocols in their practices.**

About his session in the Core CPD Theatre, entitled "Dental infection prevention, decontamination and HTM 01-05", he says:

"We will be discussing the main principles involved with effective infection control, as well as the pathogens that dental professionals need to be aware of including bacteria, viruses and prions. Delegates will be able to refresh their knowledge and understanding of the transmission methods for each group of pathogens. This, in particular, tends to be a bit of an eye-opener for dental professionals, as many don't



Pete Gibbons

realise exactly how pathogens can be transmitted in terms of aerosols, sneezing, coughing, hands etc. To provide a complete picture, we will look at water quality in surgeries and the importance of maintaining clean water as well.

"I will also cover how practice teams can maintain an effective working environment while ensuring all clinical areas are pathogen-free. In addition, the session will explore the decontamination of reusable dental instruments from cleaning through to sterilisation, including all testing and validation processes for various pieces of equipment.

"Reflecting the aim of the Core CPD Theatre, the lecture will provide a recap on these topics as required within the GDC's CPD framework. As such, it will be suitable for and applicable to all members of the dental team, regardless of experience, position or clinical interests. To provide context with regards

to bacteria and prions, I will discuss the various outbreaks of infections that we have seen historically, helping delegates identify and eradicate potential sources of danger. I'll talk about the pathogens associated with water as well, focusing primarily on Legionella and Pseudomonas aeruginosa."

It's important that professionals are motivated to review and improve infection control procedures regularly, despite the long list of responsibilities they already have to complete on a daily basis. It is nothing new and doesn't bring in revenue for the business, but it remains a crucial aspect of practice life in order to keep patients and colleagues safe from potential infection.

"I will offer some suggestions to help delegates enhance their day-to-day work while safeguarding their patients and members of staff," says Pete. "I will share some of the ideas I have seen work within the industry, which delegates may find useful in their own practices to help them work smarter and a little faster. I hope to start an open discussion on the topic of infection control and would encourage professionals to get involved.

"At the end of the session, delegates should have gained an improved understanding of the infection control issues

relating to their profession. They will have information and guidance to help them identify strategies and techniques within their own practices to help prevent potential infection risks."

The Core CPD Theatre will offer various lectures on recommended topics relevant to all members of the dental team. It is perfect for anyone needing to refresh their knowledge and gain enhanced CPD credits, with other sessions covering medical emergencies and radiation protection. Pete adds:

"Last year worked really well for us. The feedback from delegates was positive and I'm looking forward to speaking at the British Dental Conference and Dentistry Show once again. I think the format of the Core CPD Theatre works well at an event like this – all good subjects are included and sessions seem to be well attended."

Offering a broad range of enhanced CPD, the full educational programme will explore an enormous range of products, concepts and technologies, with lecture theatres dedicated to each member of the team. The trade exhibition will also host more than 400 companies keen to demonstrate their latest products and show how they could benefit practices every day. A great place to source information, bespoke advice and one-time only offers, the trade floor will also be the ideal platform from which to network with professionals in all areas of dentistry. Whether you're looking to catch up with old friends, expand your referral network or meet new suppliers, this is the place to do it.

**"We will be discussing the main principles involved with effective infection control, as well as the pathogens that dental professionals need to be aware of including bacteria, viruses and prions"**



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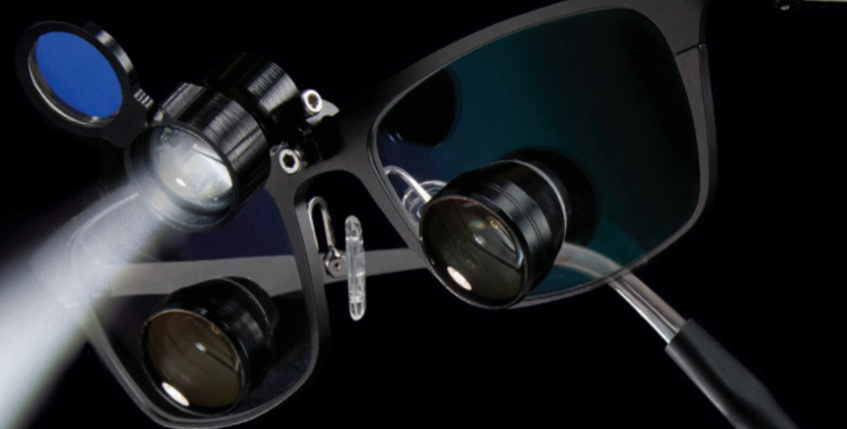


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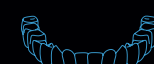


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### ALPHASONICS

**Alphasonics (Booth no Q42) will show 3 models of high specification surgical instrument cleaners at this year's event.**

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All Medstar systems utilize advanced ultrasonics, being the end result of 5 years development and are manufactured within a quality management framework that complies with BS EN 13485.

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### SMART DENTAL COMPLIANCE

**When it comes to dental business needing attention, Smart Dental Compliance & Training is here to provide you or your business with a one stop solution.**

As a dental practice owner or a manager, it can be extremely stressful keeping on top of compliance, management, staff recruitment, training and business management within your day to day tasks.

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Compliance software systems can be long-winded and difficult to navigate, added to the stress of constant updates.

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### THE YELLOW CARD SCHEME

**The Yellow Card Scheme – helping to make medicines safer since 1964.**

The Yellow Card Scheme (YCS) is vital in helping the Medicines and Healthcare products Regulatory Agency (MHRA) monitor the safety of all healthcare products in the UK to ensure they are acceptably safe for patients and those that use them. Health professionals and patients are all encouraged to share their knowledge, experiences and observations of suspected adverse effects to medicines, medical devices (e.g. dental materials) and e-cigarettes

Report:

- Online at <https://yellowcard.mhra.gov.uk/>
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The five Yellow Card Centres in the UK (West Midlands, North West, Northern/Yorkshire in England, Wales, and Scotland) act on behalf of the MHRA promoting reporting of suspected reactions to the YCS and have a vital educational and communication role. Education sessions cover:

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## By: G W Millicich BDS

Teeth fracture for several reasons. It is very uncommon for a sound tooth to fail, but once a tooth has had a restoration placed, fractures begin to develop over a period of time. When we look very closely at how Mother Nature designed our teeth, several biomechanical strategies have been employed to ensure they can function for many decades. However, our modern diet and the associated decay epidemic, along with the required invasive management of the resultant decay disturbs the complex stress distribution system within a tooth. Effectively, a tooth behaves like a compression dome, similar to a cathedral dome. The enamel Bio-dome is designed to keep the underlying dentine in compression. When the enamel cap is disturbed to restore a tooth, important structures are damaged and this exposes the underlying dentine to tensile stresses it was not designed to cope with.

Dr Graeme Millicich will be discussing the topic in further detail within the BDA Theatre at the British Dental Conference and Dentistry Show 2019. Register for your free delegate pass to make sure you don't miss out.

# The Six Fracture Modes of Teeth

There are several structures within enamel that work in strain harmony to ensure stability of the tooth. These include the sub-occlusal oblique transverse ridge, Rainey's Web, the peripheral rim of enamel, occlusal enamel in general, and the Bio-rim (cervical half of the tooth). From a dentistry perspective, we should ideally be retaining these structures when restoring teeth. To achieve this, our primary goal is to ensure retention and stability of the occlusal surface of the tooth. Minimally invasive dentistry's primary aims are to manage a pathogenic biofilm and train it back to health. However, this is not always achievable, so protecting the fissure complex from damage is very important. This relies on being able to diagnose a pathogenic biofilm, or the early demineralization within a fissure complex, utilising all the modern technology we now have available, and predictably seal the fissures with autocure GIC. However, once the occlusal integrity has been disrupted, concentrated stresses within the underlying dentine lead to crack propagation and eventual failure of tooth structure. We must recognise enamel is not homogeneous, it is a very complex anisotropic structure, with amazingly subtle variations in ultrastructure and prism orientation, depending on the loads that have to be dissipated.

There are six basic fracture modes within teeth.

The first two are associated with fractures in the peripheral rim of enamel.



▲ Figure 1 & 2

1. The first is described as "occlusal effect decay". Once the occlusal enamel is cut, compression on a working cusp can cause distortion in the peripheral rim of enamel. This leads to an unstable vertical fracture where decay first become established at the EDJ and then work into the dentine and outwards to the surface of the enamel, following the internal walls of the vertical fracture. This fracture mode does not have an underlying dentine fracture.



◀ Figure 3

2. The second is a delamination of occlusal enamel and peripheral rim enamel beside an amalgam. Once again, the loss of the occlusal enamel allows the peripheral rim to flex under compressive forces, primarily on the working cusps. Investigating the complexities of the enamel cap, there is a distinct defining interface between occlusal and peripheral rim enamel that will delaminate if the peripheral rim enamel is flexing due to lack of support from the occlusal enamel. The adjacent amalgam provides no support to the surrounding enamel.

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◀ **Figure 4**

3. Oblique cusp fractures. This is the most common fracture presentation that we see on a daily basis in our practices. Placing an amalgam into the occlusal of a tooth, that may or may not include either or both of the interproximal surfaces, exposes the underlying cuspal dentine to tensile forces. Over a period of years, a crack begins to propagate, eventually leading to the cusp fracturing off.



▲ **Figure 5 & 6**

Even though there is "only" an occlusal amalgam, this tooth has developed a mesio-distal fracture, as well as Poisson Effect fractures in the dentine underlying the amalgam.

4. Mesio-distal fractures. This fracture mode is the nightmare of dentistry. Often diagnosis is difficult and symptoms are vague. This fracture mode is driven by vertical loads driving adjacent cusps apart, placing the underlying dentine into tension, but rather than the fracture generating obliquely, it travels vertically towards the pulp. Correct diagnosis and intervention can save most of these teeth.

(This tooth had all 4 cusps fail due to oblique fractures, but it also had multiple Poisson effect fractures)

5. Poisson Effect Fracturing. A recently identified fracture mode that occurs under old amalgams. Once again, when the occlusal enamel is disrupted, the underlying dentine is exposed to tensile forces. Dentine is compressible and as a consequence is exposed to Poisson distortion. This can best be visualised as barrel distortion of the tooth. The overlying amalgam acts as a force concentrator, compressing the underlying dentine that then goes into radial tension. This leads to micro-fracturing of the dentine, creating random, often disconnected spiderweb-like fractures in the floor of the cavity. These can be present even in teeth with oblique or vertical fractures.

6. Traumatic fractures. These are generally associated with either an external blow or an unexpected foreign object in food.

It is important that the fracture modality is accurately identified because management is quite varied. The primary goal is to identify where the forces that are causing the damage being applied to the tooth. If a crack is not dealt with correctly, the tooth can continue to exhibit symptoms and often a secondary diagnosis of an irreversible pulpitis is made, leading to unnecessary endodontics. If the fracture is correctly diagnosed and treated, the tooth generally settles.

As an overview, the goal is to re-create a stable compression dome to prevent the underlying dentine from being

exposed to tensile forces. With more damaged teeth, this is best achieved with an adhesive ceramic onlay. However, depending on the fracture type, many teeth can be predictably stabilised using direct bonded composite in conjunction with Ribbond fibre reinforcing. Success relies on being able to predictably bond to tooth structure in the long term. Some in our profession do not believe this is possible, but clinical success for over 30 years using the Biomimetic techniques described in my lecture in the BDA Theatre will prove it is not only possible, but totally predictable. Once we come to an understanding of how a tooth functions at a biomechanical level, it becomes easier to diagnose the various failure modes of teeth and then predictably restore them. Equally, the less you do to a tooth in the beginning, the less you will have to do to it in the future.

When a minimally invasive philosophy is adopted, and biomimetic restorations become an option, dentists notice a significant change in their practices. The incidence of post treatment endodontics is reported by Biomimetic dentists to reduce by 80-90%, because they are diagnosing fractures accurately and treating them appropriately.

#### Author biography: Graeme Millicich

Graeme is a graduate of the University of Otago (Dunedin, NZ) and maintained a private general practice in Hamilton since 1977 (NZ) until 2017 when he retired from active practice. Throughout his career he developed a keen interest in the area of minimal intervention dentistry (MID), which was considered in decades past to be revolutionary. This area of interest quickly drew his attention to caries risk management, biomechanics and biomimetics as it applied to restorative dentistry – lasers and CAD/ CAM and their applications in minimally invasive dentistry have been at the forefront of Graeme's expansion of MID concepts.

He has several peer-reviewed published articles and has presented at a national and international level in the field of MID, been recognised by several international bodies dedicated to furthering MID and laser dentistry and has been a clinical educator in CAD/CAM dentistry. Graeme has developed many training resources in the field of MID and undertaken clinical studies into the application of lasers for restorative dentistry.



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In order to keep up with the fast pace of the dental profession, it's important for practices to utilise the right equipment. This includes everything from routine sundries and consumables to imaging units and management software, and constant advancement in technology makes regular upgrades and replacements a necessity.

As the purchase of some equipment can require a significant investment, it's crucial that you select the right solution for you and your team.

### USE YOUR CHECKLIST

There are obvious features to look for when sourcing new technologies – namely that they produce quality products, are durable and easy to use with relatively short learning curves for new users. It's also beneficial to source new equipment from a reputable manufacturer or supplier who you can trust to provide adequate training and on-going support to help you achieve the highest return on investment. In the absence of any of these elements, your new technology might not be what you hoped it would be and your patient care or professional workflows could suffer as a result.

Lack of growth potential, duplication and recurrence can also prove to be expensive mistakes when sourcing new equipment, although they may not be considered as often

as the aforementioned features. Adding these points to your checklist will help your dental practice meet patient expectations while remaining a profitable and sustainable business.

### Growth potential

Whether you are planning substantial growth for your business or not, it's important that any new equipment you introduce has the flexibility to meet the changing demands of the industry for an adequate amount of time. The potential to add on new modules, integrate with existing and future technologies, and adapt to the working styles of your team where applicable, are all essential features to consider during the decision-making process.

### Duplication

Take care not to simply keep adding to the software, products or technologies you use, without considering whether their functions are being duplicated somewhere else. Some replication is inevitable as you introduce new or upgrade existing equipment to expand your practice's capabilities, but there is rarely a need to have several different systems that do the same job in slightly different ways. To simplify professional workflows, it helps to replace old equipment in some instances. Also, it's worth ensuring that you are not paying for optional extra features on new equipment, which you won't end up using.

### Recurrence

We are all guilty of this to some degree within our lives – implementing new technologies but maintaining the same protocols and user interfaces due to familiarity. This inevitably means that any issues or inefficiencies previously experienced will be retained, despite introduction of equipment designed to eliminate them. Making the relevant adjustments to general processes will therefore prevent old problems recurring with new systems and help the business move forwards as a whole.

### MARKET RESEARCH

Especially when it comes to sourcing larger pieces of equipment that require substantial investments, your market research is vital to ensuring you end up with the best technologies for you. You can start by simply asking colleagues what they use, as well as what they think of the product and the supplier's customer service. Next, you need to see the options for yourself, speak to the representatives, watch demonstrations and get some hands-on experience.

For the perfect opportunity to do all of this with a wide range of brands in one place, don't miss the British Dental Conference and Dentistry Show 2019. More than 100 per cent of the 2018 event's exhibition space is already re-booked for the next show, meaning there will be even more companies to speak to and more technology to discover. Connect with the product specialists, ask all your questions and seek bespoke guidance to gain complete confidence that your final choice will be the right one for you.

In addition, the event will offer hours of enhanced CPD with world-class speakers exploring a huge range of relevant and intriguing topics. There will be something for everyone with theatres dedicated to implants, periodontics, orthodontics and innovation, as well as lecture programmes for dentists, dental hygienists and therapists, dental nurses and practice managers.

### STAY AHEAD

The purchase of new equipment is inevitable for all dental practices every few years. Making sure you stay up-to-date with the latest technologies in the profession will ensure you continue to deliver a cutting-edge service to your patients. To help you buy with confidence, all you need to do is stick to your checklist and do your homework.

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References: 1. Jacobsen P *et al.* Journal of Contemporary Dental Practice. 2001; 2(1):1-8. 2. GSK data on file. March 2018. 3. Tinanoff N. *J Clin Dent.* 1995; 6:37-40.

4. Bellamy PG *et al.* *J Clin Dent.* 2012; 26:71-75.

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# Insulation From Dento-Legal Woes

In a society where blame culture is rife, avoiding legal action has become an unfortunate but necessary consideration within UK dentistry. NHS Digital reported that around 95,000 complaints were made regarding primary care services (GP and dental) in 2017-18, which was a 4.5% on the previous year.<sup>1</sup> As such, it is imperative that all healthcare professionals do what they can to protect themselves from potential legal action.

This will feature among the many relevant and engaging topics to be covered at the British Dental Conference and Dentistry Show in May. Mr Amit Rai – a GDP, Dento-Legal advisor, NCAS lead assessor and advisor for CODE – will be speaking in the Core CPD Theatre and hopes to help delegates gain a better understanding of how to avoid the issues commonly faced in dentistry.

“The main objective of my first session is to update delegates on the current legal and ethical issues in dentistry,” he says. “In particular, we will look at what the GDC expects of registrants. While this is nothing new, and the standards have been in force since September 2013, it remains crucial for dental professionals to be aware of what is required of them. I assist dentists who find themselves in difficulty and registrants are often surprised that the GDC shows such interest in their personal, as well as professional conduct. Meeting the



standards and the ability to demonstrate compliance is integral to a successful defence should an investigation be launched into fitness to practise of dental professionals.

“I will also highlight the NHS regulations, which, of course, is a minefield often confusing the most experienced of associates and principals. The regulations are not always black and white – there are definitely a lot of grey areas that GDPs have to navigate. It's not surprising, therefore, that I consistently receive questions about the NHS regulations in my various advisory roles. I hope to offer some clarification in the ways that NHS England monitors the performance of clinicians so that they can insulate themselves from potential danger.”

Amit will also present a session focusing on complaints handling. For this, he will offer information on the GDC, NHS and CQC's expectations of professionals. He

“...the collaboration between the Dentistry Show and BDA makes it a greater attraction for everyone in the dental profession”

continues:

“I will cover the six core principles of good complaint handling as agreed by a recent Working Group consisting of 29 organisations from across the dental sector including CODE. The session will be all about implementing an effective protocol for patient complaints and managing them at practice level.”

In addition to the Core CPD Theatre, the British Dental Conference and Dentistry Show 2019 will present two-day educational programmes designed for every member of the dental team. With hours of enhanced CPD available, plus the chance to develop skills and learn from experts in the industry, the event will also host an extensive trade exhibition with more than 400 companies demonstrating their latest innovations.

About the event in general, Amit comments:

“I lectured at last year's conference and think that the collaboration between the Dentistry Show and BDA makes it a greater attraction for everyone in the dental profession. It's a great place to meet colleagues from all spheres of dentistry, catch up with old friends, close a deal on a new purchase and top up your CPD. The 2019 event will provide an ideal opportunity to see some popular lectures, for free, in a high quality learning environment.”

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<sup>1</sup> NHS Digital. Data on written complaints in the NHS. 2017-18. Published 6 September 2018. <https://files.digital.nhs.uk/5B/D86467/Data%20on%20Written%20Complaints%20in%20the%20NHS%202017-18%20Report.pdf> [Accessed January 2019]

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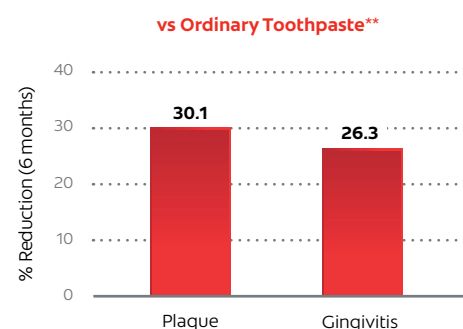
- Weakening to kill bacteria by interfering in bacteria metabolism and reducing their nutrient uptake
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Studies show that new Colgate Total® reduces bacteria on teeth, tongue, cheeks, and gums (TTCG) by up to **38.3%** on Teeth, **39.7%** on Tongue, **35.4%** on Cheeks, and **25.9%** on Gums.<sup>1,\*\*†</sup>

### Clinically proven to reduce plaque and gingivitis

New Colgate Total® is clinically proven to reduce plaque (by 30.1%;  $p < 0.001$ ) and gingivitis (by 26.3%;  $p < 0.001$ ) when compared to ordinary non-antibacterial fluoride toothpaste after six months.<sup>2</sup>



### New Colgate Total® - proactive protection for Whole Mouth Health

- Prevents tooth decay/cavities and repair weakened enamel<sup>4</sup>
- Superior plaque reduction<sup>2,††</sup>
- Superior reduction of gingivitis and gum bleeding<sup>2,††</sup>
- Fights bacteria to keep breath fresh<sup>5</sup>
- Superior reduction in sensitivity<sup>6,††</sup>
- Superior reduction in tartar<sup>7,††</sup>
- Reduces stains and stain intensity<sup>8</sup>
- Protects against erosive damage<sup>9,§</sup>



New Colgate Total® is the advanced way to achieve Whole Mouth Health by proactively controlling and protecting against bacteria on 100% of mouth surfaces, Teeth, Tongue, Cheeks and Gums. By recommending new Colgate Total® to your patients, they will have an advanced single solution for better, more complete oral health.<sup>††</sup>

If you would like more information about the clinically proven benefits and efficacy of new Colgate Total®, visit our website at: [www.colgateprofessional.co.uk](http://www.colgateprofessional.co.uk)

\* statistically significant greater reduction of cultivable bacteria on teeth, tongue, cheeks, and gums with Colgate Total® vs non-antibacterial fluoride toothpaste at 4 weeks, 12 hours after brushing.

\*\* defined as non-antibacterial toothpaste.

†† vs ordinary non-anti-bacterial fluoride toothpaste.

§ in vitro data.

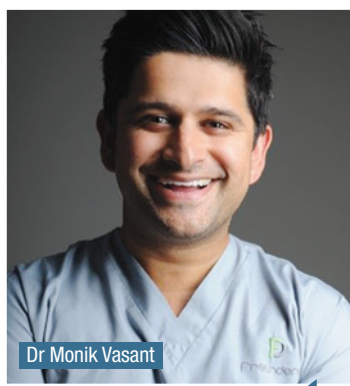
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# Upskilling the general dentist

In his youth Dr Monik Vasant wanted to be a professional sportsman but chose dentistry when he realised he could not reach the highest echelons. Instead, inspired by family members who had successful dental careers, Monik joined the profession and has never looked back as he truly loves what he does. Still only in his late 30's, Monik successfully runs the Fresh Dental clinics in Central London and Greater Manchester and organises one of the most popular postgraduate courses 'Totally Composite', both in the UK and internationally.



Dr Monik Vasant

**"GDPs cannot afford to stay where they are as the industry is evolving at such a fast pace and practitioners will be lagging behind otherwise"**

Monik serves on the Invisalign European Aesthetic Dentistry Advisory Board, is their UK ambassador and is a clinical speaker for a number of dental companies. He has also appeared on TV programmes such as GMTV, ITN News and The One Show.

Monik is one of the hardest working individuals around juggling the demands of his busy, successful practices in two areas of the country with his lecturing and training courses. In his downtime Monik prioritises spending quality time with his family and is an avid football and cricket fan.

Like many of his peers, Monik is fully aware of the hostile climate of the regulatory and legal demands, which

understandably make everyone think twice about the dentistry they do. A fear of getting into trouble or a treatment failing and the patient having problems can often prevent clinicians carrying out advanced treatments. This is something Monik himself found and his early negative experiences of more traditional types of dentistry drew him towards the field of minimally invasive techniques, specifically adhesive dentistry coupled with anterior alignment using clear aligners.

## Putting enamel first

Monik's treatment ethos is to put enamel first when performing any aspect of dentistry and he is incredibly passionate about sharing his thoughts. Which is why he was excited to be invited to speak at British Dental Conference and Dentistry Show. As he commented "I think that everyone now recognises how our profession has truly evolved and see the many opportunities it now brings about. GDPs cannot afford to stay where they are as the industry is evolving at such a fast pace and practitioners will be lagging behind otherwise. With NHS funds drying up, there is more pressure, and dentists do need to up skill quite rapidly. In the same way, GDPs cannot afford to make wrong steps: they need predictability and systems that help them evolve safely, and I think the treatment ethos I practice can help."

In his lecture in the STO Lounge of the British Dental Conference and Dentistry Show 2019, Monik will focus on the latest digital technologies that make orthodontic treatment predictable; how correct planning removes labour intensive elements that can put a strain on the practice; and how visualisation of the end result before starting any treatment can make a huge difference both for patients and dentists.

He will also explain how working within one's limitations and evolving one step at a time can lead to success. He will advise on simple orthodontic corrections and minimally invasive options that not only meet the expectations of patients but also change the scope of the dentist who can offer a more comprehensive treatment approach – a win:

win scenario!

Being a leading advocate of minimally invasive dentistry, Monik will also expand on his experience of treating patients with the Invisalign system and how it has become integral in multidisciplinary restorative dentistry. As he commented: "With all technological advances, dentists have access to the right tools to work towards that perfect smile without damaging teeth like we used to or without doing something irreversible. We need to celebrate this – but we also need to know how to harness them!"

Monik will give tips on how to optimise the Invisalign system and use the iTero Element digital intraoral scanner in treatment approaches and practice workflows to ensure an ideal patient journey. He will detail their benefits for the practice; teach the principles of case selection and treatment approaches; and present case studies demonstrating the importance of pre-restorative treatment planning with the Invisalign system.

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The British Dental Conference and Dentistry Show 2019 is an ideal opportunity for Monik to explain how to avoid so many of the potential risks and complications associated with using brackets and wires; present the improved predictability of orthodontic outcomes; and ultimately, highlight the plethora of benefits brought about by these new technologies which result in fewer emergencies.

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# The dental hygienist / therapist's role in managing peri-implantitis

## At the British Dental Conference and Dentistry Show 2019



Alif Moosajee

**"Implant dentistry has been growing in recent years due to the many benefits implants offer patients with one or more missing teeth. However, they don't come without their issues. Peri-implantitis is a major concern, so it's important to identify any possible complications as early as possible so as not to affect long-term treatment outcomes."**

complications as early as possible so as not to affect long-term treatment outcomes.

"Dental hygienists and therapists are often on the front line when it comes to recognising problems such as peri-implant disease. It's therefore essential that they receive sufficient training and are confident in the area so they can pick up issues as they develop and work with the dentist to prevent disease progression."

Dr Alif Moosajee, A.K.A. The Smiling Dentist, is the Principal of Oakdale Dental in Leicester. With a real passion for dentistry and caring for his patients, he has a special interest in dental implantology and is keen to share his knowledge and experience with colleagues in order to improve treatment outcomes across the board.

Dr Moosajee will be presenting within the Hygienist & Therapist Symposium on Friday 17th May at the British

Dental Conference and Dentistry Show 2019. His session – "The Hygienist / Therapist's Guide to Peri-implant Disease" – will cover everything dental hygienists and therapists need to know about identifying, managing and treating peri-implant complications. He continues:

"During my lecture, I aim to simplify the terminology surrounding implantology and peri-implant disease. I hope to help delegates understand exactly what they should be looking for, so they can quickly alert dentists and ultimately deliver better care to their patients."

"I will also discuss the key differences between natural teeth and implant-retained restorations, as well as why implants tend to be more susceptible to soft tissue complications. I will go on to explore how planning for implant placement can be improved in order to make treatment outcomes more predictable and prevent the risk of common surgical errors that can lead to peri-implantitis."

Think this isn't for you because your practice doesn't place dental implants? Dr Moosajee would urge you to think again...

"The session will be relevant to all dental hygienists and therapists, regardless of whether the dentists they work with actually place dental implants or not. Even for those GDPs who refer implants to other clinicians, they and their team remain responsible for the long-term care and maintenance of the implants in their patients' mouth. Similarly, the majority of practices will welcome new patients with existing implants at some point as well. Every practice team therefore needs to be aware of the risks and symptoms of peri-implant disease so that they can care for patients effectively."

"It is definitely a team effort – particularly as the role of the

dental hygienist / therapist is to monitor and maintain the oral health of their patients. Only with the right knowledge can they detect and refer any potential issues that develop to the dentist and help prevent significant complications for patients in the future. I hope to enhance delegates' confidence when it comes to identifying and managing peri-implantitis effectively."

In addition, Dr Moosajee's session will demonstrate how to classify peri-implantitis, offering delegates a wealth of practical information to help them look after any patients with implants for years to come. It will be one of several sessions held in the Hygienist & Therapist Symposium throughout the two-day event, which are all designed specifically for professionals in these roles. With enhanced CPD available, plus the chance to hear from various other inspirational speakers in the field, the programme will offer something for everyone.

Further still, the trade floor will host more than 400 dental companies offering demonstrations, samples and show-only offers on cutting-edge solutions. Discover the latest technologies available to help you deliver a better service, as well as new oral health products to enhance your patients' home care routines. Plus, you'll have the chance to catch up with friends, swap stories with colleagues and gain fresh ideas to implement within your own practice on Monday morning.

Completely free for all delegates to attend, the British Dental Conference and Dentistry Show 2019 is not an event to miss. Dr Moosajee adds:

"I have attended the event in previous years for its education and networking. In light of the collaboration with the BDA, I am certainly looking forward to visiting in 2019."



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## No other event like it

The field of facial aesthetics is showing no signs of slowing as society continues to place high value on appearance and the positive affect improvements can have on confidence and self-esteem. Dental professionals are ideally placed to provide such treatments in a safe environment and many are looking to capitalise on the opportunity to expand services from their practices.



Dr Harry Singh

Whether you are just starting out in the field, or you have found it challenging in the past, seeking expert advice and guidance from practitioners who have made it work can prove invaluable. This is why

Dr Harry Singh – founder of the Botulinum Toxin Club, a facial aesthetics professional teaching academy – is keen to share his ideas and experience within the field of facial aesthetics at the British Dental Conference and Dentistry Show 2019. About his presentation "How to add an extra £120,000 annual income from facial aesthetics" in the Facial Aesthetics Theatre, he says:

"Many dental professionals undertake the necessary clinical training but struggle to get enough patients through the door to support their facial aesthetic offerings in the long-term. This lack of patient interest can lead to a loss of confidence for professionals and quickly put a stop to facial aesthetic services. This is a shame as there is definitely enough appetite out there to not only sustain a business, but allow it to truly thrive."

"I hope that my session at the British Dental Conference and Dentistry Show

2019 will unlock the potential of facial aesthetics in delegates' dental practices. I will share the tried and tested strategies that I implemented in order to build my facial aesthetics business – ultimately, they enabled me to give up dentistry and focus solely on facial aesthetics, so I know they work."

"Delegates will discover that any business success relies on the three concepts of attraction, conversion and retention of patients. If you can master all three, you'll be able to turbo boost your profits from facial aesthetics. The same concepts can be utilised in your dental business too."

"I believe that more and more of your dental patients will be requesting facial aesthetic services in 2019, especially if you market effectively. It all comes down to one important question: do you want their business or will your competition get them? My sessions will offer simple strategies to implement immediately and offer a massive return on your time spent at the show."

**"I hope that my session at the British Dental Conference and Dentistry Show 2019 will unlock the potential of facial aesthetics in delegates' dental practices"**

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