

CONFERENCE

British Dental Conference &

dentistry show ////

18th & 19th May 2018 / NEC Birmingham



www.thedentistryshow.co.uk

#BDCDS18

@dentistryshow in The Dentistry Show Network f The Dentistry Show

NEW NAME, NE OPPORTUNÍTIES. SAME GREAT SH

By now, most people will have seen that our event has rebranded to the British Dental Conference and Dentistry Show. The change in name reflects the exciting new collaboration established with the British Dental Association (BDA), which will afford more educational and networking opportunities for all visitors to the now joint event.



Still completely free of charge and open to all members of the dental team, this is sure to become the undisputed leader in

"We're committed to offering our members and this

profession the biggest and best event in the dental calendar.

This collaboration with our friends at CloserStill Media will

"Our British Dental Conference and Dentistry Show is now

the one date every dentist needs in their diary. And we've

opened the doors to the whole profession, to give them all

Alex Harden, event director of The Dentistry Show,

"This is an exciting investment for us all. Between us,

the team now running The Dentistry Show and The BDA

Conference have been responsible for running some of the

UK's fastest growing events over the last two decades. Our

combined experience, sector knowledge and significant

commercial and marketing resources will be focused on

delivering for both exhibitors and the audiences for these

access to the latest innovation, education and quality CPD."

BDA Chief Executive Peter Ward commented:

take our landmark event to the next level.

the dental events calendar.

commented:

powerful brands."

more people to speak to and more people to learn from for everyone, as well as an even bigger and more varied trade exhibition.

So, with more professionals expected to attend, there'll be

Regarding the lecture programme, there will be a greater selection of world-class speakers to see, including some of the biggest names in their respective fields.

Speakers confirmed so far include:























They will be presenting an array of engaging topics from the importance of minimally invasive dentistry to CBCT procedures, risk assessment technologies, periodontal regeneration, the Kois Occulsual De-Programmer and ethical sales, with hours of verifiable CPD available. Ensuring something for everyone, they will also be tailoring their sessions to their specific audiences, with the BACD Aesthetic and Digital Dentist Theatre, Hygienist & Therapist

continues on page 2

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SciCan Your Infection Control Specialist"

All in the planning



Dental professionals are very good at planning ahead. It is a necessary part of daily life - how many patients will you see tomorrow? Which products do you need to ensure are stocked for the next couple of weeks? How will you arrange your appointment slots to create time for your treatments? What will that surgery entail and how will treatment be performed? When do you next need to see your orthodontic patient to review progress?

All these things will be second nature to dentists, but the planning is still important to avoid any unexpected problems. Getting organised and knowing what needs to be done when, how and why will also help to improve efficiency and encourages a smoother day-to-day workflow. Ultimately, this is what enables you to deliver outstanding care to every patient, while also keeping your own stress levels to a minimum.

But do you apply the same meticulous planning to your professional development?

Plan to learn

As in many other professions, continuous learning and self-improvement are both key for clinicians dedicated to delivering the best care for their patients. Particularly as



new weird and wonderful innovations currently reach the market at an unprecedented reviewing the latest news, products and techniques on a regular basis is essential if you are to emain abreast of the leading recommendations and ideas of the time.

As such, by planning ahead, you can not only better identify which areas would

be most beneficial for you to learn, but you can also better organise your time so that you don't have to make any compromises in either your practice or home life.

Changes afoot

This aligns perfectly with some of the thinking behind the GDC's recently announced changes to CPD as of

continues on page 2

MORE INFORMATION AT WWW.THEDENTISTRYSHOW.CO.UK

British Dental Conference & dentistru

continued from page 1



Symposium, Dental Nurses Forum and Next Generation Conference all returning to the event from previous years.

New for 2018 will be the Special Interest Theatre, which will be dedicated to the various disciplines and provide an update for all those involved.

In addition, the British Dental Conference and Dentistry Show 2018 will have one of the most extensive trade exhibitions that the industry has seen for years. We already have 70 new exhibitors booked as a direct result of the collaboration, meaning there will be much more for everyone to see.

Delegates will be able to access on-stand learning and witness live demonstrations from product experts and digital specialists. You will have the chance to ask your own questions and seek bespoke advice in order to find the most appropriate equipment for you and truly maximise your return on investment. Plus, there will some fantastic show-only offers available as well as exciting new product launches that ensure you remain at the very forefront of the profession.

For this and more, make sure you don't miss the British Dental Conference and Dentistry Show 2018!



continued from page 1

2018. There has been a general shift away from quantity and towards quality, with the overall hours of required CPD reduced but the amount of verifiable CPD slightly increased. As such, dentists are now required to complete 100 hours of verifiable CPD over a five-year cycle; dental therapists, dental hygienists, orthodontic therapists and clinical dental technicians must do 75 hours; and dental nurses and dental technicians must meet their 50-hour requirement.



In the interests of encouraging continuous learning throughout the CPD cycle, the GDC also now obligates professionals to earn at least 10 hours for every two consecutive years. This still allows for any particularly busy years where CPD is not achievable, but it does mean that you cannot log zero hours of CPD in consecutive years. The merits of planning ahead and booking courses or events are therefore greater than in previous years on the old system.

A complementary addition

Part of the planning process for enhanced CPD going forwards will also be a personal development plan (PDP).

This plan demonstrates to the GDC that the CPD you gain is relevant for you and that it supports your work as a dental professional. (More information and a PPD template can be found on the GDC website - www.gdc-uk.org/professionals/ cpd/enhanced-cpd.) The BDA can also advise members on this topic - visit www. bda.org/advice.

Looking ahead

So, what CPD do you plan to earn in 2018? Regardless of your speciality, interests or career so far, the British Dental Conference and Dentistry Show will provide a great platform for developing your knowledge and skills in all the right ways. The twoday event offers educational programmes dedicated to each member of the team, ensuring relevant and informative lectures and discussion sessions for all to make the most of. On-stand learning and live demonstrations throughout the extensive trade exhibition add to the education on offer, plus you can discover all the very latest products, materials and technologies on the UK market. Receive verifiable CPD while networking with like-minded people and enjoying the prestigious Dental Awards on the Friday

Plan to succeed in 2018

You plan ahead in so many aspects of your professional life, including treatment planning, stock ordering, surgery time and patient recalls - why not apply the same sound logic to your learning for the very best results?

The British Dental Conference and Dentistry Show 2018 will be held on Friday 18th and Saturday 19th May at the NEC in Birmingham, co-located with DTS. For further details visit www.thedentistryshow.co.uk, call 020 7348 5270 or email dentistry@closerstillmedia.com

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BACD Aesthetic & Digital Dentist Theatre Highlights

Supported by:



The hand-picked specialists in the BACD Aesthetic & Digital Dentist Theatre will provide you with a thorough insight into key aesthetic subjects as they relate to a modern dental practice. You will also be able to combine these aesthetic 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. See below for the BACD selected session as well as those sponsored sessions.

Friday 18th May

British Dental Conference & dentistru

Minimally invasive dentistry: what's really important

Dr Mark Bowes BDS, Founder and Past President South African Academy of Aesthetic Dentistry, Clinical Director of Enamel Dentistry

Minimally invasive techniques have become the gold standard for the modern restorative practice. In this lecture I will cover the modern trends that shape the way we treat both simple and complex cases. Tooth wear is a modern dental disease that requires treatment that is Aesthetically, Functionally and Biologically driven. I will focus on the multidisciplinary approach that is essential when treating these everyday cases



CBCT in Everyday Practice* SPONSORED SESSION

Dr Diyari Abdah DDS MSc ImpDent

This session is an eye opener for anyone who is still thinking about the benefits of using a CBCT in general practice, but can't justify it. In today's modern dental 13:45 world, we cannot afford NOT to use the latest technologies available and as such, CBCT is probably one of the most important tools available in aiding diagnostics and incorporating CT data into treatment planning, results in better and more predictable outcomes and peace of mind for everyone



Supported by:

"The Kois Occlusal De-programmer"; a simplified approach to accurately recording Centric Relation (CR) every time Kenneth Harris BDS, MFGDP(UK), MSc, FFGDP(UK) RCS (Eng).,

Clinical Director, Riveredge Cosmetic Dentistry

14:00 Most Occlusal theories stipulate a repeatable and consistent hinge Axis; commonly described as "Centric Relation", yet for many the recording of CR remains a major stumbling block. The de-programming device described by Dr John Kois of Seattle is now the most popular method to confidently record Centric Relation in America. mainly due to the ease of use. The step by step process will be demonstrated in great



A retrospective clinical review on Lava Zirconia restorations over the last decade

detail with reference to numerous treated cases of varying difficulty.

Sanjay Sethi BDS (Lond.), Square Mile Dental Centre

Zirconia impacted the UK market around 2005 and its use has gone from the strength to strength. This has not been without problems and steep learning curves that needed to be addressed. We are still understanding the material and increasing the limits of its usage in restorative dentistry. Now we have increased usage of lithium disilicate restorations, will we see a decline in Zirconia usage or does it still a place as it was once suggested to us. CAD/CAM restorations are really the norm now and are often more cost effective. The level of accuracy of fit is no also clinically excellent. Monoblock restorations offer future security of reduced chipping and fracture even compared to PFM.



Saturday 19th May

Additive wax up and techniques to ensure minimum intervention but maximum aesthetics

David Bloom DBS: N'cle, Dentist

Exceptional aesthetics are possible with minimal or no tooth preparation. The presentation will explore ways that this can be achieved.

• Understand additive wax up v. subtractive

Understanding a visual try in

• Use of a visual try in to allow minimum tooth preparation

• Other techniques for maximum intervention but maximum aesthetics

Creating the perfect smile* SPONSORED SESSION

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

This highly clinically relevant presentation will provide a wealth of practical advice 11:15 - and tips for the general and aesthetic practitioner and will allow you to provide more predictable aesthetic dentistry for your patients. 12:15

Sponsored by Dominic Hassall

Sponsored by:

PHILIPS

This presentation will consider:

- Spotting the problem patient
- · Essential smile diagnosis and identifying limitations
- Current concepts in the biologic width and avoiding recession or inflammation
- Soft tissue concepts and handling for the optimum aesthetic outcome
- Minimally invasive material selection for all ceramics and composite
- The 360° veneer concept
- The orthodontic aesthetic interface

Putting the bleaching into ABB - a patient centred process* SPONSORED SESSION

Tif Qureshi, BDS, Private Practice owner, Director of IAS Academy, IAS Academy

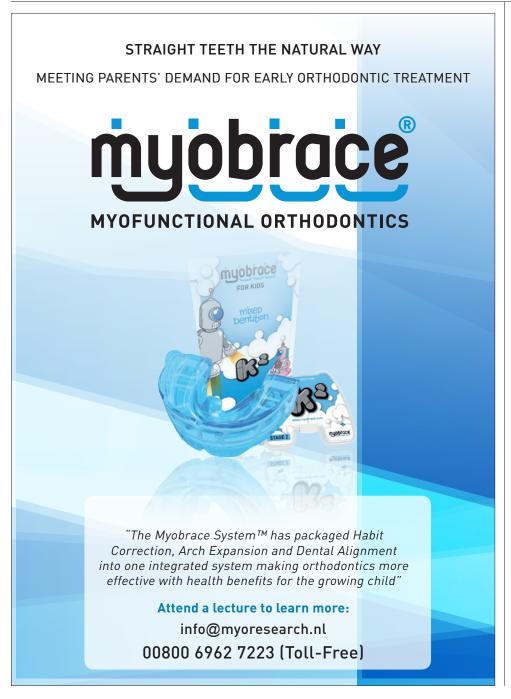
12:45 treatment plans 13:45

. Understand the key skills that are crucial to have more acceptance of your

• Discover the 8 steps to a successful consultation. You will know all the steps

• Discover the biggest communication mistakes by dentists everyday Understand the crucial role asking questions play in ethical sales and uncover many thousands of pounds worth of new opportunities

*The BACD does not endorse any of the sponsored lectures.





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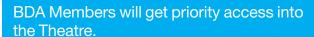




Conference Programme Highlights

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.





Hygienist & Therapist Symposium

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.





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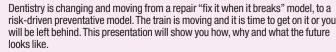
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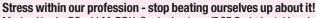
Friday 18th May

Can new risk assessment technologies make a difference to our patients and our practices?

Prof lain Chapple, BDS, FDSRCPS, FDSRCS, PhD, CCSTRestDent,

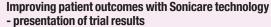
Head of School of Dentistry, University of Birmingham





Marina Harris, BSc, LLM, RDH, Senior Lecturer/DCP Periodontal Lead, 10:30 - University of Portsmouth Dental Academy

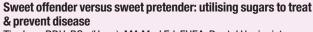
This session will draw on empirical research to promote the concept that psychological well-being within the dental profession is more than just the presence or absence of dental environment stress.



Dr Ben Atkins, BDS, GDP and Clinical Director Revive Dental Care, 13:30

Revive Dental Care

Dr. Ben Atkins will be presenting the findings of a countrywide patient trial, demonstrating the strength of Sonicare technology and what this means for the continued improvement of patient's oral hygiene.



Tim Ives, RDH, BSc (Hons), MA Med Ed, FHEA, Dental Hygienist

& Post Graduate Teacher, Xlear Inc/Spry

Tim will explain how President Dwight Eisenhower's heart attack, subsequent government misinformation, bad science and ruthless marketing from the sugar industry have contributed to our nations declining health. He will then explain how we can treat and prevent diseases utilising different healthy sugars and how to be successful changing behaviour.



Saturday 19th May

Systemic health & us- the role we play in health beyond the mouth Melonie Prebble, RDH, RDH, INLPTA NLP (Master Prac),

Dental Hygienist and Therapist

Victoria Wilson, RDH RDT BSc., Dental Hygienist and Therapist

As we become increasingly aware of the links between systemic health and oral health we also identify the pivotal role dental hygienist ad therapist play in translating this message on a daily basis. This presentation will explore the current research behind the key risk factors and explore ways to integrate it in conversations. We aim to demonstrate tools that assist in challenging conversations and systems that enable patients to take responsibility for their overall health and wellbeing



Business Skills Workshops

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 18th May

Tendering for NHS dental services - all you need to know

Richard Wood, Director, Ascend Contract Management Emma Childs, Director, Ascend Contract Management

- To understand the specifics of the tendering process.
- How to deliver a high quality and best practice bid.
- An insight into the NHS Commissioner's tendering language.
- How to maximise the value of your businesses goodwill.
- To be able to enter the NHS market.
- How we can support you pre/post-tendering.
- Greater understanding of the NHS tendering and commissioning process The criteria for a successful tender bid.

• The financial and business planning aspects of a tender application. Scoping out opportunities to enter the NHS dental market.



Special Interest Theatre

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eastman DENTAL INSTITUT

Friday 18th May

Periodontal regeneration: the good, the bad and the ugly

Dr Federico Sancho Moreno, Lic Odont (Madrid) PG Cert Imp Dent, MClinDent Perio (Dist) UCL Eastman, MRD Perio RCS (Eng), EFP Diploma in Periodontology and Implant dentistry, Clinical Lecturer in Periodontology, Unit of Periodontology UCL Eastman Dental Institute

The management of teeth with vertical bone defects represents a challenge. However, these teeth may be successfully treated through regenerative surgery. In this presentation Dr Moreno will illustrate, through clinical examples, which factors you must carefully assess to identify cases which are good candidates for periodontal regeneration while exploring the limits of what can be achieved with this

14:30 -

15:15 To provide an introduction to periodontal regeneration including understanding of:

- Biological principles
- Rationale, indications and contraindications
- Available techniques and patient-, tooth- and defect-related factors affecting outcome

By the end of the lecture, the attendees should be able to:

- Recognise indications, contraindications and limitations of periodontal regenerative surgery.
- Demonstrate knowledge in the types of wound healing and the factors which interfere with periodontal wound healing in regenerative surgery.
- Be able to incorporate the learned knowledge and skills in their treatment plan and clinical management in their daily practice.

ADI Implant Theatre



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Friday 18th May

Predictable restorations on implants

Dr J.W. Vaartjes, Dentist with specialization in implantology, Implant Direct

How to take accurate impressions? Which choices do we have for abutments and crowns and what kind of influence do they have? What are the caveats with a digital workflow and how much can we do with intra-oral digital impressions.

Learn from common mistakes and get tips for stable and aesthetic restorations achieved in a straightforward manner.

- Tips and tricks in (digital) impression taking
- Choices for screw-retained or cemented suprastructures
- Influence of prosthetic design on bone loss
- Is a temporary crown always necessary in the aesthetic region?

Saturday 19th May

What makes an implant system a "Smart System"?

Dr Diyari Abdah, DDS MSc ImpDent, Cosmetic and Implant Expert in Private practice in Cambridge - UK, Implant Direct

This session is about what to look out for when switching or adding an implant system to your implant arsenal. Key issues to consider from a practical, clinical and 11:30 - logistical point of view. A so-called smart system has to justify itself by being easy to use with easy interchangeable components and provide a system for predictable results. Not all systems are born the same way. The presentation will demonstrate through a range of clinical cases, how a true smart implant system works in practice



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IMPLANT

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- . How to switch from one system to another easily.
- · What to look out for when using a new system.
- How to fully benefit from all the features of the system
- · Avoiding pitfalls and mishaps when placing implants.

Soft and hard tissue remodelling around an implant with a new trans-mucosal neck design Dr Paolo Nardinocchi, DDS, Implantologist, Sweden&Martina

The maitenance of soft and hard tissue stability overtime around dental implants has become higly relevant especially in the aesthetic areas. A new transmucosal implant with convergent collar design has been developed for this aim and to transfer the concepts of BOPT on natural teeth to the cementable prosthesis on implants

13:15 - • Biological width formation around bone level, traditional tissue level implants and around this new implant with convergent neck design will be examined

• The concepts of BOPT (Biologically Oriented Preparation technique) on natural teeth can be transferred on Implants through the Prama special design

- Soft tissue and bone stability can be achieved thanks to this innovative collar design and through a better implant mid-crestal positioning in the aesthetic areas • The titanium machined convergent collar can offers surgical and biological
- Enhancing soft and hard tissues of the edentulous site when necessary is required to take advantages of all different implant designs.

MORE INFORMATION AT WWW.THEDENTISTRYSHOW.CO.UK



sweden & martina



Conference Programme Highlights continued

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 18th May

Wear, function, and next level diagnosis

Tif Qureshi BDS, Director of IAS Academy

This lecture uniquely connects restorative dentistry, aesthetics, function and orthodontics backed up but long case follow ups and will benefit dentists, specialists and the team. The lecture will also focus on intercepting diagnosing these cases earlier, looking at inter-canine widths, anterior guidance, differential tooth wear patterns, and

being able to correct this with Simple Orthodontics and Restorative dentistry. • The Dahl Principle In Ortho Step by step- Natural and Assisted Equilibration

- Treating patients over the lifetime observing wear and functional change -Intercepting with ortho-restorative
- Understanding the importance of Anterior Orthodontic Occlusal Planning through digital control
- Simple Edge bonding a simpler approach

Saturday 19th May

How to sell dentistry, have more patients say yes without selling

Ashley Latter, Owner, Ashley Latter Limited

I will be sharing key skills that will help create new opportunities in your dental practice, have more patients say yes to your treatment plans, so that you can deliver the dentistry that you love to do and your patients want.

• Understand the key skills that are crucial to have more acceptance of your treatment plans

- Discover the 8 steps to a successful consultation. You will know all the steps in order
- Discover the biggest communication mistakes by dentists everyday
- Understand the crucial role asking questions play in ethical sales and uncover many thousands of pounds worth of new opportunities

MORE INFORMATION AT WWW.THEDENTISTRYSHOW.CO.UK

Dental Nurses Forum

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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 18th May

Dental photography for dental nurses

Diane Rochford, RDH, BSc (Hons), Dental Hygienist, Society of British Dental Nurses

Supported by

09:45 - The presentation provides guidance for dental nurses to begin developing their knowledge of dental photography in a clinical setting. Discussing their role and responsibilities, the equipment required to achieve a good standard of dental photography, gaining appropriate consent and how they can successfully implement photography into patients visits.

Free dental treatment for Blackpool's most needy

Carole Houston, MA in Public Relations, Communications and

Marketing Lead, Delphi Medical

Blackpool has the worst statistics in the country with regards to deprivation, drug addiction 11:00 - and alcoholism. Dental care is often at the bottom of the list of needs for vulnerable people, but for one day only we brought it to the top.

The presentation will illustrate the 'All I want for Christmas' campaign

- An understanding of the effects of addiction and alcoholism on teeth.
- An understanding of the associated mental health issues
- An appreciation of what these vulnerable people are coping with.
- An understanding of the enormous need for this service around the country.

Saturday 19th May

Under pressure

Leonora Ward, Business Development Manager, Eurodontic Ltd Manufacture of Pressure formed retainers and bleaching trays - Working with the Society of British Dental Nurses to provide a demonstration of the practical skills required to enable dental nurses to make retainers and bleaching trays with ease 13:00 - and fostering confidence to undertake this in the workplace

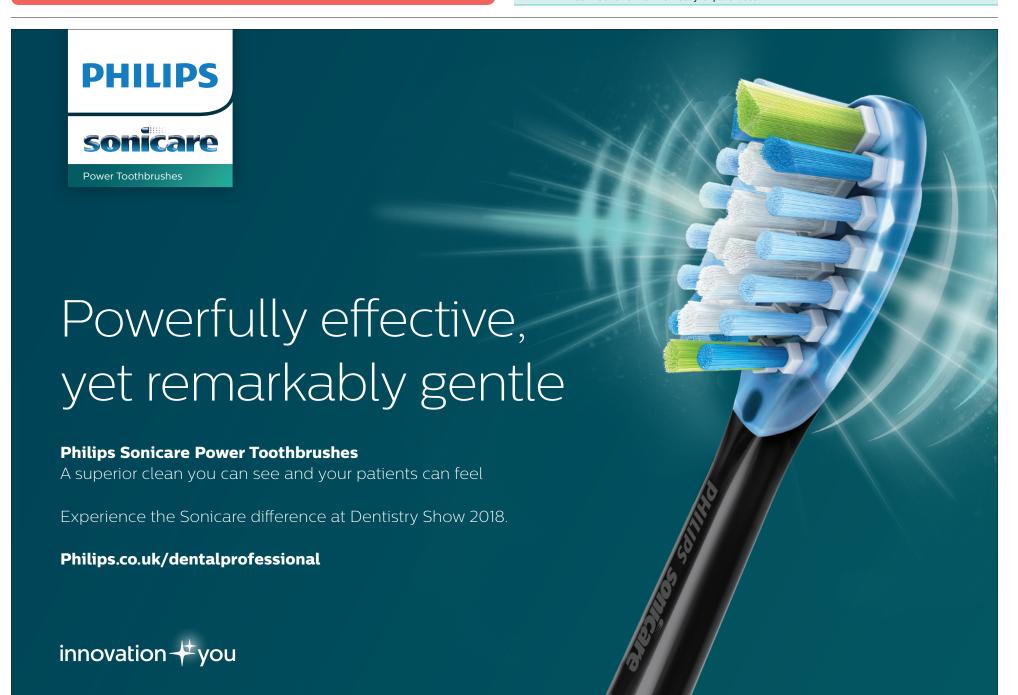
• Understand how to maintain and safely operate and the Biostar® & Ministar S® pressure forming machines.

• Understand the importance of model preparation when using pellets or platform and soft or hard materials.

• Identify and select the correct material for the patient and the appliance needed.

• Understand how to create a pressure formed retainer and bleaching tray on the machine and how to finish ready for patient use.









BOOK YOUR SPACE TODAY: Call: +44 (0)20 7348 5270, Email: dentistry@closerstillmedia.com







Four-day course on Periodontics 12-13 January 2018 23-24 February 2018



Two-day course on Sinus Augmentation 23-24 March 2018

2018 FLOOR PLAN & EXHIBITOR LIST

British Dental Conference & dentistry

Show /////



In collaboration with





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THE DENTISTRY SHOW

✓ NEW EXHIBITORS FOR 2018

214111/		NEW EXHIBITORS FOR			
3M UK	F60	Faculty of Dental Surgery V	M83	Orascoptic	E30
Acquisition Aesthetics - training in facial a		FGDP (UK)	B61	Orchard Training 🗸	L12
Acteon UK	C30	FIMET 🗸	F42	Ortho-Care	L68
ADAM	E105	Focus Group 🗸	C61	Osstem	E50
A-Dec Dental UK Ltd	F40	FONA Dental	D30	OW Warehouse	J45
ADI	C53	FooCo Video Websites	D100	Pars Dental	F82
Admor	L20	FTA Finance	L90	Patient Plan Direct	H74
Andersen Products 🗸	D80	FTA Law	H94	Periochip	F90
Anglian Dental	H61	Fusion GT	D50	PFM Dental	H60
Apolline Ltd	L19	Fussen 🗸	A64	Philips	K30
Ascend Contract Management 🗸	B94	GAMA Healthcare	L38	Phoenix Surgical Instruments Ltd	M01
Ashley Latter	H72	GC UK	A10	Planmeca	G30
Aspired Finance	D68	General Medical	J104	Practice Plan Ltd	J50
Aura Infection Control	N12	Gensmile ✓	M20	Premier Dental Products Co.	A34
Aura9	B102	GlaxoSmithKline	B30	PreViser Oral Health Assessment	G70
AWB Textiles	L52	Global Dental 🗸	K90	Price Bailey	D105
B.J.M. Laboratories 🗸	D62	Hague Dental Supplies	P90	Professional Deep Tissue Massager	L81
BA International	H78	Happy Threads	P60	QED	G100
BACD	BACD Lounge	HC Distribution ✓	P80	Qudent	J102
BADN	J98	Healthcare Learning	A32	Quick Straight Teeth/ Boutique Whitening	E52
BADT	N82	Heka Dental 🗸	K10	Quicklase Quickwhite	H70
Bambach Saddle Seat Company 🗸	N10	Henry Schein Dental	J21	Quintessence Publishing	K62
Bausch	M95				
	J82	HL Dental	J75	RA Accountants LLP V	N50
Belmont Blue Clar Deeple		HMRC 🗸	E100	RDT Valplast	K01
Blue Sky People	G71	Honey Fizz Training	A70	Recommendeddentist.co.uk	J95
BOC Healthcare	L11	HST Stomotological Scientific and Educational Co.,Ltd		Rodericks Dental 🗸	K55
BOS	K65	Hu-Friedy	A30	Royds Withy King Solicitors 🗸	B92
BPP University	J52	IAS Academy	C80	RPA Dental	J60
Braemar Finance	E70	iComply	N18	RS Medico 🗸	K85
Bridge 2 Aid	M100	IDS - Blancone 🗸		S4S Dental Laboratory	M60
British Dental Association 🗸	M30	Implant Direct Europe AG	E40	Saga County UK	G104
British Endodontic Society	G75	Implantium UK	C62	Samera Ltd	N98
British Periodontology Society	G76	Insync Insurance	G78	SciCan Ltd	M50
Brushlink 🗸	B77	Invisalign + iTero	H30	Scott Richards Solicitors	B70
BSDHT	P65	iSmile	P54	Septodont 🗸	F36
Bupa Dental Care	F35	Ivoclar Vivadent	F34	Shofu UK	F92
Calcivis Ltd	J85	JJ Tools 🗸		Simplyhealth Professionals	D40
Care Quality Commission	B60	JW Hinks Specialist Dental Accountants	C103	Six Month Smiles	L95
Carestream Dental	F33	Kara	E110	Smilelign Clear Aligners	M82
Cattani Esam	M38	KAVO	E30	SmileTRU	F73
Cavity Dental Staff Agency 🗸	J100	Kerr	E30	Snowbird Finance Ltd	K70
	F70	King's College London	P10		K25
Cerezon de				Software of Excellence	
Cerezen 🗸	L62	Komet Dental	F100	Southern Implants UK Ltd	A68
Christie & Co	M25	Kulzer	N100	SPS Dental V	J72
CleanCert	H100	Lease UK	L01	Stoddard Manufacturing Co Ltd	H80
ClearCorrect	E72	Lemonchase	G61	Straumann	C20
Clinitech Medical	M80	Lilyhead Practice Sales	J90	Support Design AB	H92
Colgate-Palmolive	K40	Lloyd & Whyte 🗸	M22	SurgiSol	G102
Coltene Ltd	K54	Lloyds Bank	E88	Survival-32	A50
CSM ✓	G72	Luke Barnett Centre	C60	Swallow Dental Supplies	K60
CTS Dental Supplies	C50	Majestic Instruments UK	D65	Sweden & Martina Ltd	C58
Curaprox UK	N55	Marsh Dental	N60	Swish Dental	P42
Curasan 🗸	J94	MD Dental Services	L54	Systems for Dentists (SFD) 🗸	N01
Curran Dental 🗸	J92	MDDUS	C70	Tandex	A52
DB Dental Australia	J70	MDS Medical Ltd	L60	TDS E&W	A60
DB Dental Equipment	P20	Medical Elite Recruitment & Practice Sales Ltd	H90	Technical & General ✓	F75
DDU	C84	Medicsteel	F48	Tempdent Recruitment Training	L22
Delta Dental Training ✓	G106	Medident Italia	P15	TePe	B50
DenGro	L45	MediEstates, MediCruit, Medifinancial	K50	The Dr Bob Khanna Training Institute	F107
Denmat UK	P82	Meow <	D84	The First Principle ✓	K02
Dentaid Bus	L100	Mercia Dental Equipment	N64	The Mortgage Explorer	A62
Dental Circle	B78	MES	D102	Titan Care Ltd 🗸	B64
Dental Design Products	D22	MIAB	F72	TK Plus Instruments 🗸	C102
	G40 + H40 + H50	Micro Minder	L25	Towergate	F106
•		MiSmile Network Ltd			
Dental HR Dental Protection Limited	C100		L40	Trigiene	L18
Dental Protection Limited	P35	MOD - Civilian Dental Professionals Management	N94	Trycare Tryn Key Dental	G60
Dental Sky	F85	Moneypenny Marria & Co	H104	Turn Key Dental	E60
Dental Tribune International	D90	Morris & Co	E62	UCL Eastman Dental Institute	F102
Dentally	P18	Munroe Sutton	A90	University of Central Lancashire 🗸	G103
Dentists' Provident 🗸	M90	My Dentist	B40	University Of Manchester - Dental School 🗸	B72
2 1 2 2			U102	Vatech	E45
Dent-O-Care	L50	Myofunctional Research Company	H102		F108
Dentsply Sirona	H20	Nasdal	K95	Velopex	
Dentsply Sirona design4dentists.com	H20 H108	Nasdal National Examining Board for Dental Nurses	K95 L04	Venom IT 🗸	A33
Dentsply Sirona design4dentists.com DHB ORAL HEALTHCARE ✓	H20 H108 B75	Nasdal National Examining Board for Dental Nurses Nationwide Dental Construction Ltd	K95 L04 B62	Venom IT ✓ VOCO	A33 M15
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Dentsply Sirona design4dentists.com DHB ORAL HEALTHCARE Digital Dental DMG Dental Dominic Hassall Training Institute	H20 H108 B75 P30 P44 E68	Nasdal National Examining Board for Dental Nurses Nationwide Dental Construction Ltd Neodent Neoss Newey Installations Ltd	K95 L04 B62 F98 D60 D52	Venom IT V VOCO VSDent VSS Academy Waterpik	A33 M15 G101 A58 B52
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Dentsply Sirona design4dentists.com DHB ORAL HEALTHCARE Digital Dental DMG Dental Dminic Hassall Training Institute DP Medical Systems DPAS Dental Plans Ltd Eclipse Loupes and Products	H20 H108 B75 P30 P44 E68 B67 E80	Nasdal National Examining Board for Dental Nurses Nationwide Dental Construction Ltd Neodent Neoss Newey Installations Ltd Nobel Biocare UK NOHPG Nuview	K95 L04 B62 F98 D60 D52 E30 K61	Venom IT VOCO VSDent VSS Academy Waterpik WheelsBridge Wired Orthodontics Wisdom Toothbrushes Wisepress Medical Bookshop	A33 M15 G101 A58 B52 J108 L85 N90
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DENTAL TECHNOLOGY SHOWCASE

3Shape U.K	D24	DTG	B16	Reiner	J15
Abbey Dental Supplies	J18	EMCO	H12	Reitel Feinwerktechnik 🗸	B09
Aidite High-Technical Ceramic Co. Ltd	B12	Eurodontic	J09	Renfert	D18
Attenborough Dental	G12	GC UK Ltd	A10	Roboice Dental Milling Machine 🗸	E10
Blueprint Dental	D14	GlaxoSmithKline	J17	Scan Lab 🗸	D20
Bracon Limited	H15	Hoil Dental Manufacture Solutions Ltd	B18	Schottlander	B20
Carestream Dental Ltd	F23	Ivoclar Vivadent	F24	Solvay	F20
Cendres + Metaux ✓	J10	John Winter & Co Ltd	G10	Straumann	C20
Consult Search + Selection	B19	Kemdent	F02	Swedish Implant Technology	B15
CRG Publications	B05	Kulzer	B01	Techceram	B10
DB Lab Supplies	H10	Madespa ✓	A08	Tri-Tech 3D	C12
Dental Design Products Ltd	D22	Milnes Bros	G01	VITA 🗸	F01
Dental Technician	J13	Mr Dental Supplies Ltd	E12	WHW	F10
Dental Technologists Association	H09	Omnident UK	J01	Zhermack	B17
Dentsply Sirona	G20	Orthodontic Technicians Association (UK)	E05	Zirkonzahn	C10
Detax Dental	B04	Performance Finance Ltd	F22		
DLA	AML	RDT Technology	K01		

AML = Association Members Lounge (Correct at time of print)





Here for you

The British Society of Dental Hygiene and Therapy (BSDHT) is the largest professional organisation for dental hygienists, dental therapists and students in the UK and beyond. Since its foundation in 1949 (when it was the British Dental Hygienists' Association), it has grown from strength to strength and now represents more than 4,000 members.



Benefits of membership are vast, providing every professional with the support and information they need to truly thrive in their career. Perhaps one of the biggest advantages is the network of people associated with the society – there is always someone to ask for clinical guidance or training advice, to share experiences with and bounce ideas off. The result is that no member dental hygienist or dental therapist is left on their own, with plenty of support for all.

Education is another focus for the society. It offers a range of learning opportunities for members including regional study days, as well as the annual Oral Health Conference and Exhibition, which is available to members at a discounted rate. All events present leading speakers from the field who share their expertise and deliver a wealth of information on everything from oral health instruction to implant maintenance, new products and career progression.

Supporting everyday practice, the BSDHT offers members updates on regulatory matters, advice on compliance and relevant news from dentistry. It facilitates access to research papers and clinical trials of interest

to dental hygienists and dental therapists. It is also the perfect gateway between the profession and trade, with trade partners offering exclusive advantages to BSDHT members.



While supporting its members with this huge array of benefits, much of what the BSDHT does also benefits the wider dental community – a fine example of this would be its current project with the BADT seeking exemptions to the Medicines Act.

To find out more about what the BSDHT stands for, what it offers members and how you can join, contact the team today.

For more information about the BSDHT, please visit www.bsdht.uk, call 01788 575050 or email enquiries@bsdht.org.uk



dentistry Show ////

British Dental Conference &

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

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



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

Straumann's top-of-the-range CARES® digital offering will be showcased in the 16-metre-long juggernaut mobile showroom, where clinicians, CDTs and technicians will get

another chance to experiment with intra-oral scanners, case planning software, 3D printing and milling equipment, while learning from inspirational digital experts. Justin Annett, Head of Marketing and Business Development, Straumann UK, comments:

"We want people to see the range of solutions we have on offer and understand that when dealing with Straumann, dental practices and labs get the quality and assurance we provide as well as post-sale support to help make the solutions a success."

In addition to the latest in intra-oral scanning, in-lab milling and 3D printing technology. Guests will be treated to exciting product deals, insightful presentations and handson demonstrations.

The future is bright... the future is digital

As we know, digital dental technology is continually developing and, thanks to its immense sophistication, can simplify and speed up every process in the day-to-day of running a lab or practice. There has never been a better



time to join the digital revolution.

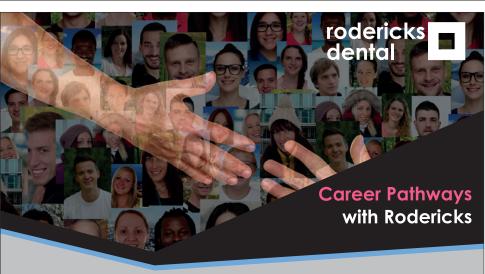
So, make a note in your diary to visit the British Dental Conference and Dentistry Show in May 2018 to find out how Straumann can help to revolutionise your daily practice to achieve precision and efficiency with a reliable digital

Don't miss your chance to enjoy the Straumann experience and see our full range of fantastic innovations at The Dentistry Show 18th–19th May 2018.

If you can't wait until 2018, you can request a noobligation demo of the Straumann® CARES® range at http://straumanndigitalperformance.co.uk/contact-us/

straumanndigitalperformance.co.uk straumann.co.uk therevu.co.uk Facebook: Straumann UK Twitter: @StraumannUK #digitalperformancetour

Read the latest show news: www.thedentistryshow.co.uk



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EXHIBITOR LATEST NEWS



KAVO

With a thriving record of over 100 years of unprecedented innovation, KaVo Dental is the foremost international leader in the dental industry.

KaVo is a dental products manufacturer with a comprehensive array of dental product ranges from skillfully designed dental instruments to state-of-the-art dental practice equipment.

The company is internationally certified, championing consistent and resounding approval by the world's most discerning, critical and respected regulators.

KaVo as a dental products manufacturer consistently exceeds the industry's standard in customer service, high quality dental products and employee satisfaction.

KaVo Dental's full family of dental products also includes dental x-ray and diagnostics, dental CAD/CAM systems, dental education resources as well as a comprehensive array of dental laboratory equipment and extensive opportunities for product accessorizing and upgrades.

Web: www.kavo.com

VISIT US AT STAND E30

Read the latest show news: www.thedentistryshow.co.uk



SMILELIGN

A simple yet powerful UK aligner system, Smilelign clear braces are made to deliver.

Established in 2012, and based wholly in the UK, Smilelign has been growing consistently year on year, with dentists up and down the country choosing Smilelign as their clear aligner system of choice. The skilled team at Smilelign plan your case using specialised software, Smilelign Ortho Planner, carefully mapping the journey of each individual tooth. You and your patient see the movement and receive inactive pre-aligners before committing to a case, to ensure the treatment is right for your patient. Proven results, a simple pricing structure and technicians on the end of the phone. Find out more at Smilelign.com or at the short-term ortho lounge, with Dr Milad Shadrooh.

VISIT US AT STAND M60 & M82



KAVO KERR

KaVo Kerr is a cohesive organization comprised of two global, leading companies, united to provide dental excellence and serve as a single premier

partner for the dental community.

KaVo Kerr operates with a common vision inspiring and helping our customers, their patients and our own associates realize their potential. KaVo Kerr offers solutions for endodontics, restoratives, treatment units, infection prevention, imaging, rotary and instruments.

Demonstrating our commitment to a future-oriented workflow system and relevant innovations.

Web: www.kavokerr.com

VISIT US AT STAND E30



BAUSCH

OccluSense® - Innovative System for digital Occlusion Test.

The new system, developed by Bausch, combines the traditional and digital

registration of the pressure distribution of the occlusal surfaces.

The device is being used in combination with a 60 microns thin single-use pressure sensor coated with red color.

This disposable pressure sensor is being applied exactly like a conventional occlusion test foil. The patient's masticatory pressure distribution is being recorded digitally in 256 pressure levels.



The data of the occlusal masticatory distribution are being displayed with the OccluSense® iPad App. The traditional color transfer on the occlusal surfaces facilitates the assignment of the recorded data.

These data which can be displayed as 2-and 3-dimensional graphics, including the masticatory distribution, with up to 150 images per second and can be stored in the patient management system of the iPad App and reviewed or exported any time.

For more information, go to www.occlusense.com Dr. Jean Bausch GmbH & Co. KG Oskar-Schindler-Str. 4, D-50769 Köln - Germany Phone: +49-221-70936-0, Fax: ++49-221-70936-66 E-mail: info@bauschdental.de Web: www.bauschdental.de

VISIT US AT STAND M95

MORE INFORMATION AT WWW.THEDENTISTRYSHOW.CO.UK

HOW ARE YOU BUILDING YOUR REPUTATION?

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ORALIEVE® DRY MOUTH RELIEF

Oralieve® Dry Mouth Relief returns to the Dentistry Show!

After winning product launch of the year at the Dental Industry Awards 2017, Oralieve® Dry Mouth Relief will be returning to the Dentistry Show for a second year!

The Oralieve® Dry Mouth Relief product range has been specially developed to provide effective, lasting relief from the symptoms of dry mouth. Unlike other dry mouth products, it contains a unique combination of bioactive ingredients including, enzymes, Lactoperoxidase and Lactoferrin which have been shown to help dry mouth sufferers.

The range consists of a moisturising mouth gel and spray, an ultra-mild toothpaste and an alcohol-free mouthrinse all free from ingredients that may cause irritation to a dry mouth, including SLS alcohol and strong flavours.

Visit the Oralieve® team on stand D61 for further information and support on how to manage a dry mouth with the Oralieve® Dry Mouth Relief product range.

VISIT US AT STAND D61



THE MISMILE NETWORK SUPPORTED BY DENGRO

Practice made perfect. The MiSmile Network and DenGro support over 60 independent dental practices across the UK to deliver the Invisalign system and grow their businesses.

More than four million patients have been successfully treated with Invisalign, and the MiSmile Network is one of the UK's largest providers of Invisalign treatment. The only GP network to be supported by Align Technology, the MiSmile Network helps practices grow their Invisalign

within their first year.

DenGro supports the MiSmile Network by streamlining lead management and encouraging practice growth. Specifically tailored to the dental industry and available to all practices, DenGro is an indispensable online tool that helps practices collate, nurture and convert leads

case volume, with many existing members doubling the number of Invisalign cases submitted

To find out more visit: mismile.co.uk/discover and dengro.com

VISIT US AT STAND L40 & L45

MORE INFORMATION AT WWW.THEDENTISTRYSHOW.CO.UK



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British Dental Conference & dentistry show /////

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VISIT US AT STAND P44



MIAB provides bespoke insurance and expert advice for dental practices, dentists, dental nurses and practice staff, whether private or NHS with a UDA

commitment.

We're proud to be the approved supplier of insurance services to Dental Directory, DBG and the LDC Buying Group.

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- Management & Employment Practices Liability
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- Private Medical Insurance
- Household, Travel, Motor
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VISIT US AT STAND F72



HM REVENUE AND CUSTOMS (HMRC)

Helping you get your tax right.

HM Revenue and Customs (HMRC) looks forward to seeing you at the Dentistry Show. We're on Stand E100, come along and say hello and find out how to get your

You'll be able to get tax information on setting up a dental practice, employing staff and managing your business expenses.

We can also provide information on tax avoidance schemes and the pitfalls of using them. Remember if a scheme seems too good to be true, it probably is. Entering into schemes could cost you more than you bargained for - you could end up paying additional taxes, penalties and interest.

If you're using one of these schemes you should contact HMRC's dedicated team at exitsteam.counteravoidance@ hmrc.gsi.gov.uk or phone us on 03000 530 435.

For more information go to GOV.UK and search for tax avoidance.

We look forward to seeing you at the show.

VISIT US AT STAND E100

Read the latest show news: www.thedentistryshow.co.uk

EXHIBITOR LATEST NEWS



HL Dental are an independent Dental Practice Sales agency specialising in providing a comprehensive and personal service to dental practice owners

who are keen to realise the value of their hard work by marketing their practice for sale.

We have been highly successful in dealing with practices from Cornwall to Cumbria and Devon to Durham! Distance

We love a challenge!

Contact either Roger or Nigel via our website for our undivided attention: www. hldental.co.uk

VISIT US AT STAND J75

UnicLine S

UNICLINE S

A functional, beautiful and simple Nordic

Our aim with UnicLine S has been to create a beautiful, functional Nordic design in solid

materials, such as aluminium and glass, which generates a comfortable and relaxed framework for both the patient and

Lighting has also been an extremely important element in our work on UnicLine S, e.g. the dentist and dental assistant are able to see the active instrument from the corner of their eyes and thereby they are able to stay focused on the patient's mouth without having to look round.

On the balanced spring model with lighting ergonomics each instrument is perfectly balanced, which ensures ergonomically correct working postures.

The display and touch keys are located under the glass of the delivery table and are only visually active depending on the function - creating a streamlined look without straining the eyes - that is UnicLine S ergonomics.

VISIT US AT STAND K10



For over 125 years, Kerr has been serving the comprehensive needs of the entire dental care community in pursuit of enhancing oral health.

Individual Kerr brands are encompassed within the Kerr Restoratives, Kerr Endodontics and Kerr Prevention platforms. By providing best-in-class, patient-based solutions, we believe that in partnership with those we serve -"Together we're more".

Web: www.kerrdental.com

VISIT US AT STAND E30

Ministry of Defence

DEFENCE PRIMARY **HEALTH CARE**

Defence Primary Health Care (Dental) provide a high quality, safe and effective primary dental care service with the aim of improving the occupational and operational effectiveness of the Armed Service.

Dentistry is delivered from over 120 Defence Dental Centres, in both the UK and overseas, by a clinical team consisting of Consultant/Specialist Dental Practitioners, General Dental Practitioners, Hygienists and Dental Nurses.

The clinical team is supported by high quality practice managers and administrative staff. The aim is to provide access to a wide range of effective and comprehensive treatment that is free at the point of delivery for Service personnel. Entitled and dependant personnel contribute the appropriate NHS Banded fee in overseas locations.

Our single and multi-chair practices benefit from direct engagement with the patients for which they are responsible. This community based approach creates an accessible environment where the dental service and staff are highly valued and regarded.

VISIT US AT STAND N94



RODERICKS DENTAL

We are a dental corporate with over 70 practices across England and Wales. Clinically led, we understand dentistry, the demands of being a Clinician and

ensuring high quality care is at the centre of everything we do. Here are just a few highlights:

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- Our in-house career pathway can unlock your potential to become a Mentor or Trainer
- We believe in lifelong learning, conducting our own Induction Days out of our training facilities. With a host of hands-on courses, we offer exclusive packages and discounts for CPD. PLUS, we'll will give you the time off to develop vourself.
- From Practice Manager to Director level, we are here for you. Our Clinical Advisors are on hand to help and support you to deliver the best care to our patients

For more information please visit www.rodericksdental.co.uk/ careers, or call 01604 602491 (option 1) and speak to our Dental Recruitment Team.

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VISIT US AT STAND K55



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Hartzell







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