

FLOORPLAN

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CONFERENCE PROGRAMME

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British Dental Conference &

**dentistry
show**

18th & 19th May 2018 / NEC Birmingham

JANUARY
2018

CONFERENCE
PROGRAMME
HIGHLIGHTS INSIDE

In collaboration with

BDA
British Dental Association

www.thedentistryshow.co.uk

#BDCDS18

@dentistryshow

The Dentistry Show Network

The Dentistry Show

NEW NAME, NEW OPPORTUNITIES, SAME GREAT SHOW!

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 the dental events calendar.

BDA Chief Executive Peter Ward commented:

"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 take our landmark event to the next level.

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

Alex Harden, event director of The Dentistry Show, commented:

"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 powerful brands."

So, with more professionals expected to attend, there'll be more people to speak to and more people to learn from for everyone, as well as an even bigger and more varied trade exhibition.

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:



Diyari Abdah



David Bloom



Marina Harris



Leonora Ward



Ken Harris



Dominic Hassall



Ashley Latter



Tif Qureshi



Federico Sancho



Sanjay Sethi

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

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 rate, reviewing the latest news, products and techniques on a regular basis is essential if you are to remain 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

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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 be 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 two-day 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 night!

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:  British Academy of
Cosmetic Dentistry

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

Minimally invasive dentistry: what's really important

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

Supported by:



09:30 - 10:30 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

Sponsored by:



12:45 - 13:45 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 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.

"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

Supported by:



14:00 - 15:00 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 detail with reference to numerous treated cases of varying difficulty.

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

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

Supported by:



16:30 - 17:15 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

Supported by:



09:30 - 10:30 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

Sponsored by:



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

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

Sponsored by:



- 12:45 - 13:45**
- 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

*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.

BDA Members will get priority access into the Theatre.

BDA
British Dental Association

NEW
FOR 2018

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.

Sponsored by:



Supported by:



Friday 18th May

09:30 -
10:15

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

Prof Iain Chapple, BDS, FDSRCPs, FDSRCS, PhD, CCSTRestDent, Head of School of Dentistry, University of Birmingham

Dentistry is changing and moving from a repair "fix it when it breaks" model, to a risk-driven preventative model. The train is moving and it is time to get on it or you will be left behind. This presentation will show you how, why and what the future looks like.

Sponsored by:



10:30 -
11:15

Stress within our profession - stop beating ourselves up about it!

Marina Harris, BSc, LLM, RDH, Senior Lecturer/DCP Periodontal Lead, 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.

Supported by:



13:30 -
14:15

Improving patient outcomes with Sonicare technology - presentation of trial results

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

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.

Sponsored by:



15:30 -
16:15

Sweet offender versus sweet pretender: utilising sugars to treat & prevent disease

Tim Ives, RDH, BSc (Hons), MA Med Ed, FHEA, Dental Hygienist & Post Graduate Teacher, Xlear Inc/Spry

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.

Supported by:



Saturday 19th May

11:15 -
12:00

Systemic health & us- the role we play in health beyond the mouth

Melanie 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 and 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.

Sponsored by:



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

16:00 -
16:40

Tendering for NHS dental services – all you need to know

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

- 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.

Sponsored by:



Special Interest Theatre

Sponsored by:



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 therapy.

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.

Supported by:



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.

11:30 -
12:30

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?

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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 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.

11:30 -
12:30

- 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.

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Soft and hard tissue remodelling around an implant with a new trans-mucosal neck design

Dr Paolo Nardinocchi, DDS, Implantologist, Sweden&Martina

The maintenance of soft and hard tissue stability overtime around dental implants has become highly 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 -
14:15

- 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 advantages
- Enhancing soft and hard tissues of the edentulous site when necessary is required to take advantages of all different implant designs.

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Conference Programme Highlights continued

Next Generation Conference

Supported by:



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.

13:30 - 14:30

- 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

Supported by:



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.

11:00 - 12:00

- 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

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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 18th May

Dental photography for dental nurses

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

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.

09:45 - 10:30



Supported by:
Society of British Dental Nurses

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 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.

11:00 - 12:00

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.

Supported by:



Saturday 19th May

Under pressure

Leonora Ward, Business Development Manager, Eurodentic 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 and fostering confidence to undertake this in the workplace

13:00 - 13:45

- 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.



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Society of British Dental Nurses

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THE DENTISTRY SHOW

NEW EXHIBITORS FOR 2018

3M UK	F60	Faculty of Dental Surgery	M83	Orascope	E30
Acquisition Aesthetics - training in facial aesthetics	L53	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	HL Dental	J75	RA Accountants LLP	N50
Belmont	J82	HMRC	E100	RDT Valplast	K01
Blue Sky People	G71	Honey Fizz Training	A70	Recommendeddentist.co.uk	J95
BOC Healthcare	L11	HST Stomatological Scientific and Educational Co., Ltd	B90	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 - Blacone	M54	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	H107	Simplyhealth Professionals	D40
Care Quality Commission	B60	JW Hinks Specialist Dental Accountants	C103	Six Month Smiles	L95
Carestream Dental	F33	Kara	E110	Smilealign Clear Aligners	M82
Cattani Esam	M38	KAVO	E30	SmileTRU	F73
Cavity Dental Staff Agency	J100	Kerr	E30	Snowbird Finance Ltd	K70
Cephtactics	F70	King's College London	P10	Software of Excellence	K25
Cerezen	L62	Komet Dental	F100	Southern Implants UK Ltd	A68
Christie & Co	M25	Kulzer	N100	SPS Dental	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
Dentaaid 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
Dental Directory	G40 + H40 + H50	Micro Minder	L25	Towergate	F106
Dental HR	C100	MiSmile Network Ltd	L40	Trigiene	L18
Dental Protection Limited	P35	MOD - Civilian Dental Professionals	N94	Trycare	G60
Dental Sky	F85	Moneypenny	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
Dent-O-Care	L50	Myofunctional Research Company	H102	Vatech	E45
Dentsply Sirona	H20	Nasdal	K95	Velopex	F108
design4dentists.com	H108	National Examining Board for Dental Nurses	L04	Venom IT	A33
DHB ORAL HEALTHCARE	B75	Nationwide Dental Construction Ltd	B62	VOCO	M15
Digital Dental	P30	Neodent	F98	VSDent	G101
DMG Dental	P44	Neoss	D60	VSS Academy	A58
Dominic Hassall Training Institute	E68	Newey Installations Ltd	D52	Waterpik	B52
DP Medical Systems	B67	Nobel Biocare UK	E30	WheelsBridge	J108
DPAS Dental Plans Ltd	E80	NOHPG	K61	Wired Orthodontics	L85
Eclipse Loupes and Products	A54	Nuview	K92	Wisdom Toothbrushes	N90
EConker	B106	NUVOLA by GEO	F80	Wisepress Medical Bookshop	K80
Edenta	N11	OPRO Dental	C54	Work-in-Style	N80
Edinburgh Dental Institute	N101	Optident Ltd	J42	Working Feedback	D99
EMS	J40	OptiLoupe	K72	Xenosys UK	B100
ESM Digital Solutions	D70	Oral Health Foundation	P52	Zenopa Ltd	C63
Evident	L30	Oral-B	C40 + C82	Zimmer Biomet	C72
F2 Medical Supplies Ltd	K05	Oralieve Dry Mouth Relief	D61		

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	Roboic Dental Milling Machine	E10
Blueprint Dental	D14	GlaxoSmithKline	J17	Scan Lab	D20
Bracon Limited	H15	Hoi 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)

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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.



BSDHT

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

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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 hands-on 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 workflow.

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 no-obligation demo of the Straumann® CARES® range at <http://straumanndigitalperformance.co.uk/contact-us/>

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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.

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**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.

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**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.

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Web: www.kavokerr.com

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**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.

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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.

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**THE MISMILE NETWORK SUPPORTED BY DENGRO**

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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 more effectively.

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

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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 tax right.

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.

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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.

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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



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Web: www.kerrdental.com

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DEFENCE PRIMARY HEALTH CARE (DENTAL)

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.

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- 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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