



# dentistry show

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

**JULY/  
AUGUST  
2016**



## 2017 FLOOR PLAN AND EXHIBITOR LIST

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## EXHIBITOR NEWS

SEE PAGES 6 & 7

[www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk) [@dentistryshow](https://twitter.com/dentistryshow) [in](https://www.linkedin.com/company/the-dentistry-show-network) The Dentistry Show Network [f](https://www.facebook.com/thedentistryshow) The Dentistry Show

# A DATE FOR THE DIARY

**On the whole, the event has been fabulous and  
I have enjoyed every moment.**

**Anitha Gnanavel, Senior House Officer at Demford Hospital**



Keeping up with the dental profession can often be a job unto itself. In the ever-evolving dental arena there are always new regulations, new pieces of equipment and new ideas to remain abreast of, which is important for practices looking to operate at the cutting-edge of dentistry.

While some of this might fall within the realms of routine CPD training, sometimes it is necessary to go beyond this in order to get the latest updates. The benefits of getting the whole team involved in such a search for knowledge and inspiration are clear, so events that welcome every member of the practice team are ideal.

With this in mind, make sure you save the dates in your diary for The Dentistry Show 2017:

**FRIDAY 12TH AND SATURDAY 13TH MAY  
2017 AT THE NEC IN BIRMINGHAM**

The Dentistry Show 2016 was another fantastic event packed with free and first-class education, motivational lectures, hands-on workshops and world renowned speakers. With two-day lecture programmes tailored to meet the needs of each member of the dental team,

there were plenty opportunities to learn new skills, develop existing knowledge and network with some of the brightest and most forward-thinking minds in the profession.

Aside from the main lecture theatres, other key features that will return once again for 2017 include the PerioLounge, EndoLounge, Short-Term Ortho Lounge and ADI Implant Theatre, each providing an update on techniques, materials and products in the various disciplines. The popular CORE CPD Theatre will also make an appearance, covering all the GDC recommended topics and more to provide intensive but entertaining CPD training for the whole team.

Yet another benefit of the event will be the extensive trade exhibition, bringing together all the leading dental suppliers and manufacturers. Whether you're looking to source new equipment, update your software programmes or try new materials, information and demonstrations will be available on an array of cutting-edge products. Held shortly after IDS Cologne 2017, the event will be the perfect place to discover the very latest innovations in the UK marketplace.

Following its increasing success over the past few years,

*continues on page 2*

## MORE INFORMATION

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## The Industry Debate

Opening up the programme in the GDP Theatre at The Dentistry Show 2016, 'The Industry Debate: The Next Five Years in Dentistry' provided a very interesting take on the immediate future of the profession. Spokespeople from various areas of dentistry offered their perspectives and predictions, coming together towards the end to debate key issues brought to the floor by delegates.

Representing the dental corporates, the messages communicated by Eddie Coyle, Clinical Director of Oasis Dental Care and Steve Preddy, Dental Clinical Director of Bupa UK were fairly similar. They both highlighted that patient care is and will continue to be at the centre of everything they do. They discussed how technological advancements have changed patient expectations and how in turn, dental providers need to consider how they would offer increased choices and really utilise online platforms. Eddie also suggested that the skill mix in practices could be used to enhance support for dentists, while Steve predicted that appointments would get longer for clinicians – mostly due to the increased amount of information that would need to be provided.

Offering a different companies' point of view, Roger Matthews, Chief Dental Officer at Denplan, described the recent history of the company. Stephen Henderson, Senior Dental Advisor at Dental Protection then took to the podium to address some of the pressing issues of recent times. He was keen to highlight that the GDC remained a necessary organisation, despite the various grievances among the profession of late and suggested that the Dentist Act of 1984 needed modernising. He surmised that the same could be said for the complaint handling procedures in order to encourage uniformity regarding local resolutions and even touched on the possibility of 'apology legislation' and what that might mean for dentistry.

Sandra White from Public Health England went on to congratulate the profession on the recent improvements in oral health across the nation, but warned that more needs to be done. She highlighted the need to deal with both children's oral health and the demands of an ageing population over the next five years, encouraging delegates to lead the way.

Next up was John Milne, Senior Dental Advisor for the CQC. Explaining that the CQC was in discussions to help improve inspections in the future, he highlighted the need for increased collaboration between the dental team and those working in care homes and health and social settings, and how this might be reflected in the CQC's future communications with other healthcare regulators. John also predicted the growth of dental corporates in the next few years, hoping the profession would embrace the opportunities this could offer.

Bringing the view of dental practice managers to the floor, President of the Association of Dental Administrators and Managers (ADAM), Niki Boersma focused on ensuring practices employed the right people with the right skills. With advancements in technology, increased compliance requirements

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The Dentistry Show is delighted with the continued support of various dental organisations, associations and societies. Many are set to return for 2017 on the Professional Hub, so you can meet members and representatives in person and find out more about the benefits of membership and how each association can help you advance in your career.



In addition to all this, with thousands of professionals, trade companies and international speakers in attendance, The Dentistry Show is the ideal platform from which to build and strengthen networks. You can meet old friends and new over coffee, discuss technologies with the experts who helped develop them and gain fresh ideas from those at the forefront of dentistry. What's more, co-located with The Dental Technology Showcase, you can also catch up with the laboratories you work with, while discovering new services that might be available to you.

All in all, The Dentistry Show 2017 promises to be *the* dental event of the year once again. Completely free to attend for all the team, make sure you save the dates in your diary!



### Feedback from The Dentistry Show 2016 included:

"It's been informative, educational and beneficial to all the team. It's great to see, try as well as compare all the new upcoming dental products, so that we can provide the very best patient care. Excellent day out for all the team!"

**April Shipley, Team Manager,  
Brooklands Dental Clinic, Milton Keynes**

"There is more content for dental nurses at this show than at others. We have enjoyed the Dental Nurses Forum and have picked up a lot of tips and hints. The CORE CPD Theatre has also been excellent."

**Linda Lawson and Sharon Smith,  
Dental Nurses**

"As a dental hygienist, I relish that The Dentistry Show provides associations such as the BADT and British Society of Dental Hygiene and Therapy (BSDHT) with a platform to voice pertinent messages to such a widespread audience, and as a result, I have enjoyed attending the H&T Symposium."

**Helen Pigg,  
Dental Hygienist.**

"As a first timer at The Dentistry Show 2016, I am very impressed with the set up and it's a great experience to be able to attend lectures by first-class speakers."

**Josh Sharpling,  
Dentist.**



The Dentistry Show and DTS 2017 will be held on Friday 12th and Saturday 13th May at the NEC in Birmingham.

For further details visit [www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk) call 020 7348 5270 or email [dentistry@closerstillmedia.com](mailto:dentistry@closerstillmedia.com)

### continued from page 1

and more business management and analysis becoming necessary, clinical skills are no longer the only essential assets for successful dental practices. She suggested it would become important to put the 'health' back into 'healthcare'.

Finally, Professor Avijit Banerjee BDS MSc PhD (Lond) LDS FDS (Rest Dent) FDS RCS (Eng) FHEA concluded the first part of the session. Agreeing with much of what his fellow speakers had covered, he added that it would be important to consider how practices could implement minimal intervention and use the whole team to provide effective preventative care in the next few years. He also pointed out that responsibility of oral health is as much on the patient as the professional and that more practice-based research would be needed in the future.

At this point, delegates had the opportunity to ask their own questions and share their concerns for debate by the panel. Among the points raised was how the dental profession might engage other healthcare professionals for a more collaborative approach. This was met by agreement by all panel members that most individuals are already attempting to do this and that they needed more support from the relevant governing bodies and organisations, such as the Department of Health, to see more success.

Other queries brought to the floor concluded in advice for newly qualified dentists to gain experience in general practice before looking to specialise, despite the increasing need for specialists in the future as patient care becomes even more complex. Another engaging discussion was on distribution of funds in dentistry. With a 5% increase in patient fees and only a 0.7% uplift for practices, professionals were passionate about wanting to know where the extra money was going. It was suggested that the private and public sector representatives needed to have a sensible discussion about this in order to support the patient-centred pathway and allocate resources where they were most needed.

All-in-all this was a very interesting and highly stimulating session for everyone in attendance, with every perspective covered.

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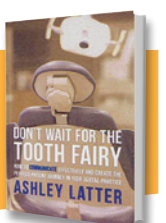
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- 3 Never make any assumptions about who to ask these questions to. I have delivered over 23,000 hours of business training to the dental market and the biggest communication mistake dentists make, is they make assumptions about their patients, this leads to thousands of pounds worth of lost opportunities every year.
- 4 If the client states they are interested in the treatment, please do not launch into the standard technical presentation of the process. Instead ask "What would you like your teeth to look like at the end? And what impact would whiter teeth have on your day to day life?"
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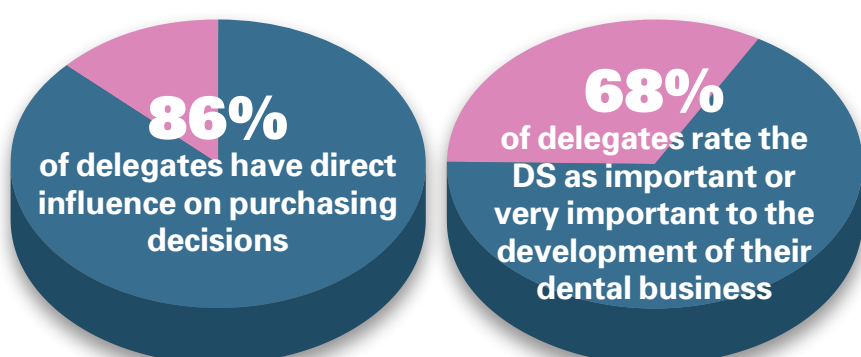
For more tips and strategies to help grow your practice please get a copy of my book "Don't Wait for the Tooth Fairy - How to Communicate Effectively and Create the Perfect Patient Journey in your Dental Practice" Here we look at the best ways in which to discuss the price of your treatment with patients. After you have read it you will feel much more comfortable talking money and with greater self-confidence, help more of your patients say YES more often and deliver more of the dentistry you love to do.

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## Catering for all the dental industry

If The Dentistry Show 2016 is anything to go by, the dental industry is in very good shape. Across the two days brisk trading was reported on the show floor and with 80% of the exhibitors from 2016 already securing their exhibition space for 2017, The Dentistry Show really does deliver for all that dentistry demands.



### DENTISTRY SHOW STATS

Year	No. of delegates	No. of represented companies
2009	1651	131
2010	2319	207
2011	4275	214
2012	5101	324
2013	6439	348
2014	7001	447
2015	7070	429
<b>2016</b>	<b>7,388*</b>	<b>427</b>

### OF THE 7,388 DELEGATE AT DS 2016

- 78%** attended to make purchases with exhibitors
- 87%** made a purchase during or after the Show
- 93%** met a new supplier
- 96%** will be recommending DS17 to colleagues and peers
- 31%** are from a private practice
- 65%** had not visited any other dental exhibition in 2015/2016
- 34%** were attending for the first time
- 89%** will definitely return in 2017

"There's a great cross-section of delegates from all over the country, so it's a great opportunity to catch up with clients who we perhaps don't see that regularly. Our primary audience is practice owners, dentists and clinicians, and we are definitely seeing those delegates and delivering the messages we want to share. If we weren't here it would be noticed, so it's absolutely vital for brand awareness. People need to know what we're doing and where we're up to."

Andy White, Clinical Marketing Manager, mydentist

"It's important for us to have a presence here and meet with practice owners, associates, and buyers. It's hard not to attend as the event always pays for itself and we see a good return on investment. We like the fact there's a business theatre – which attracts business savvy people, entrepreneurs, buyers, people coming with cash looking to invest"

Paul Wilkinson, Director, Dental Elite

More testimonials available online at  
[www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk)

\*Organiser's statement, excluding exhibiting staff, numbers BPA audited 7,388 vs 7070 in 2015.

## Aim for excellence



### Do you aspire to professional excellence?

If so, the British Academy of Cosmetic Dentistry's (BACD) Accreditation pathway could be the perfect choice for you.

As one of the UK's most recognised and respected professional accolades, BACD Accreditation is a way for dental practitioners to showcase their exceptional clinical skills. Undoubtedly a challenging process, candidates will be expected to provide high-quality clinical cases, complete with appropriate photographic documentation as well as completing a Viva examination. Nevertheless, the outcome will be an enriching educational experience that will compel you and your peers to view your work in a new way.

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Once passed, Accredited Members of the BACD will be able to proudly display the accolade, giving patients and colleagues a trusted assurance of their credibility.

Become the epitome of high-quality, ethical and competent dental practice with the BACD – consider Accreditation today!

For further enquiries about the British Academy of Cosmetic Dentistry visit [www.bacd.com](http://www.bacd.com).

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To sign up please contact:

Sam Sharma - Tel: 0121 227 1941 | Email: [sam.sharma@skipsed.com](mailto:sam.sharma@skipsed.com)

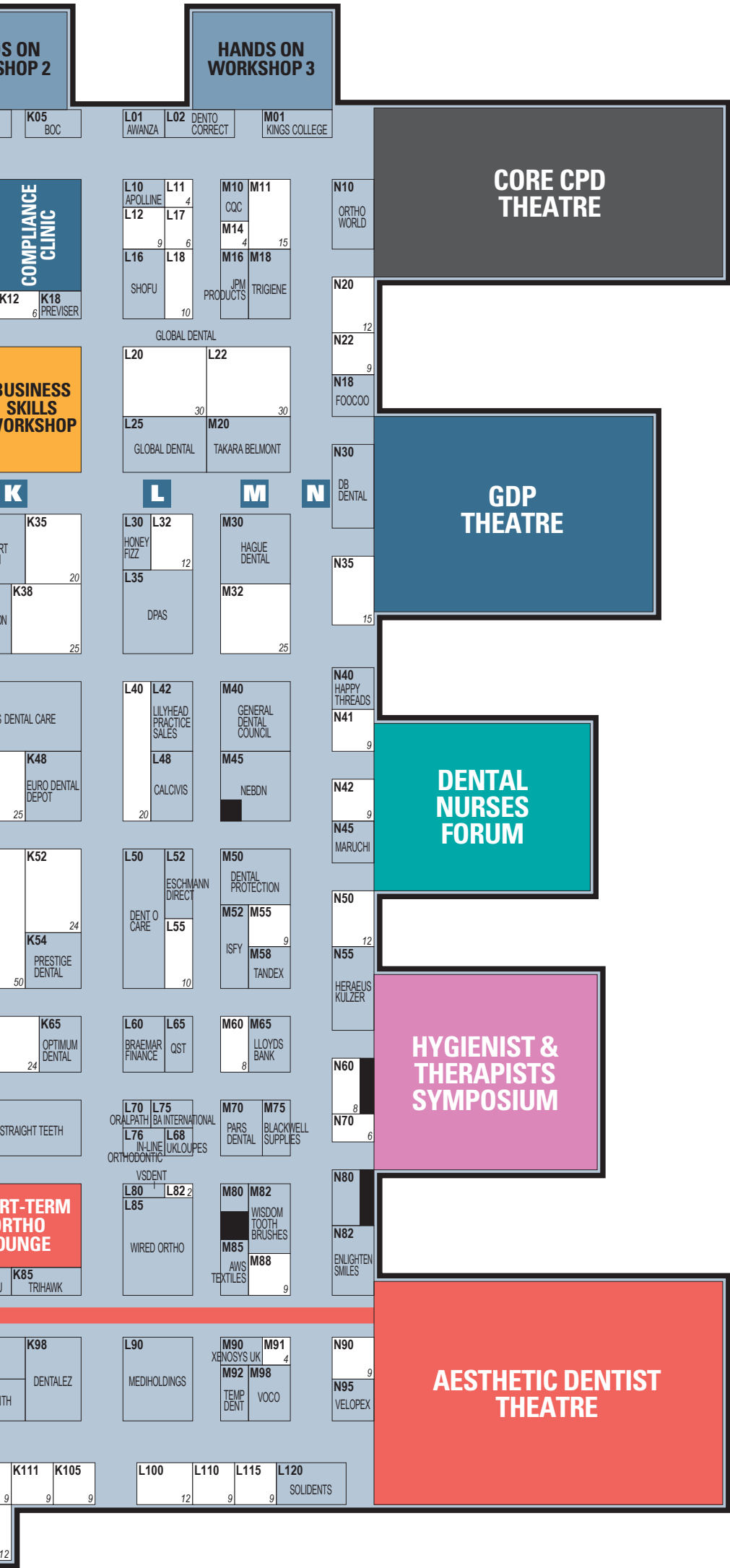
# FLOOR PLAN & EXHIBITOR LIST



**MORE  
INFORMATION**

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## THE DENTISTRY SHOW

3M ESPE Dental	G42	MDDUS	A48
3Shape	D70	MDS Medical Ltd	G68
9. Septembar Medical	J92	Medident Italia	J98
Acteon UK	E30	MediEstates & MediFinancial	L90
Acumag - Deep Tissue Massager	B108	Mediplus	A55
A-Dec Dental UK Ltd	F30	Mercia Dental Equipment	J58
Anglian Dental	F65	Micro Minder	J23
Apolline Ltd	L10	Morris & Co	H40
Ashley Latter	E62	Munroe Sutton	F108
Awanza Surgident Co.	L01	My Dentist	E50
AWB Textiles	M85	NASDAL	E79
BA International	L75	Nationwide Dental Construction Ltd	N30
Belmont	M20	NEOLIX	F105
Biomedical Tissues	E70	Nobel Biocare UK Limited	J60
Biomet 3i	E60	Nuview	K25
Blackwell Supplies	M75	NUVOLA ORTODONZIA	J80
Blueprint Dental	H15	Oasis Dental Care	K40
BOC Healthcare	K05	OCO Biomedical, Inc	C75
BPP University	H50	Optident Ltd	G25
Braemar Finance	L60	Optimum Dental	K65
BTI	M46	OraCoat XyliMelts for Dry Mouth	C108
Calcvivis - visualising actual tooth decay	L48	Oral 7	E92
Carestream Dental Ltd	D38 + E35	Oral-B	J40
Cattani Esam UK Ltd	B75	OralPath Ltd	L70
Christie & Co	D35	Orascope	J70
Cleancert	G83	Ortho-Care UK Ltd	J82
ClearCorrect	H20	Osstem	E45
Colgate	H45	Pars Dental	M70
Consult Search Ltd	G66	Patient Plan Direct Ltd	B70
Cortex Dental Implants	B60	Perfection Plus	K36
CosTech Dental Laboratory	E78	Performance Finance Ltd	F75
CTS Dental Supplies	A60	Periochip	J90
Curaprox UK	J50	PFM Dental	G81
DB Dental Equipment	N30	Philips	J30
Denplan	D40	Pinders	A100
Dental Design Products	D32	Planmeca	G30
Dental Directory	B40 + C40	Practice Plan Ltd	G40
Dental Elite	G92	Premier	A50
Dental Protection Limited	M50	Prestige Dental	K54
Dental Sky	D30	PreViser Oral Health Assessment	K18
DentalEZ	K98	Progress to Excellence Ltd	G100
Dent-O-Care	L50	QED Ltd	F100
DentoCorrect	L02	Qudent	C70
DENTSPLY SIRONA UK & IRELAND	C30	Quick Straight Teeth	K70
DERMAPEN	B92	Quick Straight Teeth	L65
DP Medical Systems	J20	Quicklase Quickwhite	A36
DPAS Dental Plans	L35	Quintessence Publishing	H42
Enlighten Smiles	N82	RIS Products Ltd	C65
Eschmann Equipment	L52	S4S (UK) Ltd	K02
ESM Digital Solutions	D65	Score Dental	F70
Euro Dental Depot	K48	Shofu UK	L16
Evident	D80	Sintons Law	E68
F2 Medical Supplies	E74	Six Month Smiles	K95
Fastbraces®	N10	Smile Concepts Dominic Hassall Training Institute	K01
FooCo Video and Marketing	N18	SmileTRU	K80
Frank Taylor & Associates	E98	Software of Excellence	J25
General Dental Council	M40	Solidents	L120
GlaxoSmithKline	B30	Southern Implants UK Ltd	A35
Hague Dental	M30	Sparkle Dental Lab	J85
Happy Threads	N40	Stoddard Manufacturing Co Ltd	H80
HDX Corporation	G70	Support Design AB	K30
Henry Schein	H25	Swallow Dental Supplies & Q-Optics	G88
Heraeus Kulzer	N55	Swish Dental	C60
HONEY FIZZ	L30	Tandex	M58
Hu-Friedy Mfg. Co. LLC	A30	Tempdent Dental Recruitment & Training	M92
iComply	G55	TePe Oral Hygiene Products	H82
Implant Direct Europe AG	F55	The Keyboard Company	G85
Implantium	C58	The MDU	C80
In-Line Orthodontic	L76	Trigene Dental	M18
Invisalign	H55	Trihavuk Europe	K85
ISFY Limited	M52	Turn Key Dental Supplies	D88
Ivoclar Vivadent	F35	UCL Eastman Dental Institute	E90
JPM Products	M16	UK Loupes	L78
JW Hinks	F106	Vatech UK Ltd	C50
KaVo	H75	Velopex International	N95
Kerr UK Ltd	H65	VOCO	N98
KIACCESSORI	J100	VSDent	L80
King's College London	M01	VSS Academy	B35
Knight Wolffe	G80	WHW	K10
KOMET	H102	Wired Orthodontics	L85
Labelman Ltd	K20	Wisdom Toothbrushes	M82
Lease UK	J02	Wright Health Group Ltd	E80
Lilyhead Practice Sales	L42	XENOSYS UK	M90
Lloyds Bank	M65	Zenopa Ltd	G106
Maruchi	N45		

## DENTAL TECHNOLOGY SHOWCASE

Abbey Dental	G10	MR. Dental	F10
Attenborough Dental	H12	Omnicent	G09
Bracon Limited	D15	Panadent Ltd	D28
Bristol CAD/CAM	E01	RDT	H09
DB	F16	Reitel	C08
DENTSPLY SIRONA UK & IRELAND	C25	RENFERT	D26
Detax	C05	Renishaw	H10
DOF UK	F22	S&S	F01
Eurodentic	H01	Sagemax	A02
GC UK Ltd	A20	Schottlander	B20
Heraeus Kulzer	B01	Solvay	F25
HOIL	D10	Strauman	B10
Ivoclar Vivadent	F28	Techceram	G01
John Winter & Co Ltd	F18	Technicare Dental	A01
Labtrac	E02	WHW	J10
Metrodent	C10	Zirkonzan	G24
Milnes	D1		



## EXHIBITOR LATEST NEWS



### CEREZEN

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www.cerezen.co.uk



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Naturastudios stock a range of skin care products to compliment treatments, with both professional and retail ranges available.

- Anti ageing treatments
- Mesotherapy range
- Chemical peel range
- Diverse retail range covering all skin types

#### Education and Trainings

Naturastudios are passionate about training and education and offer comprehensive training sessions at one of our flagship venues or in clinic. Naturastudios work with industry experts to ensure that you have the best knowledge and training in order to offer the most effective treatments to your clients.



Contact us to find out more or to book an in clinic demonstration

**0333 358 3904**

[info@naturastudios.co.uk](mailto:info@naturastudios.co.uk)  
[naturastudios.co.uk](http://naturastudios.co.uk)

**LEVEL 4  
TRAINING  
AVAILABLE**

## Smile TRU For the New You

#### SmileTRU offers the following benefits

- Comfortable for the patient
- Invisible
- Safe
- Removable for eating and drinking
- No dietary restrictions
- Minimal impact on daily life
- Digital prediction of the end result
- Various levels of implementation
- Single or double arch treatment
- Allow GDP's to treat a wider range of cases with clear positioners

**TREATMENT FROM JUST £350**

**SmileTRU Advanced Seminar**

**Thursday 1st December 2016**

**Birmingham**

Speaker - Dr Skip Truitt  
7 CPD Points Plus Full Accreditation

**Introduce cosmetic orthodontics with clear aligners into your practice TODAY!**

**We offer  
FREE online  
accreditation  
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[john@tripledentallabs.com](mailto:john@tripledentallabs.com) Tel/Fax +44 (0)121 702 0450



## EXHIBITOR LATEST NEWS



### STRAUMANN

**Simply Doing More at The Dentistry Show. Straumann enjoyed another successful year at The Dentistry Show, as delegates took advantage of seeing first-hand their extensive range of products and materials whilst engaging with their on-stand lectures and demonstrations from leading industry speakers.**

In line with their Simply Doing More philosophy, Straumann showcased their Straumann® Bone Level Tapered Implant (BLT). Providing a unique combination of clinically proven features and specific advantages in terms of primary stability, BLT includes the Roxolid® material and SLActive® surface. Also on display was their complete 'botiss' portfolio for oral tissue regeneration. This included the natural bovine bone grafting material cerabone®, the processed human allograft product maxgraft® and soft tissue generation materials such as the Jason® membrane and collprotect® membrane.

Those looking to get involved with implants benefited from learning about Straumann's programme of courses ran in partnership with the ITI, which when combined with their NEW Clinical Mentoring Programme enables Straumann to ensure clinicians are equipped with the practical experience and on-going support needed when taking their first steps into implant dentistry.

For more information about Straumann's contact 01293 651230 or visit one of our sites: [straumann.co.uk](http://straumann.co.uk), [straumannmentoring.co.uk](http://straumannmentoring.co.uk), [therevu.co.uk](http://therevu.co.uk)

Facebook: Straumann UK  
Twitter: @StraumannUK

**VISIT US AT STAND B10**



### ICOMPLY

**Shine at inspection time! We are pleased to announce that the CODE Quality Practice Scheme (QPS) Scheme will formally launch for new practices in the Autumn.**

The CODE QPS is an accreditation programme that provides you with the peace of mind that your compliance is being monitored by CODE consultants, who are available to provide advice and guidance that can be crucial in helping you stay up to date.

As part of the scheme, you will benefit from an annual compliance inspection to highlight any areas that may need attention, and receive quarterly monitoring reports to tell you how your team are doing.

Added to that, membership also shows your commitment to quality in care, service and safety; with the CQC having hinted that the membership of accreditation programmes may form part of their intelligent monitoring this could help your practice shine at inspection time!

To find out more, visit [codeuk.com/qps](http://codeuk.com/qps) or contact the CODE team on 01409 254 354.

**VISIT US AT STAND G55**



### ISMILE

**Grow your business with intelligent software.**

Improving patient attendance and minimizing free capacity in your diary is the most effective way to improve your bottom line.

iSmile's automatic recall and reminder system allows practices to configure up to two reminders and five recall alerts with customised content. Each message can be sent via any combination of methods including emails, SMS messages and letters.

Practices using the automatic recall and reminder features typically see FTA rates drop below 5% and notice a 30% increase in new appointments being booked from their existing patient list.

iSmile's campaign manager can help you to automatically target patients for your own marketing campaigns.

All you need to do is setup the campaign by specifying your target criteria and then set the number and type of messages you would like to send out.

You can monitor results and keep a handle on costs using iSmile's extensive business reporting features.

Call 0845 468 1287 or visit [www.ismiledental.co.uk](http://www.ismiledental.co.uk)



### IMPLANTIUM

**Implantium UK launched The Densah® burs by Versah® at the Dentistry show.**

The innovation that allows you to gently autograph the maxillary sinus, eliminating the guessing game of Implant primary stability. Densify or cut with the push of a button and efficiently expand any ridge. Versah LLC was founded in 2014 by Dr Salah Huwais a practicing periodontist in Michigan. Dr Huwais created Versah in order to provide implant dentists with an improved, unique way to prepare osteotomies. Contrary to drilling away bone, the Densah Burs are rotated in reverse at 800-1500rpms and when coupled with irrigation, hydro dynamically densify bone through compaction autografting or Osseodensification. Resulting in a consistently cylindrical and densified osteotomy, improving primary stability.

The Universal kit is suitable for ALL implant systems.

Delegates were able to try the burs and to feel the level of sensory feedback.

For more information [www.versah.co.uk](http://www.versah.co.uk)  
08450176262

**VISIT US AT STAND C58**



### NUVOLA

**Improve your margins. Switch to NUVOLA clear aligners. Great product, excellent prices and outstanding service from GEO Orthodontic.**

NUVOLA – simple and practical Italian-designed aligners.

NUVOLA aligners are manufactured in Italy by GEO Ortodonzia, which has a collaborative approach to design and innovation based on working with leading orthodontic professionals and has a successful 20 year track-record in the supply of aligners.

NUVOLA transparent aligners facilitate gradual, painless teeth straightening to address phonetic, functional, aesthetic and other orthodontic issues.

NUVOLA is easy for dentists to use and is driven by NuvolaWEB online case management. A key feature is NuvolaVIEW which gives a downloadable 3D view of the treatment from start to finish.

NUVOLA aligners are now available to UK dentists through GEO Orthodontic UK which provides full customer service and technical support to all NUVOLA trained practitioners.

[www.geoorthodontic.com](http://www.geoorthodontic.com)

**VISIT US AT STAND J80**



### EMS ELECTRO MEDICAL SYSTEMS

**EMS Electro Medical Systems attracted with their unique presentation during the DENTISTRY SHOW 2016 in Birmingham a large audience with their new concept in professional prophylaxis - GUIDED BIOFILM THERAPY – and the original technologies AIR-FLOW® and Piezon® NO PAIN.**

One of the highlights of the this years' Dentistry Show was the lecture on the concept of the "GUIDED BIOFILM THERAPY" on Friday afternoon. Amanda Gallie, SWISS DENTAL ACADEMY TRAINER of the first hour, discussed for more than 60 minutes biofilm management, treatment options, and the corresponding EMS technology behind it all. This was a well-attended lecture with more than 60 participants.

Lars Clever, EMS United Kingdom assessed the participation of EMS to the English dental trade fair market as an absolutely positive experience.

"We are very proud of what we and our partners have been achieved so far and look forward to a continued positive development in the British market!"

If you want to learn more about our products and technologies, please visit our website [www.ems-dental.com](http://www.ems-dental.com) or contact [lclever@ems-ch.de](mailto:lclever@ems-ch.de)

For our SWISS DENTAL ACADEMY courses and individual trainings, please take a look at <https://int.sda-swissdentalacademy.com>

We look forward to seeing you soon on the next occasion!

**VISIT US AT STAND D65**



### INVISALIGN

**Align Technology is the leader in clear aligner treatment – not because we were the first to do it or because we're the biggest aligner company out there – but because we have the most advanced clear aligner system in the world.**

Our superior technology, expertise, and world-recognized brand make Invisalign® the clear leader in clear aligners.

Invisalign® is a powerful orthodontic solution that is ONLY improved when used with iTero® scanners.

Align Technology in its continued drive to innovate its products, introduced the iTero® Restorative Software at this year's Dentistry Show.

Invisalign® was Headline Sponsor of the STO Lounge. We had two lecture sessions by Dr Mohsen Tehranian, Dentist, Dream Smile Dental Clinic entitled "Integrating the Invisalign® System into your dental practice."

Come visit us at next year's show.

**VISIT US AT STAND H55**



### NEODENT DENTAL IMPLANT SYSTEM

**Over 3,000,000 implants sold worldwide, 30,000 customers, 50 clinical researched papers, 5 year guarantee on the implants.**

The Neodent implant system which offers a wide range of products designed to help clinicians deliver the right solutions for their patients which are designed to meet most clinical needs and bone types, at a keen price which surprises the UK market.



### CARESTREAM DENTAL

**Taking It Easy. Designed specifically to make your life**

**easier and afford a smooth and efficient workflow, the cutting-edge solutions from Carestream Dental are ideal for every practice.**

As demonstrated at The Dentistry Show 2016, the exciting new CS 8100 SC is the fastest and most compact ceph unit in the dental market.

The new CS 3600 was also launched, offering even easier, faster and smarter scanning with a continuous workflow and intelligent processes.

Other innovations such as the CS 7200 imaging plate system and CS 8100 3D were also on display, showing just how Carestream Dental technologies can make your life easier.

What's more, the CS R4+ practice management software was popular among delegates keen to find out about the innovative Springboard feature offering live data for accurate practice performance analysis. Focusing on key areas, the software monitors success in real-time so practices can assess and improve their processes for enhanced efficiency and profit.

Aside from leading technologies, Carestream Dental is also dedicated to eXceed, which ensures outstanding customer service to all. So whether you need information on the solutions available, advice on how you can develop your practice or support to get the very most from your technologies, the team are here for you.

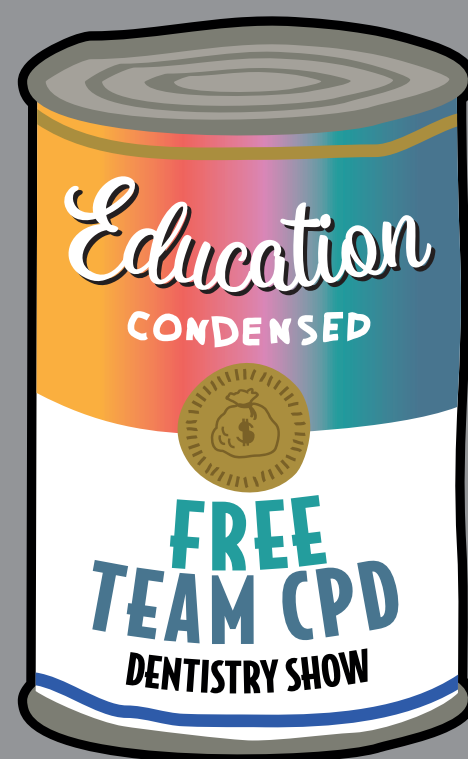
For more information, contact Carestream Dental on 0800 169 9692 or visit [www.carestreamdental.co.uk](http://www.carestreamdental.co.uk)

For the latest news and updates, follow us on Twitter @CarestreamDentl and Facebook

**VISIT US AT STAND D38 & E35**

## MORE INFORMATION

**[www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk)  
or Call: +44 (0)207 348 5270**



# DOES WHAT IT SAYS...

**SEE YOU NEXT YEAR  
12TH & 13TH MAY 2017  
PUT THE DATES IN YOUR  
DIARY NOW!**

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