

CATERING FOR  
ALL THE DENTAL  
INDUSTRY

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EXHIBITOR  
LIST

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# dentistry show

for all that dentistry demands  
18th & 19th May 2018 / NEC Birmingham



JULY  
2017

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#DS18

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# SO MUCH MORE THAN MET THE EYE!

*"I always come to The Dentistry Show with a big shopping list for our practices. I also enjoy the opportunity to network and learn lots!"*

Louise Hatton, Area Manager, DB Dental Group



"I've attended Dentistry Show for the last five years. I come to acquire new equipment and sit in a few lectures. This year I'm planning to go to a couple in the aesthetics and business streams. The show is well-organised, the NEC is easy to get to, and I'd absolutely recommend the event to others."

Marius Ilea, Principal/Partner, Pontesbury Dental

Despite promoting an outstanding exhibition floor and programme before the event, The Dentistry Show 2017 offered even more than initially met the eye. The two days were packed full of 400+ trade suppliers, on-stand training, cutting edge innovation, as well as first class education, renowned speakers, hours of verifiable CPD and regulatory updates, meeting the needs of all team members, plus much more.

Free for delegates to attend, the atmosphere at the Birmingham NEC came alive once again as the doors opened to The Dentistry Show's 10th anniversary event. More than 7,590 professionals poured in to make the most of the extensive trade exhibition with more than 400 dental manufacturers, suppliers and training providers in attendance. These included **3M, 3Shape, Belmont, Carestream Dental, Colgate, Curaprox, The Dental Directory, Henry Schein, Hu-Friedy, IAS Academy, Invisalign, Ivoclar Vivadent, Kerr, Nobel Biocare, Optident, Oral B, Straumann, TePe** and **Voco**, to name

just a few! Delegates had the perfect opportunity to discover new innovations, with Launchpad UK highlighting the latest products, materials and technologies to reach the UK market. There were also plenty of live demonstrations of products and on-stand learning for delegates to make the most of.

**Kunal Shah, principal, commented:** "The on-stand learning available covered a good range of topics and all the sessions I attended were very informative. I thought the show in general was very well managed and the exhibition was clearly labeled and therefore easy to find my way around. I acquired a lot of product information and I made the most of the great show discounts by ordering quite a lot while I was there. I really enjoyed my time at The Dentistry Show this year!"

To complement the major exhibition, The Dentistry Show hosted an education programme with streams tailored to each member of the team.

Among the highlights of the educational programme was the BACD Aesthetic Dentist Theatre, where outstanding sessions were delivered by the likes of Elaine Halley, Chris McConnell, Andrea Shepperson and James Russell, among many others. For those interested in the specialties and looking for information on the latest techniques and materials relevant to them, the ADI Implant Theatre, EndoLounge, PerioLounge and Short-Term Ortho Lounge all proved highly popular over the course of the two days as well.



continues on page 2

## The Dentistry Show Donates £10,200 in Support of the BDA Benevolent Fund

The Dentistry Show are pleased to provide a contribution of just over £10,200 to the BDA Benevolent Fund – a fantastic amount that will allow the charity to continue helping dentists and their families in times of crisis.



The BDA Benevolent Fund is the independent charity providing a lifeline to dental students, dentists and their families who fall on difficult times. Helping the dental profession of all ages who are in poverty, cannot work or are suffering from ill health or other adversity, it ensures the dental community are supported financially in times of hardship.



Keen to give even more back to the profession this year, The Dentistry Show pledged to donate £1 for every hour of verifiable CPD gained by delegates at the 2017 conference.

**Professor Ros Keeton, Chairman of the BDA**

**Benevolent Fund commented:** "The donation from The Dentistry Show is a fantastic amount of money which will allow the charity to provide extra help to dentists we're supporting who have children. We can now provide additional assistance with school uniforms and contribute towards food and activities over the summer break.

One of our recipients said... "Thank you so much for the extra grant. You have no idea how much we appreciate it. Our teenager seems to grow taller by the second!"

The charity appreciates the support from the organisers of The Dentistry Show and those that attended as we rely on the generosity of dentists, dental organisations and dental companies to be able to continue our work. By supporting the BDA Benevolent Fund, you can help fellow professionals in their time of need."

Thank you to everyone who sought CPD at The Dentistry Show 2017!



dentistry  
show

for all that dentistry demands  
18th & 19th May 2018 / NEC Birmingham

[www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk) [www.the-dts.co.uk](http://www.the-dts.co.uk)



SEE YOU NEXT YEAR  
18TH & 19TH MAY 2018,  
PUT THE DATES IN YOUR DIARY NOW!



continued from page 1

New for 2017, the Next Generation Conference – supported by Dental Circle – drew a huge crowd of young dentists eager to develop skills that were not taught at dental school. The varied programme covered treating tooth wear, avoiding periodontal litigation, patient communication and dental implants, with key speakers including Dev Patel, Tif Qureshi, Ashley Latter, Louis Mackenzie and Minesh Patel.

For other team members, the Hygienist & Therapist Symposium and Dental Nurses Forum both featured leading speakers in their relevant fields. Popular speakers included Sara Hurley (Chief Dental Officer, England), Janet Collins (GDC Head of Standards), Jane Dalgarno (President of the BADN), Maher Almasri, Phil Ower, Deborah Lyle and Amanda Gallie (President of the British Association of Dental Therapists). Further still, the Dental Business Theatre – delivered by Practice Plan – and the Compliance Clinic – hosted by Apolline – offered a wealth of business insights to help practice owners and managers run efficient businesses and ensure their compliance.



Adding to the networking and social opportunities, the prestigious Dental Awards provided an evening to remember on Friday night. Hosted by Purple Media Solutions, the achievements of individuals and teams across the country were recognised and celebrated by all. Special congratulations to



Sarah Murray MBE, the deserving recipient of the Outstanding Achievement Award 2017!

As part of its commitment to the dental profession throughout the past 10 years, The Dentistry Show was keen to give even more back this year. It committed to donating £1 to the BDA Benevolent Fund for every hour of CPD gained at the event, and we are delighted to announce a final donation of just over £10,247! Thank you to everyone who helped boost this total – it will make a huge difference to the lives of dentists and their families facing crisis, who need the support of the BDA Benevolent Fund to survive.

**Eimear Toner, dentist, added:** “This was my first time at The Dentistry Show. The lectures and hands-on session were great and very well delivered. There were lots of stands with everything you want to know about. It was great all round and I will be back.”

It is easy to see why so many regard The Dentistry Show as the dental event of the year. Get the dates in the dairy for next year to make sure you don't miss out!

# Talkin' 'bout the Next Generation

The Dentistry Show is renowned for catering to all dental professionals and, this year, the inaugural Next Generation Conference ensured that young dentists were not forgotten.



New to The Dentistry Show in its 10th anniversary year, and supported by Dental Circle, the Next Generation Conference provided a lecture programme designed to provide aspiring young dentists with all the information they would need to get a head start in the dental profession.

The debutant conference included world-class speakers such as Ashley Latter, Nileshe Parmar, Louis MacKenzie, Minesh Patel, Leo Briggs and Dhru Shah – who were all eager to provide the next generation of dental professionals with the

expert insights they would need to provide their patients with uncompromised service from the very beginning of their careers.

Defining The Dentistry Show's commitment to providing the dental team with top quality education throughout their professional lives, the Next Generation Conference was a resounding success.

If you missed out, however, you will always have the chance to be part of The Dentistry Show next year. Be sure to save the dates in your diary for next May!

The Dentistry Show 2018 will be held on Fri 18th and Sat 19th May at the NEC, Birmingham  
 For further details visit [www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk), call 020 7348 5270  
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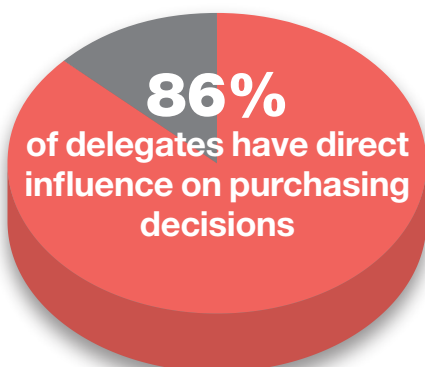
<b>Consultation</b> We can advise on the most ergonomic and efficient layouts of the practice.	<b>Design &amp; Visualization</b> We will draw up a design and plan for your practice.	<b>Project Management</b> All this will be managed by the project manager.	<b>After-Care</b> We will continue to support and ensure that the practice works as it should.
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0151 541 0994 sales@globaldental.co.uk <https://www.globaldental.co.uk>  
 Rossmore House, Rossmore Road East, Ellesmere Port, Cheshire, CH65 3DA



# Catering for all the dental industry

If The Dentistry Show 2017 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 81% of the exhibitors from 2017 already securing their exhibition space for 2018, 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
2016	7,388	427
<b>2017</b>	<b>7,597*</b>	<b>439</b>

## OF THE 7,597 DELEGATES AT DS 2017

- 78%** attended to make purchases with exhibitors
- 91%** made a purchase during or after the Show
- 93%** met a new supplier
- 95%** will be recommending DS18 to colleagues and peers
- 30%** are from a private practice
- 67%** had not visited any other dental exhibition in 2016/2017
- 33%** were attending for the first time
- 88%** will definitely return in 2018

"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

"The Dentistry Show has become one of our biggest, record-breaking sales shows. Over the two days we are starting to overtake our three days at the BDJA. We always get a lot of business on the stand and see the right audience - practice owners. We send out a lot of promotions ourselves prior to the event to arrange on-stand appointments which works very nicely. It is so important to get those face-to-face conversations. Most of the time our team is just on the phone, but here the consultants get to catch up with their customers. We've already booked to come back next year"

Lottie Abbotts, Senior Marketing Executive, Software of Excellence

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

\*Organiser's statement, excluding exhibiting staff, pending audit vs 7,388 in 2016.

# Aim for excellence



British Academy of Cosmetic Dentistry

## 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.

The BACD will support candidates throughout the process with helpful advice and extensive resources – and will always be ready to encourage members to new levels of excellence.

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).

# Are you into endo?

If you're into endodontics, then the EndoLounge at The Dentistry Show 2017 was the place for you.

Featuring lectures from some of UK endodontic's leading lights, the EndoLounge – supported by the British Society of Endodontics (BES)\* – was the perfect place for dental professionals to learn more about the very latest technologies and techniques in the field.

Speakers included James Aquilina, who spoke about the most recent file and canal shaping equipment, as well as Alyn Morgan who discussed the future of root canal preparation, Bill Seddon and Sanjeev Bhandari.

With such a wealth of information available to those delegates who are interested in endodontics, the EndoLounge at The Dentistry Show 2017 was one of the conference's many highlights. Supported by some of the industry's leading manufacturers, who were exhibiting in The Dentistry Show's extensive trade show, the lectures on offer were of incomparable quality.

If you missed out on The Dentistry Show this year, don't worry. You can always attend the conference in 2018, when the EndoLounge can be found in the Specialist Interest Theatre. Be sure to book the dates in your diary to avoid disappointment!



\*The BES does not endorse any of the products presented in the BES EndoLounge

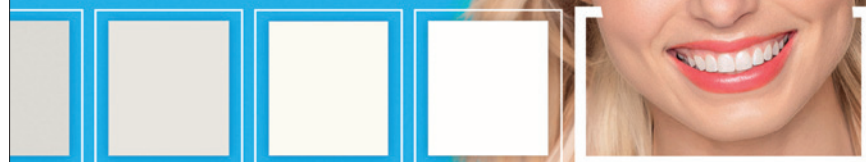
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## THE DENTISTRY SHOW

### NEW EXHIBITORS FOR 2017

3M UK	F60	Medical Elite Recruitment & Practice Sales Ltd	H90
A-Dec Dental UK Ltd	F40	Medident Italia	N15
Acquisition Aesthetics - training in facial aesthetics ✓	L53	MediEstates, MediCruit, Medifinancial	K50
Acteon UK	C30	Mercia Dental Equipment	M64
Anglian Dental	H61	Micro Minder	L25
Apolline Ltd	L19	MSmile Network Ltd	N30
Ashley Latter	H72	Morris & Co	E62
Aspired Finance	H78	Munroe Sutton	A90
Aura Infection Control	M12	My Dentist	B40
Aura9	B102	Myofunctional Research Company	H102
AWB Textiles	L52	Nasdal	K95
BA International	M10	Nobel Biocare UK	E40
Belmont	J82	Nuvview	K92
BOC Healthcare	L11	NUVOLA by GEO	F80
Boutique Whitening	E52	Oasis Dental Care	M40
BPP University	J52	OPRO Dental	C54
Braemar Finance	E70	Optident Ltd	J42
Calcvivis Ltd	J85	OptiLoupe	K60
Carestream Dental	F33	OralPath Ltd	D102
Cattani Esam	D72	Ortho-Care	L68
Christie & Co	M25	Osstem	E50
CleanCert	H100	OW Warehouse	J45
ClearCorrect	E72	Pars Dental	F82
Clinitech Medical	M80	Patient Plan Direct	H74
Colgate-Palmolive UK Ltd	K40	Periochip	F90
CTS Dental Supplies	B90	PFM Dental	H60
Curaprox UK	N80	Philips	K30
Curran Dental ✓	J92	Planmeca	G30
DB Dental Equipment	N20	Practice Plan Ltd	J50
DDU	C84	Premier Dental Products Co.	A34
DenGro	M35	Price Bailey	D84
Dent-O-Care	L50	Proctor & Gamble	C40
Dental Directory	G40 + H40 + H50	Professional Deep Tissue Massager	L81
Dentally ✓	N18	QED	G100
Dentalplus	L20	Qudent	J102
DENTSPLY SIRONA UK & IRELAND	H20	Quicklase Quickwhite	H70
DHB ORAL HEALTHCARE ✓	B62	Quintessence Publishing	K62
Dominate Dental	M30	Reiner ✓	J15
Dominic Hassall Training Institute	E68	RF HR Solutions	C100
DPAS Dental Plans Ltd	E80	RPA Dental	J60
Eclipse Loupes and Products	A54	S4S Dental Laboratory	M60
EConker	B106	Saga County UK	G104
Edenta ✓	M11	Samera Ltd	M98
EMCO Education Ltd	H12	SciCan Ltd	M50
ESM Digital Solutions	D70	Scott Richards Solicitors	B70
Evident	L30	Shofu UK	F92
F2 Medical Supplies Ltd	K05	Simplyhealth Professionals	D40
Focus Group ✓	C61	Six Month Smiles	L95
FONA Dental	D30	Snowbird Finance Ltd	K70
FooCo Video Websites	D100	Software of Excellence	K25
FTA Finance	L90	Southern Implants UK Ltd	A68
FTA Law	H94	Stoddard Manufacturing Co Ltd	H80
GAMA Healthcare	L38	Support Design AB	H92
General Medical ✓	J104	SurgiSol	G102
Gensmile ✓	M20	Survival-32	A50
GlaxoSmithKline	B30	Sweden & Martina Ltd	C58
Global Dental ✓	K90	Swish Dental	N42
Hague Dental Supplies	N90	Tandex	A52
Happy Threads	N60	TDS E&W	A60
Healthcare Learning	A32	Tempdent Recruitment Training	L22
Henry Schein Dental	J21	TePe	B50
HL Dental	A64	The First Principle ✓	K02
Honey Fizz Training	A70	The Mortgage Explorer	A62
Hu-Friedy	A30	The Team Training Institute	J100
iComply	M18	Titan Care	B64
IDS - Biancone ✓	M54	TK Plus Instruments ✓	C102
Implant Direct Europe AG	E40	Triglène	L18
Implantium UK	C62	Turn Key Dental	E60
Invisalign + iTero	H30	UCL Eastman Dental Institute	F102
Ivoclar Vivadent	F24	University of Leeds	F42
JW Hinks Specialist Dental Accountants	C103	Vatech	E45
Kara	E110	Velopex	F108
King's College London	N10	VOCO	C86
Komet Dental	F100	VSDent	G101
Kulzer	M100	VSS Academy	A58
Lilyhead Practice Sales	J90	Waterpik	M50
Lloyds Bank	E88	Wired Orthodontics	L85
Luke Barnett Centre	C60	Wisdom Toothbrushes	N90
Majestic Instruments UK	M62	Wisepress Medical Bookshop	K80
Marsh Dental	D80	Xenosys UK	B100
MD Dental Services	L54	Zenopa	C63
MDDUS	C70	Zimmer Biomet	C72
MDS Medical Ltd	L60	Zirkonzahn	C10

### DENTAL TECHNOLOGY SHOWCASE

Abbey Dental Supplies	J18	Milnes Bros	G01
Aidite High-Technical Ceramic Co. Ltd	D01	Mr Dental Supplies Ltd	E12
Attenborough Dental	G12	Omnident UK	J01
Blueprint Dental	D14	Performance Finance Ltd	F22
Carestream Dental Ltd	F23	RD Technology	K01
Consult Search + Selection	B19	Reitel Feinwerktechnik	B09
DB Lab Supplies	H10	Renfert	D18
DENTSPLY SIRONA UK & IRELAND	G20	Renishaw	J20
Eurodontic	H09	Roboice Dental Milling Machine ✓	E10
GC UK Ltd	A10	Schottlander	B20
GlaxoSmithKline	J17	Solvay	F20
Hoi Dental Manufacture Solutions Ltd	B18	Straumann	C20
Ivoclar Vivadent	F24	Techceram	D02
John Winter & Co Ltd	G10	WHW	F10
Kulzer	B01	Zhermack	B17

# An exciting time to be a dental nurse

With change afoot in the dental profession, the Dental Nurses Forum at The Dentistry Show this year proved an invaluable source of information, guidance and inspiration. Supported by the British Association of Dental Nurses (BADN), the Forum covered a huge range of topics from regulation to patient care, clinical research, treating the ageing population, career progression, endodontics and conscious sedation.

Kicking off the programme on Friday morning was a particularly topical session delivered by Janet Collins, Head of Standards at the GDC. She shared an update on the GDC's current 'Shifting the balance' initiative and what it means for the profession. Among her comments, Janet was open about the current Fitness to Practise system being cumbersome and out-of-date, alluding to changes in the way complaints are handled. She discussed the GDC's aim to maintain public confidence in dentistry, suggesting that the regulator should only get involved in personal matters if they impact on professional conduct and impair an individual's ability to perform safe and effective treatment. Janet also referred to possible adjustments to the CPD requirements so as to increase focus on quality rather than quantity.



Sara Hurley, Chief Dental Officer, England, took to the podium next to discuss what she feels constitutes 'Successful care'. She considered the progression of the dental nurse's role, recognising the enormous contribution they make to patients and all other members of the team. Sara went on to explore how the dental nurse could support the practice in the future, outlining possible challenges and opportunities that might lie ahead. She concluded by reiterating her own commitment to opening new doors for dental nurses and encouraged the use of multi disciplinary skills for enhanced patient care and professional satisfaction.

Other highlights of the programme included Deborah Lyle, looking at 'How to separate fact from fiction' and Amanda Gallie's presentation on new technologies for early detection of caries. With skills mix being another hot topic, both Jane Dalgarno – President of the BADN – and Jason Wong considered the benefits of proper utilisation within the practice. Jane was keen to highlight the dental nurse's role in providing preventive dental care, while Jason focused more on how skill mix can be used to treat the ageing population. Jason concluded his session by advising delegates to make the most of the opportunities available, claiming: "There has never been a better time to be a dental nurse."

Aside from the highly engaging lecture programme, dental nurses at The Dentistry Show had access to the 400-strong trade exhibition, which was once again alive with enthusiasm, fun and innovation. The prestigious Dental Awards on Friday night provided another fantastic opportunity to network and relax with friends and colleagues. Congratulations to all the winners of the evening – you are truly an inspiration to us all!



## A Great Event for Hygienists and Therapists

Known for its innovative lecture programme and buzzing trade floor, The Dentistry Show never fails to wow delegates – and this year was no exception.



One of the highlights of the 2017 event was the Hygienist & Therapist Symposium – supported by the BSDHT and BADT – which featured a range of scintillating lectures from some of the profession's leading lights. These included Phil Ower, Maher Almasri, Payman Langroudi, Juliette Reeves, Amanda Gallie, Deborah Lyle and Deepak Simkhada.

Over the course of the two days, the scope of topics covered everything from guidance on periodontal treatment to tissue regeneration therapies, tooth whitening, preventative dentistry and the impact of current smoking trends on oral health.

When asked about their experience at the end of the event, hygienist and therapist Carly Bateman, and hygienist Judy Griffiths said:

"We've been to a selection of lectures, and for the most part they've been very helpful. As always, it's been good for CPD and there's lots to take away back to the practice."

## EXHIBITOR LATEST NEWS



### ALIGN TECHNOLOGY

Align Technology is the leader in modern clear aligner orthodontics that designs, manufactures and markets the Invisalign® system, a propriety method for treating malocclusion.

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Visit [www.aligntech.com](http://www.aligntech.com) for more information

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**VISIT US AT STAND D30**



### PLANMECA

Planmeca were delighted to showcase our range of newly launched products at the Dentistry show in May. Visitors to our stand had the opportunity to partake in live demonstrations of new and existing elements of the Planmeca portfolio.

Delegates were able to explore the simplicity of our Planmeca FIT® system and get hands on with our new lightweight intraoral scanner; Emerald and Planmeca PlanMill® 30 S milling unit. Regular talks and demonstrations were also held to introduce Planmeca's new X-ray unit, Planmeca Viso™.

If you wish to explore the Planmeca portfolio, visit [www.planmeca.com](http://www.planmeca.com) or we can bring it to you in our mobile showroom PlanDemo. Contact [marketing@planmeca.com](mailto:marketing@planmeca.com) to book your free visit or visit [www.plandemo.co.uk](http://www.plandemo.co.uk). We look forward to exhibiting at The Dentistry Show 2018!

**VISIT US AT STAND G30**



### SOFTWARE OF EXCELLENCE

As part of the Fortune 500 Company Henry Schein; Software of Excellence benefits from access to international expertise, products, technology and dental consulting throughout Australia, New Zealand, South East Asia, the UK and Europe.

As a result, our dental practice solutions are continually developing, and remain at the forefront of the dental software industry. Backed by research across thousands of dental practices worldwide, Software of Excellence are the thought leaders in practice management and dental software best practice.

Software of Excellence are continually developing a suite of powerful tools and market leading dental practice management and healthcare marketing solutions; all designed to turn good practices into great businesses.

**VISIT US AT STAND K25**



### SCOTT RICHARDS SOLICITORS

Scott Richards are an independent firm of Solicitors. We fully understand the dental industry, we know how practices are run and the commercial issues they face and can assist with all of your legal needs.

Partner Paul Dyson specialises in dental legal work and acts for many dentists in all parts of the country, ranging from associates and small clinics to large dental practices. He has handled a number of dental sales and purchases spanning both freehold and leasehold properties, and has managed transactions for both private practices and NHS practices under GDS Contracts. In addition, we regularly provide advice on a wide range of employment issues and a variety of disputes. To ensure transactions are carried out as smoothly as possible, we work closely with accountants, financial brokers and valuers, business sale agents and other professionals dedicated to the dental profession. As a professional practice ourselves, we understand that you are busy, either in surgery or running your business, so we work around your time pressures and in a way that suits your schedule.

**VISIT US AT STAND B70**



### SIMPLYHEALTH PROFESSIONALS

Simplyhealth Professionals is the UK's leading dental payment plan specialist with more than 6,500 member dentists nationwide caring for approximately 1.7 million patients registered to a Denplan product.

Simplyhealth Professionals provide a range of leading Denplan dental payment plans under the Denplan name, including:

- Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover
- Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover
- Denplan for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Denplan Emergency Insurance: worldwide dental injury and dental emergency cover only

Simplyhealth Professionals also provide a wide range of professional services and regulatory advice for its member dentists and their practice teams. They also provide business and marketing consultancy services, and networking opportunities. Dentist enquiries telephone: 0800 169 9962. For Patient enquiries telephone: 0800 401 402. For details of all of our products, visit [www.denplan.co.uk](http://www.denplan.co.uk)

**VISIT US AT STAND D40**



## EXHIBITOR LATEST NEWS



### NUVOLA

**NUVOLA – simple and practical Italian-designed aligners. Improve your clear aligner margins by switching to NUVOLA.**

We have 20 years production experience in orthodontics and provide superb quality, excellent prices and dependable service. NUVOLA transparent aligners are an orthodontic appliance that facilitate gradual, painless teeth straightening. NUVOLA is easy for general dentists to use and is driven by NuvolaWEB, our fully online case management system. A key feature is NuvolaVIEW which gives a downloadable 3D view of the treatment from start to finish and there is an option to upload scans of impressions via an STL file. Visit stand J80 and see the difference for yourself. NUVOLA provides full training and technical support to all NUVOLA trained practitioners. Our next UK hands-on training course runs on 10th June in London and is virtually cost-free! Simply sign up, pay the course fee of £125 and get a £100 discount off your first case using NUVOLA. BOOK NOW at [www.georthodontic.com](http://www.georthodontic.com)

**VISIT US AT STAND F80**

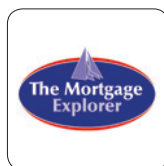


### MYOFUNCTIONAL RESEARCH CO.

**3 out of 4 children develop a malocclusion. Myofunctional Research Company (MRC) has been developing appliances to improve dental and facial development of children, from 5 – 15 years of age, for the last 25 years.**

The key to a MRC treatment is correcting the position and function of the tongue, obtaining correct nasal breathing and retraining the oral muscles to function correctly. This supports children's facial development, creates space for erupting teeth and encourages an ideal natural jaw position. Myofunctional Orthodontics deals with the causes of malocclusions from an early age by using Myobrace appliances and a series of exercises, leading to naturally straight teeth. The MRC appliance system consists out of the Myobrace System. Additionally MRC has developed the myOSA System; the diagnostic and therapeutic choice for many dentists who require immediate and cost effective treatment of Snoring, TMD symptoms and Bruxism. For information please contact us at 00 800 69627223 or [info@myoresearch.nl](mailto:info@myoresearch.nl)

**VISIT US AT STAND H102**



### THE MORTGAGE EXPLORER

**We had a great time at our first Dentistry Show at the NEC in May. We've already booked again for next year!**

Since the event, we have been busy helping dentists and technicians we met at the show with new practice and lab acquisitions. Also, refinancing existing commercial practice loans on to better rates. Can we help you to do the same?

If you came to our BTL tax masterclass, I hope you found it useful. Don't forget, if you own 4 or more BTL's changes are afoot later in the year. We offer advice on both Individual and LTD Company mortgages.

If you haven't started building your property empire, we can help with the purchase of your first home. Whatever your mortgage needs, The Mortgage Explorer can help you.

Finally, a big congratulations to Dr Marques of Wimpole Street Dental, for winning our weekend away at Pebble Beach Hotel; Prize Draw.

01425 627511, [info@themortgageexplorer.co.uk](mailto:info@themortgageexplorer.co.uk)  
[www.themortgageexplorer.co.uk](http://www.themortgageexplorer.co.uk)

**VISIT US AT STAND A62**



### MYDENTIST

**We hope we gave you a good reason to smile at The Dentistry Show.**

At mydentist, we do dentistry differently. We offer careers with freedom and flexibility, simplicity and support.

Visit [mydentistcareers.co.uk](http://mydentistcareers.co.uk) and find out how you could do dentistry differently with us.

**VISIT US AT STAND B40**



### BRAEMAR FINANCE

**We can help grow your business. Braemar Finance a leading direct funder to the profession offer a range of flexible funding solutions designed to help your business grow.**

Our product range includes hire purchase, leasing, and loans including our popular Tax Loan facility which can be used for business, personal and corporation tax. We also consider consolidation of existing agreements to help you manage your monthly cash flow. Fast Track: Our online patient finance, instant decision, and e-signature application enables patients to spread the cost of their treatment into monthly payments they can afford. The practice receives payment at the beginning of the treatment plan and may assist with practice cash flow and the uptake of treatments or procedures. Contact us today to see how we can help you with the finance you need to succeed. Phone: 01563 852100, Email: [info@braemarfinance.co.uk](mailto:info@braemarfinance.co.uk) Web: [www.braemarfinance.co.uk](http://www.braemarfinance.co.uk). Braemar Finance, Braemar House, Olympic Business Park, Dundonald KA2 9BE

**VISIT US AT STAND G70**



### R.O.C.S.®

**The line of R.O.C.S.® products includes toothpastes, toothbrushes, dental flosses, remineralising gels, eco toothpastes, and other oral care products. The properties claimed by R.O.C.S.® products are confirmed by independent clinical studies and laboratory tests.**

R.O.C.S.® Adult toothpastes contain a patented complex called Mineralin®, which protects teeth against caries:

- Calcium Glycerophosphate and Magnesium compounds provide remineralisation and strengthening of teeth enamel
- Proteolytic enzyme Bromelain cleans and protects from dental plaque
- Xylitol ensures natural anti-bacterial and anti-inflammatory action
- No Fluoride, no parabens, no triclosan and chlorhexidine, no artificial colorants, no SLS in many products, low abrasive.

When ordering R.O.C.S products:

- Orders can be made directly or with The Dental Directory [www.dental-directory.co.uk](http://www.dental-directory.co.uk) Check their offers online!
- For questions on distribution please contact R.O.C.S.® official agent in the UK Steve.Smith@globaldrc.com
- Every Dental Clinic can order free samples and leaflets. Please contact Christina.Glushakova@globaldrc.com

More info [www.rocsinfo.com](http://www.rocsinfo.com)



### RSAMTI IMPEX

**RSAMTI IMPEX are an established Dental & Surgical Instrument manufacturer.**

Our products are manufactured in Sialkot, the world famous industrial district of Pakistan and also have a UK International Marketing Office. We ship products from UK or Pakistan and guarantee high quality and competitive prices for resellers, distributors & manufacturers who are interested in us manufacturing and supplying with their brand name. Our well-equipped manufacturing facility produces a diverse range of surgical & dental instruments.

Single and multi-use instruments and Kits:

- Minor Oral Surgery Kit
- Tissue Punch Kit
- Osteotome Kit
- Periotome Kit
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- Rubber dam Kit
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- Scissors
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- Retractable Extracting Forceps (Newly designed English Pattern)
- Hollow ware and many other handmade instruments

Follow the link to view our online catalogue:

<http://www.rsamti-impex.com/Dental.pdf>

Alternatively, contact us at [uk@rsamti-impex.com](mailto:uk@rsamti-impex.com)

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**Read the latest show news:  
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### TRIGIENE DENTAL

**Trigiene Dental were immensely proud to be part of another successful and exciting Dentistry Show for 2017.**

The show gave Trigiene the platform to exhibit their Response24 Free Collection Repair Service, Service Plans and Exclusive Show Offers on NSK, Anthogyr and FONA. Service Plans are fairly new to the business but certainly garnered interest from both new and existing customers. Trigiene want their customers to have the confidence in their service, allowing them to rely on Trigiene to maintain and service their handpieces on an annual contract from as little as £8.99 per month. It was the first year that Trigiene and FONA have exhibited under the same roof in the UK. Trigiene continue to push the German manufactured brand forward in the UK market as their Master Distributor through Sales and Marketing channels. Customers who purchased FONA Handpieces at the show have been pleased with the quality and price-point and in some cases, have been back for more! Anyone who would still like to make a purchase or request a FREE Trial you can do so by calling our expert Sales Team on 01642 442910.

**VISIT US AT STAND L18**



### OPRO

**OPRO is the world's most technically advanced mouthguard company and leading pioneer in oral protection.**

With over 20 years' experience, OPRO is dedicated to bringing cutting-edge technology, innovation and safety to all athletes, at all levels of sport. Trusted by professionals the world over and proud to be the Official Mouthguard of England Rugby, England Rugby League, GB Hockey and GB Taekwondo amongst many others. All OPRO mouthguards are CE certified and in 2007 the company was awarded the Queen's Award for Innovation in recognition of its groundbreaking work in the field of oral protection. OPRO have a dedicated customer care team and a specialist laboratory with highly experienced technicians, all based in the UK. For more information on how you can offer OPRO mouthguards to your patients please call us on 01442 430694 or email at [oprodental@oprogroupp.com](mailto:oprodental@oprogroupp.com)

**VISIT US AT STAND C54**



### PATIENT PLAN DIRECT

**Patient Plan Direct is a highly cost effective dental plan provider embracing web-based technology to offer a sophisticated but simple solution to running practice-branded dental plans.**

Patient Plan Direct is like other plan providers, only much more cost effective, thanks to an administration fee of only £1.20 per patient per month (including Worldwide Dental A&E cover and VAT), often proving to be 2-3 times more cost effective than working with other plan providers such as Denplan, Practice Plan or DPAS. Established in 2009 Patient Plan Direct works with over 400 practices across the UK, supporting them in running, developing and growing profitable dental plans. Our dedicated client services team and highly experienced business development managers advise, train and support practices in either; launching a dental plan for the first time, introducing a plan to convert from NHS to Private, or transfer from another plan provider to make huge cost savings!

**VISIT US AT STAND H7**

# THERE'S MORE TO THIS...



## ...THAN MEETS THE EYE

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18TH & 19TH MAY 2018,  
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for all that dentistry demands  
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