



dentistry show

28th February & 1st March 2014 / NEC Birmingham

www.thedentistryshow.co.uk

for all that dentistry demands

Sponsored by



PRODUCTS & SERVICES GUIDE

The latest innovations,
product launches and
special offers from the
dental trade.

Published December 2013



Complies
with directive
2011/84 EU



Professional strength whitening

Visibly whiter teeth in 3 days

Available from your dental wholesaler

Colgate®

YOUR PARTNER IN ORAL HEALTH

www.colgateprofessional.co.uk

Welcome to The Dentistry Show Products & Services Guide 2014



The Dentistry Show has now been running for eight years, and in that time it has grown from a single-stream conference for dentists looking to broaden their aesthetic skill-set into multi-disciplinary clinical and business conference and major trade exhibition catering for the whole dental team.

With over 400 companies expected, The Dentistry Show 2014 will be the largest and most diverse assembly of trade suppliers, service providers and professional organisations available to dental professionals at any UK event. Each and every exhibitor will have a new product, new idea or specialist advice while many will be showcasing the latest dental technology, materials, the best offers and support services to help you and your team run a smarter, more profitable dental business.

At Dentistry Show 2014 there are already over 120 exhibitors that were not with us in 2013, so if you think you saw it all at the 2013 Show, then think again. These new suppliers are highlighted on page 25 - please make sure you go and see what they have to offer, they may just have the solution you've been looking for.

Across the trade floor you will find manufacturers from around the world who are looking for a UK agent, distributor or wholesaler to help them take their product to market. If you offer these services to international companies then, again, please make the time to find out what they're looking to introduce to the UK profession.

The Dentistry Show's success and expansion is down to thousands of proactive, passionate practice owners, dentists, DCPs, technician, distributors and wholesalers, like you, utilising the event to meet the trade. Your support has created a marketplace for suppliers to showcase their portfolio of products and, in turn, from their support and investment we are able to improve and enhance the delegate experience each year by offering a more enriched clinical and business education programme for the profession, for FREE.

The list of professional organisations that support The Dentistry Show is growing every year; some will be located on the 'Professional Hub' and others are spread around the exhibition floor. These membership bodies and regulatory organisations provide exceptional support to dental professionals, so please visit those relevant to you and find out how they can support your dental career and business.

We spend the year programming and planning The Dentistry Show, and we love doing it, so I hope that you and your team take away as much from these two unique days in UK dentistry as we do from organising it for you. Yes, come to learn and meet suppliers but equally come to network and socialise. We're really proud to be working again with Heart Your Smile and to have the Big Heart Party on the first night of the Show (Friday 28th February), it will be an evening that celebrates the dental profession – contact Lizzie at Heart Your Smile for ticket details.

This will be the biggest and, hopefully, best Dentistry Show yet – I hope you can make it. Register for your place if you haven't already by visiting www.thedentistryshow.co.uk/BGfree or call 01635 588482.

Kind regards,



Chris Brown
Event Director

dentistry@closerstillmedia.com

HOW TO REGISTER

1: ONLINE:

thedentistryshow.co.uk/BGfree

2: TELEPHONE:

01635 588 482

The information contained in this Guide is correct at time of print and is subject to change.

The Dentistry Show 2014 Exhibitor Categories

Accountants

Hazlewoods
JW Hinks
Medifinance
RA Accountants LLP
Taylor Roberts

Air Abrasion

Danville
Evident
The Wand by DPS

Air Compressors

Cattani Esam UK Ltd
Pars Dental
Turn Key Dental

Anaesthetics / Anaesthetic Apparatus

Fairfax Dental
FibreBond Ltd
Septodont
The Wand by DPS
Vibraject

Association / Charity / Organisation

Association of Dental Implantology
BACD
BADN
BADT
British Association of Clinical Dental
- Technology
British Dental Heath Foundation
British Orthodontic Society
British Society of Periodontology
Dental Laboratories Association
FDI World Dental Federation
Heart your Smile
ITI. International Team for Implantology
Perio Health Awareness Campaign
The British Endodontic Society

Autoclaves

Alkapharm UK
Ascot Autoclaves
Evolve Dental Technologies
Hudson Dental
Isopharm Sentry
J&S Davis Limited
MIDMARK EMEA LTD
Newmed/Dentalex
Paterson Healthcare Ltd
Valisafe Ltd

Building / Construction

Euro Environmental
NDC
Pars Dental
Roger Gullidge Design
The Healthcare Property Company
Limited

Cabinetry / Furniture

A-Dec Dental
ADMOR
Back Quality Ergonomics
DB Dental Equipment

Hudson Dental
MIDMARK EMEA LTD
NDC
Pars Dental
Paterson Healthcare Ltd
Plandent
Qudent
Turn Key Dental

CAD/CAM

3Shape
Attenborough Dental
Avinent Implant System
Delcam Plc
Bego
Biomet 3i
Bristol Crown Company Ltd
Camlog Implants
Carestream Dental
Cavendish Imaging
Ceramic Reconstructions
Digital Dental Ltd
DIO Implants
Euroteknika UK
H2W Dental Ceramics
HULBERT Dental ICT
KaVo
Kerox Dental
Nabertherm GmbH
Neoss Limited
Panadent
Plandent
Roland DG
Sirona Dental Systems
Sonar 3D Ltd
Straumann

Composites

Enlighten Smiles
Evident
FibreBond Ltd
Heraeus Kulzer
Ivoclar Vivadent
Kerr
Optident Ltd
Septodont
Shofu UK
Surgery Express
VOCO GmbH

Consumables

Alkapharm UK
Brosch Direct
Brush-Baby
Cattani Esam UK Ltd
Dental Directory
Dental Sky Wholesaler Ltd
F. E. Cardozo Ltd
Gloveman Supplies
Hudson Dental
Isopharm Sentry
Kerox Dental
Meda Pharmaceuticals Ltd
MR. Dental
Nuview

Oral-B
Panadent
Peppersmith
Professional Hygiene Ltd
Q.E.D. Ltd
REFRESHENING DENTIST WIPES
Shen Products LTD
Shire Dental
Shofu UK
Sole Mates
Surgery Express
Swallow Dental Supplies
Technicare Dental Supplies Ltd
VOCO GmbH
Zhermack SPA

Cosmetic Supplies / Treatments

Cfast
Colgate Palmolive UK
FibreBond Ltd
Intelligent Alignment Systems
Meda Pharmaceuticals Ltd
Oralift
Pharmanex
Six Month Smiles
Smile TRU

CPD Education - Training

4everlearning.co.uk
Apolline Ltd
BioHorizons
Cfast
Coltene Ltd
CQR Dentures
dbg
Dental CPD Pro
Dental Nursing
Dental Technologies Magazine
Dental Update
DIO Implants
Dr Brian Franks Training Experience
Euro Environmental
Fastbraces®
FibreBond Ltd
George Warman Publications
Healthcare Learning: Smile-on
HEKSS
ICEi & Geistlich Sons Ltd
Inman Aligner Training
ITI. International Team for Implantology
MDDUS
Nobel Biocare UK Ltd
Orthodontic Technicians Association
(UK)
Perio Health Awareness Campaign
Philips Oral Healthcare
Practice Management & Dental Nurse
Training
Precious Cells
ProDentalCPD
Professional Hygiene Ltd
Public Health England
Purple Media Solutions
RDT Technology/Valplast
Schottlander

The Dentistry Show 2014 Exhibitor Categories

Seesaw Dental Education
Six Month Smiles
Smile Concepts
Smile TRU
Software of Excellence
Straumann
Tempdent Dental Recruitment & Training
The British Endodontic Society
Valplast International Corp
Wired Orthodontics

Crown & Bridge Appliances

Cendres + Metaux UK Ltd
DB Dental Australia
Dental-Devices.co.uk
DIRECTA
H2W Dental Ceramics
National Dental Supplies
Renishaw Dental Division
Wright Cottrell
Zirkonzahn

Defibrillators

BOC Healthcare

Dental Chairs

A-Dec Dental
Back Quality Ergonomics
Belmont
DB Dental Equipment
dbg
DP Medical Systems Ltd
Evolve Dental Technologies
MIDMARK EMEA LTD
NDC
Pars Dental
Paterson Healthcare Ltd
Plandent
Qudent
Sirona Dental Systems
The Wand by DPS
Turn Key Dental

Dental Groups

IDH Group
Orthodontic Technicians Association (UK)

Dental Stools

A-Dec Dental
Back Quality Ergonomics
Belmont
DP Medical Systems Ltd
Nuview
Qudent
Support Design

Digital Imaging / 3D Imaging

3 DRP Ltd
Acteon UK
Carestream Dental
Cavendish Imaging
DB Dental Equipment
Digital Dental Ltd

ESM Digital Solutions
Euroteknika UK
HULBERT Dental ICT
Instrumentarium
KaVo
Laser Lines Ltd
Metz
MI Dental
Microminder
MIDMARK EMEA LTD
Nikon
Nobel Biocare UK Ltd
OptiLoupe
Park Cameras
Paterson Healthcare Ltd
PhotoMed International
Plandent
Shire Dental
Sirona Dental Systems
Software of Excellence
Sonar 3D Ltd
Vatech UK Ltd
Zenium
Zfx Birmingham Ltd

Disposable Gloves

Brosch Direct
CTS Dental Supplies
Gloveman Supplies
Hudson Dental
Shen Products LTD
Surgery Express
Zhermack SPA

Endodontic Equipment / Supplies

Acteon UK
Bredent
Cavendish Imaging
Komet - West One Dental
Coltene Ltd
Dental A2Z Ltd
Dental-Devices.co.uk
DIRECTA
Edenta
F. E. Cardozo Ltd
J&S Davis Limited
Micro-Mega
Panadent
Q.E.D. Ltd
Schottlander
Shen Products LTD
UKloupes.co.uk

Equipment Repair / Maintenance

Cattani Esam UK Ltd
DB Dental Equipment
MI Dental
Q.E.D. Ltd
Qudent
Quicklase

Facial Aesthetics

Dental Directory
Medical Aesthetics Training Ltd

Finance Services

Braemar Finance
Brewin Dolphin
Denplan
Dental Elite
Dental Finance
Dentists' Provident
Frank Taylor & Associates
LDF
Lease UK
Medifinance
Medifinancial / Medicruit / Medistates
Money4Dentists
Performance Finance
Santander Corporate & Commercial
Taylor Roberts

Finishing / Polishing

Edenta
Enlighten Smiles
Kerr
Komet - West One Dental
Shofu UK
The Wand by DPS
VOCO GmbH

Hand Pieces

Bien-Air UK
dbg
dentaldiamonds.co.uk
Dental Sky Wholesaler Ltd
Evolve Dental Technologies
J&S Davis Limited
KaVo
Pars Dental
Q.E.D. Ltd
Qudent
Sirona Dental Systems

Implants / Biomaterials / Bone Regeneration

Avinent Implant System
BioEden
BioHorizons
Biomet 3i
Bredent
Camlog Implants
Champions - Implants GmbH
DB Dental Australia
DIO Implants
Euroteknika UK
General Medical
German Healthcare Industries (Pvt.) Ltd.
H2W Dental Ceramics
IBS Implant
ICEi & Geistlich Sons Ltd
IDI (Implants Diffusion International)
Intoss Dental Implant Products Ltd
J + K Instruments Ltd
Kohler Medizintechnik
Neoss Limited
Nobel Biocare UK Ltd
Noris Medical Engineered For Health
OCO Biomedical, Inc
Panadent
Septodont

The Dentistry Show 2014 Exhibitor Categories

Straumann
Swallow Dental Supplies
TBR Implants
UKloupes.co.uk
Waterpik
Zfx Birmingham Ltd

Impression Materials

Coltene Ltd
Danville
Dental A2Z Ltd
DIRECTA
DUX Dental
Heraeus Kulzer
J&S Davis Limited
Kerr
Schottlander
Shen Products Ltd
VOCO GmbH
Zhermack SPA

Infection Control

Alkapharm UK
Blackwell Supplies
Bredent
Brosch Direct
CTS Dental Supplies
Danville
dbg
Dental Nursing
Dental Sky Wholesaler Ltd
DUX Dental
E-cloth
Euro Environmental
Evident
F. E. Cardozo Ltd
Glass Keyboards
Gloveman Supplies
Isopharm Sentry
Kerr
Newmed/Dentalex
Nuview
Osprey Deep Clean
Periochip
Professional Hygiene Ltd
Quality Water Specialists LLP
REFRESHENING DENTIST WIPES
Schottlander
Shen Products LTD
SterileFLAT Antibacterial Keyboards Ltd
Surgery Express
Survival-32
Valisafe Ltd
Zhermack SPA

Instruments

Blackwell Supplies
Camlog Implants
CTS Dental Supplies
German Healthcare Industries (Pvt.) Ltd.
Dental A2Z Ltd
Dental Instrument
dentaldiamonds.co.uk
Deppeler SA
DIO Implants

DIRECTA
F. E. Cardozo Ltd
Hudson Dental
J + K Instruments Ltd
J&S Davis Limited
JD Industries
KaVo
Kohler Medizintechnik
Medident Italia
MR. Dental
OCO Biomedical, Inc
Swallow Dental Supplies

Insurance / Indemnity / Protection

All Med Pro
BioEden
Dental Insurance Services
Dental Protection Limited (DPL)
MDDUS
Medifinancial / Medicruit / Medistates
MIAB
Money4Dentists
Shred It

Interior Design / Lighting

NDC
Pars Dental
Roger Gullidge Design
Zenium

Investment Management

Brewin Dolphin
Montgomery Charles Financial
Management Ltd
Santander Corporate & Commercial

Laboratory Equipment / Supplies

3 DRP Ltd
Ascot Autoclaves
Back Quality Ergonomics
Henry Schein Connect Dental
J + K Instruments Ltd
KaVo
Lease UK
Nabertherm GmbH
SterileFLAT Antibacterial Keyboards Ltd
Straumann
WHW Plastics Ltd
Wright Cottrell

Laboratory Services

Ascot Autoclaves
Attenborough Dental
BDS Laboratory
Casterbridge Dental Laboratory
Cfast
H2W Dental Ceramics
Intelligent Alignment Systems
JJ Thompson
John Hibbert Crown & Bridge
Laboratory
Prime Orthodontic Studio Ltd
Quick Straight Teeth
RDT Technology/Valplast
S4S (UK) Ltd

Six Month Smiles
Smile TRU
Sparkle Dental Labs Ltd
Terec Group Ltd
The Good Lab Guide
Valplast International Corp
Wired Orthodontics
Wright Cottrell

Lasers

Laser Lines Ltd
Quicklase
Seesaw Dental Education

Lights / Lighting

A-Dec Dental
Belmont
Danville
Digital Dental Ltd
Evident
OptiLoupe
Orascopic UK
Paterson Healthcare Ltd
PhotoMed International
Q-Optics
Zenium

Lining Cements

VOCO GmbH

Loupes / Microscopes

Blackwell Supplies
DP Medical Systems Ltd
Evident
ExamVision
Lemonchase
Nuview
Optident Ltd
OptiLoupe
Orascopic UK
Q-Optics
Swiss Loupes - Sandy Grendel.com
UKloupes.co.uk

Marketing Agencies & Promo Items

ADMOR
Dental Focus 'Websites for your profit'
FooCo Internet Video
Pik-Sel
Refreshening Dentist Wipes
SOURCE1uk - Dental Recruitment & Marketing
The Good Lab Guide

Media / Publications

Dental Nursing
Dental Practice & The Dental Technician
Dental Technologies Magazine
Dental Update
FooCo Internet Video
George Warman Publications
Purple Media Solutions
Quintessence Publishing Co Ltd
The Dentist

The Dentistry Show 2014 Exhibitor Categories

Milling Centres

Attenborough Dental
Bristol Crown Company Ltd
Ceramic Reconstructions
Delcam Plc
Digital Dental Ltd
Sauer GmbH (DMG MORI SEIKI)
Sirona Dental Systems
TECHCERAM Ltd
Wright Cottrell
Zfx Birmingham Ltd

Oral Hygiene Products

Blackwell Supplies
BrilliantSmile
British Dental Health Foundation
Dent-O-Care
Brosch Direct
Brush-Baby
CB12
Colgate Palmolive UK
CTS Dental Supplies
Curaprox
Dental Directory
Deppeler SA
Diffiam
dyft.com
GlaxoSmithKline Consumer Healthcare
Gumsaver Ltd
Ivoclar Vivadent
Ivoclar Vivadent
Meda Pharmaceuticals Ltd
Optident Ltd
Oral-B
Peppersmith
Periochip
Philips Oral Healthcare
Pik-Sel
RDT Technology/Valplast
Survival-32
Swallow Dental Supplies
Tandex
TePe Oral Hygiene Products
The Wand by DPS
Waterpik
Wisdom Toothbrushes Ltd

Orthodontic Suppliers

3 DRP Ltd
Dental Directory
Dent-O-Care
Fastbraces®
German Healthcare Industries (Pvt.) Ltd.
In-Line Orthodontic UK
Inman Aligner Training
Intelligent Alignment Systems
Komet - West One Dental
Ortho-Care UK Ltd
PhotoMed International
Quick Straight Teeth
S4S (UK) Ltd
Six Month Smiles
Smile TRU
Survival-32
Waterpik

Pain Relief

Colgate Palmolive UK
Septodont
Sole Mates

Patient Plans

Denplan
DPAS
Practice Plan Limited

PC Hardware

Comart
Glass Keyboards
iSmile
Microminder
Shire Dental
SterileFLAT Antibacterial Keyboards Ltd

Periodontal Supplies

Acteon UK
Bredent
Comply Ltd / Vision Perio Brush
Dental-Devices.co.uk
Deppeler SA
F. E. Cardozo Ltd
German Healthcare Industries (Pvt.) Ltd.
Kohler Medizintechnik
Periochip
Swallow Dental Supplies
Waterpik

Practice Sales & Valuations

Ansons LLP Solicitors
Christie + Co
Dental Elite
Frank Taylor & Associates
Medifinance
Medifinancial / Medicruit / Medistates

Prosthetics

Avinent Implant System
Bredent
Coltene Ltd
Core 3d Centres
DB Dental Australia
Dental-Devices.co.uk
Metrodent Ltd
RDT Technology/Valplast
Sparkle Dental Labs Ltd
Valplast International Corp
Wright Cottrell

Recruitment Services

Blue Sky People
Consult Search
Dental Elite
Dental Talent Tree (recruitment)
Frank Taylor & Associates
Medifinancial / Medicruit / Medistates
SOURCE1uk - Dental Recruitment & Marketing
Tempdent Dental Recruitment & Training

Restoratives

Coltene Ltd
Dental A2Z Ltd
Dental Sky Wholesaler Ltd
Optident Ltd
Deppeler SA
DIO Implants
DIRECTA
Fairfax Dental
FibreBond Ltd
Heraeus Kulzer
OCO Biomedical, Inc
Septodont
Shofu UK
Surgery Express
UKloupes.co.uk

Rotary Instruments / Burs

Dental-Devices.co.uk
dentaldiamonds.co.uk
Edenta
IDI (Implants Diffusion International)
Komet - West One Dental
Q.E.D. Ltd
Schottlander
Shofu UK
Wright Cottrell

Skincare

Refreshening Dentist Wipes
Sole Mates

Software

3Shape
Attenborough Dental
Barclaycard
Microminder
Carestream Dental
Comart
Delcam Plc
Dental CPD Pro
Dental Focus 'Websites for your profit'
iSmile
MI Dental
Shire Dental
Software of Excellence
Software4dentists
Sonar 3D Ltd
TECHCERAM Ltd

Solicitors

Ansons LLP Solicitors
Sintons Law

Surgery Equipment

Acteon UK
A-Dec Dental
Belmont
IBS Implant
Camlog Implants
Cattani Esam UK Ltd
Danville
DB Dental Equipment
Dental Directory
Evolve Dental Technologies

The Dentistry Show 2014 Exhibitor Categories

German Healthcare Industries (Pvt.) Ltd.
Isopharm Sentry
KaVo
Lease UK
Quicklase
Turn Key Dental
Zenium

Team / Sales Coaching

Ashley Latter
Cfast
Dental Nursing
HULBERT Dental ICT

Teeth Whitening

BrilliantSmile
Colgate Palmolive UK
Cosmedent
CTS Dental Supplies
Dental A2Z Ltd
Enlighten Smiles
Magic White
Optident Ltd
Philips Oral Healthcare
Quicklase
Survival-32
Waterpik

Uniforms / Surgery Wear

ADMOR
Alexandra
AWB Textiles
Gloveman Supplies
Grahame Gardner
Happy Threads
Sole Mates

Waste Management

Euro Environmental
Professional Hygiene Ltd
Safeport Needle Removal
Shred It

Website Design - SEO

Dental Design
Dental Focus 'Websites for your profit'

Wholesale Suppliers

Alkapharm UK
Back Quality Ergonomics
Brosch Direct
Brush-Baby
Cattani Esam UK Ltd
Dental Directory
Dental Sky Wholesaler Ltd
Dent-O-Care
Isopharm Sentry

Refreshing Dentist Wipes
Survival-32

X-ray / Radiography Equipment

Acteon UK
Belmont
Cavendish Imaging
dbg
Digital Dental Ltd
Evolve Dental Technologies
HULBERT Dental ICT
J.A.K Marketing
Lease UK
MI Dental
Microminder
MIDMARK EMEA LTD
Plandent
Shire Dental
Turn Key Dental
Vatech UK Ltd



Philips Oral Healthcare
Requested by Patients.
Recommended by Professionals.

**To speak to a Philips
representative directly
or to place an order call
0800 0567 222.**

PHILIPS
Zoom!



PHILIPS
sonicare



Acteon UK



The state-of-the-art X-Mind Unity is the brand new successor to the highly successful X-Mind DC from Acteon.

Not only is the X-Mind Unity stunning to look at, it has the smallest focal spot on the market - 0.4mm - and several configurable radiological settings, which result in the sharpest and most contrasted image possible.

Anti-vibration and anti-movement mechanisms ensure drift-free positioning during every exposure.

The large LCD screen is clear and simple to use.

Memory function allows modifying for the pre-programmed exposure times to adapt to the specifications of your sensor or film.

The exposure parameters are adjusted according to the type of tooth - incisor, premolar or molar.

VISIT US AT STAND E24

www.acteongroup-products.com

Casterbridge Dental



Casterbridge Dental Laboratory has been working with dental implants for over 15 years.

We are experienced in a wide

range of implant systems, including Nobel Biocare, Astra, Ankylos, Straumann and many more.

We have made 100's of restorations ranging from single implant crowns to full mouth restorations.

We are able to offer truly customised implant restorations, from laboratory made custom abutments to milled cad-cam designed abutments exploiting a variety of cad-cam systems as well as our in-house milling systems Kavo Everest and Amann Ceramill. From 14 unit screw retained zirconia bridges to milled titanium bars and single abutments.

VISIT US AT STAND D103

www.casterbridgedental.co.uk

Cattani Aspirators



Cattani aspirators and compressed air systems not only provide power, reliability and peace of mind, but they also tackle the problem of noise. They can be supplied with sound reducing cabinets or hoods that reduce noise levels considerably, and even when running at maximum capacity within the surgery, the working environment can remain calm and relaxed.

Noise levels of their single surgery Micro Smart suction unit can be reduced to an incredible 48 dB(A) and noise levels of their multiple surgery Turbo Smart suction system

can be reduced to an impressive 51.6 dB(A) when they are supplied or retro fitted with their sound reducing cabinet.

Cattani's new innovation, 'Power Station' is a space saving solution, which encapsulates both the vacuum and compressed air requirements for up to 6 surgeries (4 running simultaneously) in a neat housing.

For further information please call 01527 877997 or email: info@cattaniesam.co.uk

VISIT US AT STAND H65

www.cattaniesam.co.uk

ConnectDental



From consultancy and expertise, to technology and materials, ConnectDental helps dentists and technicians increase productivity and improve treatment outcomes. Amongst the innovations now available from ConnectDental is DDX (Digital Dental Exchange), an encrypted online case management and communication platform that allows practices to securely communicate with any DDX-enabled laboratory. Our expertise in chairside intra oral scanning and milling, model scanning and restoration design as well as our access to a full range of the latest in restorative materials, makes ConnectDental the perfect choice for practices wanting to embrace a digital workflow. Now, for a limited period, a FREE trial of DDX is available, so why not take this opportunity to find out how seamless and highly effective communication can improve your treatment workflow.

To request a FREE trial of DDX call 08700 10 20 41 or visit

www.henryschein.co.uk

Twitter: @HenryScheinUK | Facebook: HenryScheinUK

VISIT US AT STAND D65

www.henryschein.co.uk

The Dental Directory

Trust...



The Dental Directory, one of the UK's largest full service dental dealers, will feature a phenomenal range of Facial Aesthetic products at The Dentistry Show 2014.

The Dental Directory offers a complete range of the latest specialist Facial Aesthetic and Skin Rejuvenation products such as Dermal Fillers, Botulinum Toxin Type A, Skin Peels and Cosmeceuticals, all supplied with a Full Pharmacy Service.

Whether you already offer Facial Aesthetic treatments, or are looking at starting up, you can visit the dedicated Facial Aesthetics team at The Dental Directory stand D80 for help and advice.

Call 0800 585 586 or go online at www.dental-directory.co.uk

VISIT US AT STAND D80

www.dental-directory.co.uk

dentaldiamonds.co.uk



dentaldiamonds.co.uk

Dentaldiamonds.co.uk is the online access to the Clinical Division of Metrodent Ltd, supplier and manufacturer of

dental products since 1936. Dentaldiamonds is staffed by a small dedicated team with many years experience in Clinical Practice and product supply.

Offering a full e-commerce solution to your rotary diamond needs, dentaldiamonds.co.uk showcases the complete range of Intensiv Swiss rotary diamond burs and instruments. Renowned for their exceptional quality and durability and available in FG, RA and HP shanks Intensiv and dentaldiamonds.co.uk offer constant superior quality, fast and efficient ordering and delivery.

VISIT US AT STAND 310

www.dentaldiamonds.co.uk

General Medical



General Medical will be displaying the full range of Mectron Piezosurgery and Piezo scalers with special pricing available on all items including the market leading Starlight Pro curing lights. Also included in the special

price offers will be Osteobiol biomaterials, membranes and blocks, Physics Forceps regular line and the new Molar set with a very special deal on the purchase of the full mouth six instrument Combi set. The unique Locator Overdenture Implants (LODI) will be offered with a free of charge Premium Placement Set when only 20 implants are purchased at only £112.12 each.

VISIT US AT STAND G110

www.generalmedical.co.uk

GlaxoSmithKline Consumer Healthcare (GSK)



do more
feel better
live longer

GlaxoSmithKline Consumer Healthcare (GSK), manufacturers of Aquafresh, Biotène, Corsodyl, Sensodyne, Pronamel and Poligrip are proud to be attending the Dentistry Show in 2014.

GSK is one of the world's leading research-based pharmaceutical and healthcare companies. Our mission is to improve the quality of human life by enabling people to do more, feel better and live longer.

The GSK team will be available to discuss the range of resources that are available for your practice and your patients, including Talking Points in Practice modules and a range of patient education tools for use both chairside and in the waiting room.

To request samples of GSK products for your patients visit www.gsk-dentalprofessionals.co.uk.

AQUAFRESH, CORSODYL, BIOTÈNE, POLIGRIP, PRONAMEL and SENSODYNE are registered trade marks of the GlaxoSmithKline group of companies.

VISIT US AT STAND B32

www.gsk.com

Hibbert Crown & Bridge



Crown & Bridge Laboratory

Hibbert Crown & Bridge is a reputable and innovative dental laboratory, with the technical experience and reputation for quality restorations, unrivalled service and an ethos of

striving to stay at the forefront of technological advances within the dental industry.

The expert team are trained to a very high standard, attending courses in the UK and Europe, our specialism is in All Ceramics restorations, Implants and use of a cad-cam which enables personalised design, digitally inter-oral scanned impressions and frame works. In addition we offer a Smile Design and personal shade-taking consultations service, to ensure the highest quality of craftsmanship.

VISIT US AT STAND F90

www.hibbertcrownandbridge.co.uk

Ivoclar Vivadent



Ivoclar Vivadent offers a comprehensive product and system range for dentists and dental technicians. Operating one of the largest Research & Development centres in the dental industry; Ivoclar Vivadent's innovations are the result of the interplay of technical feasibility, market orientation and experience.

Improving technical and clinical practice across the dental profession is one of the cornerstones of Ivoclar Vivadent. Offering advanced dental CPD training at our International Centre for Dental Education UK.

For more information, please visit our website.

VISIT US AT STAND 360 & D105

www.ivoclarvivadent.co.uk

Kerr



Prepare for a paradigm shift in curing light technology

Kerr is excited to reveal the first curing light to free dentists from both batteries

and cords, while offering the unmatched performance and reliability you would expect from a Kerr product.

Also on show will be SonicFill, the fast and easy composite bulk fill system for posterior restorations that reduces the time needed for placing, packing and sculpting by 30%!

For further details on these products and so much more, please visit Kerr's team at stand G30 where you can be sure of a warm welcome and expert advice.

VISIT US AT STAND G30

www.kerrdental.co.uk

LDF - Finance and Leasing Specialists



Established in 1986, LDF specialise in both professional practice loans and asset finance solutions for the UK Dental market.

Having supported the show for a number of years now, LDF are committed to providing the best finance solution available to meet your individual needs. Whether you are a Dentist, Dental Technician or Orthodontist, our comprehensive range of funding options are designed to support a wide variety of practice requirements from advances for equipment and refurbishment to our increasingly popular tax funding facility.

VISIT US AT STAND E100

www.ldf.co.uk

MediCruit



MediCruit has been established within the sector for over a decade and specialise solely in the recruitment of dental professionals. With up to 250 positions available at any one time, our focus is on sourcing the right candidate for each role. We are committed to providing the best service to all clients and our office is open until 21:00 weekday evenings meaning that we can contact at a time convenient to themselves, as well as during working hours.

VISIT US AT STAND F30

www.medicruit.co.uk

MediEstates / MediFinancial



MediEstates, the leading dental practice broker in the UK, have built a wealth of experience in all aspects of dental practice sales, providing 403 valuations in the last year alone and averaging between 10 - 12 completions per month! Although we provide nationwide coverage, each member of our team has a regional focus having built a sound knowledge of the market conditions within their area

MediFinancial offer a tailored service to suit each individuals personal and business needs with a free financial evaluation. Our team pride themselves on offering comprehensive advice in dental practice finance, income protection, pensions, tax planning, insurance, investments, mortgages and many more.

VISIT US AT STAND F30

www.mediates.co.uk

Myofunctional Research Co. Europe



Myofunctional Research Corporation, designers and manufacturers of innovative dental and orthodontic appliances will be present at the Dentistry Show 2014.

During the show the MRC appliance system (Myofunctional correction and treatment of malocclusion for children of all ages) will be presented at booth K50.

The MRC appliance system consists out of the TRAINER SYSTEM™, for habit correction and tooth alignment for the growing child and the MYOBRACE SYSTEM™, Orthodontics without Braces, correcting poor oral habits, arch development and tooth alignment for the growing child and adults.

Also the TMJ System, the diagnostic and therapeutic choice for many Dentists who require immediate and cost effective treatment of acute TMD symptoms, Bruxism and Snoring will be presented.

VISIT US AT STAND K50

myoresearch.com

Optident Ltd.



Better Isolation Better Dentistry

Appropriate dental isolation is vital to the success of almost all dental procedures because it minimizes contamination thereby contributing to clinical success. Now for the first time, using Isolite we can now achieve

TOTAL CONTROL OF THE ORAL ENVIRONMENT, making everyday procedures easier, safer and more predictable.

Isolite System controls:

• Humidity • Moisture • The tongue • Safety • Vision • Patient Comfort

The system aids in dental procedures by improving patient management and giving dental professionals unprecedented control of the oral environment: keeping the patient mouth open, improving visibility, controlling suction and oral humidity, and minimizing sources of contamination.

SEE LIVE DEMOS OF ISOLITE @ OPTIDENT STAND F22

www.optident.co.uk

Phillips



Super Clean

Philips Sonicare is the sonic toothbrush most recommended by dental professionals worldwide for good reason. The patented sonic technology at the core of each brush creates a dynamic cleaning action which drives fluid forces deep into interproximal spaces and along the gum line. This pioneering technology is proven to be effective yet gentle, resulting in a superior clean.

From the classic Easy Clean, the best plaque remover FlexCare Platinum, to the designer DiamondClean, this multi award winning range of brushes, coupled with the ground-breaking interproximal cleaner AirFloss, set the gold standard for exemplary oral care and improve gum health in 2 weeks.

Super White

Philips Zoom is the number one patient-requested professional whitening treatment. It comprises Zoom WhiteSpeed - the only in-practice light-activated system with variable intensity settings to maximise patient comfort and a gel which includes amorphous calcium phosphate (ACP) to further minimise sensitivity and protect tooth enamel. The system achieves 6 shades whiter in just 60 minutes!

This is combined with Product of the Year Winner, Philips Zoom NiteWhite and DayWhite at-home whitening for a visibly whiter smile in 1-2 weeks. They are the only at-home whitening products to contain ACP, which is clinically proven to reduce sensitivity, protect enamel and improve the teeth's luster and smoothness.

About Royal Philips Electronics

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2012 sales of EUR 24.8 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at www.philips.com/newscenter

VISIT US AT STAND H40

Philips' direct hotline is 0800 0567 222 | www.philips.com



**TOUGH ON
PLAQUE**



ELECTRIC TOOTHBRUSHES

**GENTLE
ON GUMS**



Meet us on Stand D10 at Dentistry Show 2014

continuing the care that starts in your chair



Omega Dental Supplies



Omega Dental: Announce the launch of the BrilliantSmile tooth whitening system into the UK. These products have been available in Sweden for 10 years and are, currently brand leaders in surgery tooth whitening, with over 100,000 treatments completed during this time. The Brilliant White system is a total concept of: In Surgery, At Home and Consumer Maintenance Products, with unique features seen with competitive systems. The total system complies fully with the UK and EU Directives on tooth whitening so is totally legal for use in the UK.

Come and see this exciting new product range

on stand A35 at Dentistry 2014. We are looking for suitable dentists across the county to act as our practices of clinical excellence, if you may be interested please ask from Richard, who can explain how we plan to work in the UK.

VISIT US AT STAND A40

www.qwsonline.co.uk

Osstem Implant



OSSTEM Implant specialises in the provision of dental implants around the world. In order to meet this global trend, Osstem has been consistently expanding research & development

investment and innovation with the goal of delivering better quality. As a result, we are confident that our technology and quality are world class.

OSSTEM Implant continuously improves its technology by actively expanding R&D investments. Backed not only by state-of-the-art facilities as well as the world's highest productivity but also cutting-edge processing technologies and comprehensive quality control. Osstem manufactures the CAS(Crestal Approach Sinus) Kit - number one recommended kit for sinus augmentation; and the TSIII Implant system.

VISIT US AT STAND J45

www.osstemuk.com

Refreshing Dentists Wipes



FREE towel warmer worth £199.99 with every order of personalised wipes placed at the show.

Also **FREE** design artwork and set up charges for orders of personalised wipes placed at the show.

VISIT US AT STAND K95

www.refreshening.co.uk

Saxon Implantology



KOHLER INSTRUMENTS are available in the UK from SAXON IMPLANTOLOGY, the distributors of BEGO IMPLANTS, BIOMATERIALS and CAD/CAM RESTORATIVE SOLUTIONS. At Saxon Implantology,

we are implant focused but have instruments for all procedures and specialities from Kohler's range of around 4000 instruments. Our philosophy is one of providing high quality products at affordable prices. So, we are able to provide products to suit the individual clinician's preference and the individual patient's needs. You can talk to us and see the latest developments in instruments and implantology on Stand D62. We shall be happy to discuss your individual needs.

VISIT US AT STAND D62

www.saxonimplantology.co.uk

Seesaw Dental Education



We believe an innovative way to increase revenue and patient satisfaction; a source of inspiration lies in

laser dentistry. Find a course for yourself or team members (dentists and hygienists) from our selection to **enlighten your profession** with the light of lasers.

- One day courses including hands-on with different lasers in the market.
- One year Mastership Programme including hands-on and live patient demonstrations.
- Master of Science Programme
- In-practice, one-to-one course for clinics that already has been using a laser.

Special offer of 10% discount for the Mastership Programme London if you register during the show!

VISIT US AT STAND J24

Tel: 0203 500 0770 | www.seesawdc.com

Email: info@seesawdc.com

Twitter: @seesawdc | Facebook: /seesawdentaleducation

Septodont



Septodont is the world's leading supplier of latex free dental anaesthetics and also a major manufacturer of fine quality dental needles and the Ultra-Safety Plus needle-stick injury prevention device. As techniques for different procedures in dental anaesthesia are developed it is important to keep abreast of them and, as a leader in such a vital area

of dentistry, it's Septodont's pleasure to sponsor key speaker, Peter Raftery, at the 2014 Dentistry Show.

Visit stand H32 to find out why, after more than 80 years, Septodont is still the dentists' choice today with its innovative products such as Biodentine and Racegel.

VISIT US AT STAND H32

www.septodont.com

Shofu



We at Shofu are dedicated to provide dentists and dental technicians with high quality products that meet their requirements for the best individual patient treatment.

At the Dentistry Show we are delighted to present BEAUTIFIL Flow Plus, a novel injectable hybrid direct restorative with superior physical and mechanical properties for successful posterior as well as anterior application.

To find out how this and other Shofu products can help you enhance your practice visit our sponsored lecture: **"Minimally Invasive Cosmetic Dentistry - Materials and Techniques: A success story"** by Dr. Kosmas Tolidis, Assistant Professor at the University of Thessaloniki and an experienced dentist, consultant and speaker.

VISIT US AT STAND L30

www.shofu.com

Sirona



Sirona is the world's largest manufacturer of dental technology and well known for pioneering CAD/CAM in dentistry. Don't miss out to visit Sirona and experience the next leap in dentistry: the workflow-based system integration.

Sirona will show its approach on the example of the Integrated Implantology for efficient clinical and cost-effective work. On top of providing this unique workflow, visit us to see the latest of our best-in-class dentistry product range:

- Chairside and Labside CAD/CAM Technology
- 2D and 3D x-ray units
- Intra-Oral X-Ray Sensors
- Treatment Centers
- Instruments and Table-Tops
- Software solutions

For further information please call Sirona Dental Systems on 0845 071 5040 or e-mail info@sironadental.co.uk

VISIT US AT STAND E105

www.sironadental.co.uk

Smile Tru



Smile Tru is a clear positioner system that goes far beyond conventional braces in terms of comfort and convenience for both the patient and the practitioner.

Smile Tru features the added advantage of various levels of implementation for either single or double arch treatment depending on the types of imbalances present.

"The Smile Tru system provides the most precise tooth movement of any clear aligner System I have used." - Dr. Joseph Baba

Come and see us on stand L55 to find out how you can become a certified SmileTRU provider for just £99.

VISIT US AT STAND L55

www.smiletru.com

Straumann



Straumann set new standards in implant dentistry

As a market leader in UK implant dentistry, Straumann are uniquely placed to deliver an extensive product portfolio including dental implants, regenerative materials, and digital solutions.

Straumann strive to continually bring innovation to the dental market place and have recently introduced Roxolid® SLActive® across all Straumann implant lines and diameters.

Roxolid® is a unique dental implant material made of titanium and zirconium which features the highly osteoconductive SLActive® surface, combining high mechanical strength with excellent osseointegration properties.

Treating patients without invasive grafting procedures, gives dental professionals the opportunity to offer their patients a faster treatment at a lower cost.

Visit Straumann on Stand 200 for more information about their groundbreaking product portfolio or visit www.straumann.com

VISIT US AT STAND 200

www.straumann.com

Surgery Express



Every day we are saving our customers money by specialising in a large range of consumables at very competitive prices, with a service that is second-to-none.

Your goods are delivered next day with no charge and no minimum order value backed up by our 100% money-back guarantee... *what reason is there not to buy from Surgery Express!*

In particular we will be bringing to the arena once again the German manufactured HARVARD range of restorative products as well as our own brand range of ULTRA branded products including many new lines offering excellent value for money.

VISIT US AT STAND C35

www.surgery-express.co.uk

Swallow Dental Supplies Ltd.



Failing Implant? The Neo Implant Removal kit enables you to remove failing or misplaced implants quickly, easily and without the

need for a surgical procedure, trephine or trauma, see some great case studies at the stand.

Laschal Surgical Instruments combine breakthrough steel technology and lightweight ergonomic design to create the ultimate instruments, with a unique 2 year guarantee.

The latest in Biomaterial technology from bone augmentation to membranes.

Implant maintenance made easy with PDT Implant Scalers, iBrush and ImplantMarker - the first Implant early warning system.

Also: **Special Offers on PDT Hand Scalers, Scorpion Ultrasonic Scalers, and Stoma Surgical Instruments.**

Visit Swallow Dental Supplies at stand C24 for expert demonstrations, friendly professional sales advice & special offers.

Swallow Dental Supplies Ltd. (cont.)

Q-Optics custom TTL loupes are precision made to align to the user's facial features. No standard angles, widths, loupes heights or working distances - true ergonomic customisation.

The human face is one of the most subtly complex parts of the human body, and the fit of your loupes should be more than determining your inter-pupillary distance. Q-Optics True-FitTM Technology digitally captures all your necessary facial features and frame fit characteristics and ensures perfect posture for a total ergonomic solution.

Visit us at stand C24 for expert demonstrations, friendly professional sales advice, or take advantage of our **'Tradeshow Only' Offer - Custom Through-the-lens Loupes and Mini Light combo deal for only £950 + VAT** (RRP £1565 + VAT).

Tel: 01535 656312 | Email: info@swallowdental.co.uk

VISIT US AT STAND C24

www.swallowdental.co.uk

TEREC Dental Laboratories



Established in 1985, the Technical Research Consortium (Terec) is a group of leading dental laboratories that collaborate

to keep abreast of technological advances in dental materials, equipment, systems and restorative solutions. We continuously evaluate global developments in dental technology and add new products, materials and systems to our product collection so that we can provide dentists and patients with the best aesthetic restorative solutions currently available. Our Chameleon® range of materials and restorations is offered uniquely by Terec laboratories.

The Chameleon® Collection:

- Chameleon® Layered Zirconia Restorations
- Chameleon® Monolithic Zirconia Restorations
- Chameleon® Porcelain Veneers
- Chameleon® Implants

Please visit our stand E85 for more details and something special to take away with you.

VISIT US AT STAND E85

www.terec.co.uk

The Healthcare Property Company Ltd.



The Healthcare Property Company Limited specialises in the development of state-of-the-art Dental Facilities, both in the UK and abroad.

Design and functionality are inspired by innovative and successful Scandinavian care models in order to meet the challenges of delivering 21st century dental care, for both NHS and private patients.

Our team of experienced development professionals work closely with clients to provide facilities that are tailored to meet the individual needs of the Practice whilst maintaining the highest level of quality standards and future proofing.

Visit our website www.thehealthcarepropertycompany.co.uk for further information and case studies on past developments.

VISIT US AT STAND K90

www.thehealthcarepropertycompany.co.uk

VOCO GmbH



Futurabond® U - one adhesive for all cases

VOCO presents several innovative products at The Dentistry Show 2014. Such as Futurabond U, the market's only true dual-curing universal adhesive offering usage

in a disposable applicator. Besides the incredibly simple handling of SingleDose the new Futurabond U offers practitioners an outstanding range of options for application, as much with regard to indications as to selection of the etching technique or the curing mode. This universal adhesive is fully compatible with all light-curing, dual-curing and self-curing methacrylate-based composites and is suitable for both direct and indirect restorations. Applied in a single layer, Futurabond U creates a strong bond to enamel and dentine, thus ensuring a durable, gap-free bond between the dental hard tissue and the restorative material. At the same time it offers firm adhesion to different materials such as metal, zirconium/aluminium oxide and silicate ceramics without any additional primer.

Manufacturer: VOCO GmbH, P.O. Box 767, 27457 Cuxhaven, Germany,

VISIT US AT STAND G45

www.voco.com

Wisdom Toothbrushes Ltd.



Wisdom Toothbrushes Ltd is a leading UK provider of dental products which provide real solutions to patients' dental needs. We supply toothbrushes, interdental products, toothpaste and mouthwash.

Throughout the show Wisdom will be featuring and sampling Wisdom Quantum Toothpaste which delivers exceptional cleaning with ultra-low abrasion levels.

In addition, Wisdom will be introducing and sampling the new Wisdom Interproximal brush with its revolutionary new 'click and lock' brush attachment mechanism, making interdental cleaning easier and also a new larger size variant of the ever popular Clean Between Interdental Brush.

VISIT US AT STAND B10

www.wisdomtoothbrushes.co.uk

Wisepress



Wisepress are Europe's principal conference bookseller. We

exhibit the leading books, sample journals and digital content relevant to this meeting. Books may be purchased at the booth, and we offer a postal service. Visit our online bookshop for special offers and follow us on Twitter for the latest news @WisepressBooks.

VISIT US AT STAND H113

www.wisepress.com

EVEN MORE TO GET YOUR TEETH INTO

- ✓ Meet 350+ suppliers
- ✓ World-class clinical insight
- ✓ 135 lectures and seminars
- ✓ Gain up to 14hrs verifiable CPD
- ✓ Hands-on workshops
- ✓ Best prices on new products
- ✓ Business advice, hints & tips
- ✓ Education streams for Dentists, DCPs & Practice Managers



DON'T MISS

Friday 28th February:
Christian Coachman
Saturday 1st March:
Newton Fahl



Register for FREE at thedentistryshow.co.uk/BGfree



**dentistry
show**

28th February & 1st March 2014 / NEC Birmingham

for all that dentistry demands

Sponsored by



**PRACTICE OWNERS
& MANAGERS**

DENTISTS

**DENTAL HYGIENISTS
& THERAPISTS**

DENTAL NURSES

**TECHNICIANS
& CDTs**

NEW!

The Easy and More Effective Way to Floss™

Up To
99.9%
Plaque Removal From
Treated Areas

Up To
50%
More Effective Than
String Floss

Up To
80%
More Effective
Than Air Floss



NEW!

15% more cleaning power AND works from a shaver socket.

The new and improved Waterpik® Ultra is clinically proven the best way to floss. Pulsating jets of water remove plaque and debris more effectively than traditional string floss, for optimal interproximal plaque removal and superior gingival health. Water Flossing is fast, easy and backed by over 55 published clinical studies. So, for healthy and attractive smiles that you and your patients can be proud of, recommend the Waterpik® Ultra.

To find out how to get your trial unit at a discounted price,
call Waterpik Customer Services on 0844 335 6354

To see Clinical Research Abstracts go to:
www.waterpik.co.uk/professional

©2013 Water Pik, Inc.

waterpik®

WATER FLOSSER

The Easy and More
Effective Way to Floss™

Aesthetic Dentist Conference

The handpicked specialists in our Aesthetic Dentist conference will provide you with a thorough insight into key aesthetic subjects as they relate to a modern dental practice.

And more importantly show you how 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.

HEADLINE THEATRE SPONSOR


BIOHORIZONS®
SCIENCE • INNOVATION • SERVICE

FRIDAY 28TH FEBRUARY

09.45 -
10.30



Opening Welcome & Aesthetic Dentistry in 2014: Planning the Whole Mouth for Function and Aesthetics
Dr Christopher Orr,
Conference Chair

11.00 -
11.45



The 12 most popular mistakes in the adhesive procedure
Dr Claus-Peter Ernst,
Department for Operative Dentistry,
Johannes Gutenberg-University
Mainz, Germany

13.15 -
14.30



The Smile Designer: The new specialty beyond conventional Dentistry
Dr Christian Coachman,
DDS, CDT, Dentist, Ceramist,
Consultant and International
Lecturer, Digital Smile Design /
Well Clinic

15.45 -
16.30



Teeth in the frame: Soft tissue management around teeth and implants in the aesthetic zone
Dr Nik Sisodia, BDS

17.30 -
18.30



Delegate Drinks Reception

SATURDAY 1ST MARCH

09.45 -
09.50



Opening Welcome
Dr Christopher Orr,
Conference Chair

09.50 -
10.40



Dental Bleaching in the UK, The Patient Finally Has a Chance
Dr Dan Fischer, DDS,
CEO of Ultradent Products, INC

Sponsored by:  **ULTRADENT**
PRODUCTS, INC.

11.00 -
11.45



Tissue esthetics and stability in implant dentistry
Dr Sonia Leziy, DDS, Dipl Perio,
FCDs(BC), FRCD(C), Certified
Specialist in Periodontics

Sponsored by:  **BIOHORIZONS**
SCIENCE • INNOVATION • SERVICE

13.15 -
14.30



Achieving Excellence with Anterior Composites - From "Why" to "How"
Dr Newton Fahl, Jr.,
Fahl Centre, Brazil

Sponsored by:  **COLTENE**®

15.45 -
16.30



Progressive Smile Design
Dr James Russell, BDS

Sponsored by:  **Ivoclar Vivadent**
passion vision innovation

GPD Theatre Programme

Brand new for 2014, this theatre will provide further insight into both new and everyday clinical techniques and procedures.

Experts in their respective fields will run sessions covering a variety of subjects from endodontics to pain management to short-term-orthodontics. Another focus of the theatre will also be the recent changes to the rule and regulations governing the profession, how they affect you and what you have to do to demonstrate your compliance to them.

HEADLINE THEATRE SPONSOR



FRIDAY 28TH FEBRUARY

09.45 -
11.00

Dental Regulations Update

12.00 -
12.45

Lasers in Endodontics
Dr Ilay Maden, BDS, MSc PhD

Sponsored by: 

13.45 -
14.30

Eliminating the Use of Amalgam & Dark Metals for the General Dentist
Dr Thomas O'Connor, BDS

Sponsored by: 

15.15 -
16.00

Lecture Sponsored by Colgate-Palmolive
TBC

Sponsored by: 

16.15 -
17.00

The Science of Fastbraces® and the Concept of Orthodontitis, a New Dental Disease
Anthony Viazis, DDS, MS, Orthodontist and inventor of Fastbraces®, Fastbraces®

Sponsored by: 

SATURDAY 1ST MARCH

10.00 -
10.45

Molecules and Techniques; What's New in Dental Local Anaesthesia?

Peter Raftery, BDentSc, MSc, MFDS, MClinDent, MRD, Mendo

Sponsored by: 

11.30 -
12.15

From Minimally to Non Invasive Dentistry: The Styleitaliano Philosophy
Professor Angelo Putignano, M.D., D.D.S.

Sponsored by: 

13.15 -
14.00

The Science of Fastbraces® and the Concept of Orthodontitis, a New Dental Disease
Anthony Viazis, DDS, MS, Orthodontist and inventor of Fastbraces®, Fastbraces®

Sponsored by: 

14.45 -
15.30

My Choice: Single Versus Multiple File Systems, Conventional Movement Versus Reciprocation?
Professor Liviu Steier

Sponsored by: 

16.15 -
17.00

Lecture Sponsored by GSK
TBC

Sponsored by: 

Dental Business Programme

This year's Dental Business programme has been designed to offer a completely fresh perspective. Concentrating on topics and trends affecting the industry right now, this lecture programme will focus on you, your patients and your business.

Leading names will discuss topics such as how to ensure the long-term success of your practice, with practical advice on which strategies work and which don't.

FRIDAY 28TH FEBRUARY

10.00 -
10.45



Opening Welcome & Everything You Want From a Dentist?

Lisa Riley, Conference Chair & Chief Executive, Centre for Dentistry

11.45 -
12.30



Focus on Patients: Removing Barriers - Alleviating Fear

Alexia Boje, Dip.Hyp, CNHC, GHR reg., Clinical Hypnotherapist and Trainer, Harbour Dental Dartmouth

13.00 -
13.45



Number 1 on Google; How YOU Can Help (LUNCH & LEARN)

Nigel Reece, Managing Director, Managing Director, Dental Design

Sponsored by: 

14.15 -
15.05



Dentistry: a Business or a Profession?

Philip Newsome, BChD, PhD, MBA, FDS RCS (Ed), MRD (RCS (Ed), FFGDP (Ad Eundem), Specialist Prosthodontist

16.15 -
17.00



Adventures of a Non-Dentist in a Dentist World

Emmet O'Neill, CEO, Smiles Dental

Alongside the main Dental Business programme will be a series of mini TED-style

workshops from Practice Plan, lasting just 20 minutes, these will give you instant hints, tips and advice to take back and put into practice on Monday morning.

practiceplan
supporting the business of dentistry

SATURDAY 1ST MARCH

10.00 -
10.05



Opening Welcome

Lisa Riley, Conference Chair & Chief Executive, Centre for Dentistry

10.05 -
10.50



Focus on The Team

Kyran Bracken, 2003 Rugby World Cup Winner

Sponsored by:  Centre for Dentistry
Affordable family dental care

11.45 -
12.45



Focus on Business: Laying Solid Foundations

Amanda Maskery, Partner, Sintons LLP; Alan Suggett, UNW LLP, Specialist Dental Accountants; Steve Pratt, Senior Healthcare Banking Consultant, Lloyds Banking Group; Onkar Dhanoya, Principal GDP, Osborne Dental Group

Sponsored by:  ASPD
You do the dentistry, we do the business.

13.45 -
14.30



Focus on Business: Compliance is a Toolkit for a Successful, Profitable Business - Let's Discuss

Dr Pat Langley, BDS, Chief Executive, Apolline & Clinical Director, Centre for Dentistry

15.45 -
16.30



Focus on Business: IT Tools for Business

David Harman, IT Director, Centre For Dentistry; Shaun Wilde, Director of Business Development, Apolline Ltd

16.30 -
16.45



Focus on You: Closing Remarks and Your "To-Do" List for Monday Morning

Lisa Riley, Conference Chair & Chief Executive, Centre for Dentistry

 **Belmont**



belmontdental.co.uk
Explore our
equipment
online

Stand G71 at Dentistry Show

London 020 7515 0333

Manchester 0161 743 9992

dental@takara.co.uk

Short-Term-Ortho Lounge

Launched at Dentistry Show 2013, the STO Lounge is back for 2014 but bigger and now located on the exhibition floor.

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

HEADLINE THEATRE SPONSOR



QuickStraightTeeth

CLEAR | INDIVIDUAL | AFFORDABLE

FRIDAY 28TH FEBRUARY

1015 -
11.00



Myofunctional Influence on the Facial Growth in the Primary, the Mixed and Permanent Dentition
Niels Hulsink, International Training and Product Manager, Myofunctional Research Co. Europe



Sponsored by:

11.20 -
12.05



Cosmetically Focused Short-Term Orthodontics for Every GDP
Dr Andy Denny, BDS, MFGDP(UK), MGDS RCS (Eng), Clinical Instructor, Six Month Smiles



Sponsored by:

12.25 -
13.10



Introduction to Smilelign Clear Aligners
TBC



Sponsored by:

13.30 -
14.15



Hollywood Great, Footballing Legend, Justin Bieber...or...a Q Dentist? Who Earns More?
Prem Sehmi, Owner, Academy of Clinical Excellence



Sponsored by:

14.35 -
15.20



Fastbraces®
Anthony Viazis, DDS, MS, Orthodontist and inventor of Fastbraces®, Fastbraces®



Sponsored by:

15.40 -
16.25



Taking the guess work out of GDP aesthetic orthodontics
Dr James Russell, BDS, Clinical Director, IAS - Inman Aligner, Powerprox 6 Month Braces and ClearSmile



Sponsored by:

SATURDAY 1ST MARCH

1015 -
11.00



Marketing Clear Aligners in Your Practice
TBC



Sponsored by:

11.20 -
12.05



Cosmetically Focused Short-Term Orthodontics for Every GDP
Dr Daz Singh, BDS, Six Month Smiles



Sponsored by:

12.25 -
13.10



Taking the guess work out of GDP aesthetic orthodontics
Dr James Russell, BDS, Clinical Director, IAS - Inman Aligner, Powerprox 6 Month Braces and ClearSmile



Sponsored by:

13.30 -
14.15



Hollywood Great, Footballing Legend, Justin Bieber...or...a Q Dentist? Who Earns More?
Prem Sehmi, Owner, Academy of Clinical Excellence



Sponsored by:

14.35 -
15.20



Fastbraces®
Anthony Viazis, DDS, MS, Orthodontist and inventor of Fastbraces®, Fastbraces®



Sponsored by:

15.40 -
16.25



In-Line Clear Aligners
Gary Dorman, BDentSc, Dentist, In-Line Orthodontic UK Ltd



Sponsored by:

isolite[®] SYSTEMS

Better Isolation = Better Dentistry[®]
TOTAL CONTROL of the oral environment

Isolation
Suction
Light
Retraction
Moisture
Humidity
Contamination
Chair time
Safety



Any mouth any procedure

Exclusively available in the UK and Ireland from Optident Ltd

isolite[®] SYSTEMS
Better Isolation = Better Dentistry[®]

to order please call us on:

t: +44 (0) 1943 605050

www.optident.co.uk

e: sales@optident.co.uk



optident^{LTD}

Isolite[®], Isodry[®], and Better Isolation=Better Dentistry[®] are registered trademarks of Innerlite, Inc.

A fee-free business loan. It's worth looking into

➔ We have £2.5bn to lend as part of the Funding For Lending Scheme. So it's a good time to look into how a fee-free loan can help your business

Call 0800 001 4351
(Text Relay 18001 0800 001 4351)
Search: RBS Business Lending
or speak to a member of staff in branch



RBS
The Royal Bank of Scotland

Please note that the FLS cannot be applied to overdrafts, or business credit cards. Usual lending conditions apply. Structured Finance and Real Estate Finance are excluded. The funding is available due to our participation in the Government's Funding for Lending Scheme (FLS) and is limited to £2.5 billion, offered on a first-come, first-served basis.

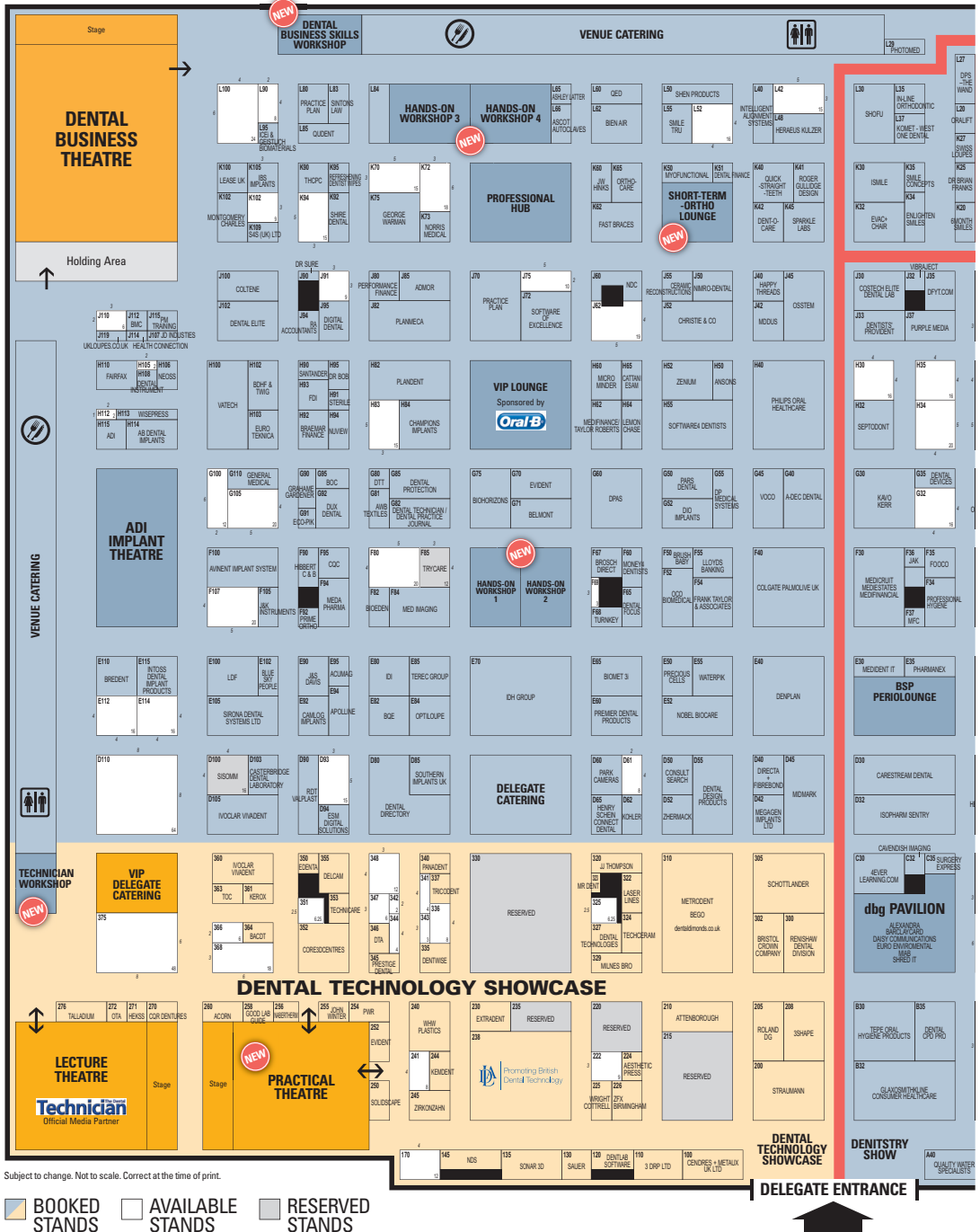
Security may be required for which a fee may apply. Over 18s only.

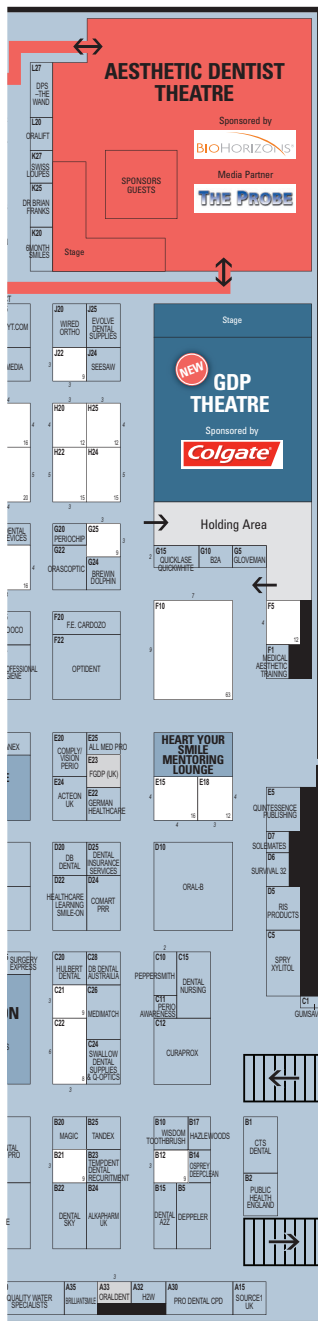
 Funding for Lending
supported by the Bank of England
and the British Government

ANY PROPERTY USED AS SECURITY, WHICH MAY INCLUDE YOUR HOME, MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON A MORTGAGE OR OTHER DEBT SECURED ON IT.

Exhibitor A to Z Listing - Please see overleaf for a detailed floorplan

Company Name	Stand No.	New DW	Company Name	Stand No.	New DW	Company Name	Stand No.	New DW
3DRP Ltd	110	✓	Dr Brian Franks Training Experience	K25		Oraltix	L20	
3Shape	208	✓	Dr Sure	J90		Orascope UK	G22	
4everlearning.co.uk	C30		DUX Dental	G92	✓	Ortho-Care UK Ltd	K65	✓
AB Dental Implants	H114	✓	dyt.com	J35	✓	Orthodontic Technicians Association (UK)	T72	
Acorn Polymers (UK) Ltd	260	✓	E-clid	G70		Osprey Deep Clean	B14	
Action UK	E24	✓	Edenta	350		Ostium Implant	J45	
Acumag Deep Tissue Massager	E95		Enlighten Smiles	K34	DW	Panadent	340	✓
A-Dec Dental	G40		Envisiontec	110		Pars Dental	G50	
ADMOR	J95		ESM Digital Solutions	D94		Patersen Healthcare Ltd	O45	
Aesthetic Press GmbH	224	✓	Euro Environmental	dbg Pavilion	✓	Peppersmith	C10	
Alexandra	dbg Pavilion	✓	Eurodent UK	320		Performance Finance	J80	
Alkapharm UK	B24	✓	Eurotekni UK	H103		Perio Health Awareness Campaign	C11	✓
All Med Pro	E25		Evident	G70		Periochip	G20	
Ansons LLP Solicitors	H50		Evident Inc	252	DW	Philips Oral Healthcare	H40	
Apolline Ltd	E94	✓	Evolve Dental Technologies	J25	✓	PhotoMed International	L29	
Ascent Autoclaves	L66	✓	ExamVision	G70		Pik-Sol	G91	
Ashley Lutter	L65		Extradent Ltd	L60		Plandent	J82 + H82	
Association of Dental Implantology	H115		F. E. Cardozo Ltd	F20		Powerprox 6 Month Braces	L40	✓
Attenborough Dental	210	DW	Fairfax Dental	H110		Practice Plan Limited	J70 + L80	
Avent Implant System	F100		Fastbrace®	K82		Precious Colls	E50	
AWB Textiles	G81		FDI World Dental Federation	H93		Precious Waste Recovery Ltd	254	
Back Quality Ergonomics	E82		FibreBond Ltd	D40		Premier Dental Products	E60	
BAON	Professional Hub		FootCo Internet Video	F35		Prestige Dental	345	✓
BAOT	Professional Hub		Frank Taylor & Associates	F54		Prime Orthodontic Studio Ltd	F92	
B Barclaycard	dbg Pavilion	✓	General Medical	G110		ProDentalCPD	A30	
BDS Laboratory	K40		George Warman Publications	K75		Professional Hygiene Ltd	F34	
Bego	310		German Healthcare Industries (Pvt.) Ltd.	E22	DW	Public Health England	B2	
Belmont	G71		Glass Keyboards	F34		Purple Media Solutions	L67	
Bien-Air UK	L62		GlaxoSmithKline Consumer Healthcare	B32		Q.E.D. Ltd	L60	
BioEden	F82	✓	Glovesman Supplies	G5	DW	Q-Optics	C24	✓
BioHorizons	F75		Grahame Gardner	G80		Quality Water Specialists LLP	A40	
Biomet 3i	E85		Gumsaver Ltd	C1		Quident	L85	
Birmingham Metropolitan College	J112		H2W Dental Ceramics	A32		Quick Straight Teeth	K40	✓
Blackwell Supplies	B5	DW	Happy Threads	J40		Quickase	G15	
Blue Sky People	H92		Hazlewoods	B17		Quintessence Publishing Co Ltd	E5	
BQC Healthcare	G85	✓	Healthcare Learning: Smile-on	D22		RA Accountants LLP	J64	
Braemar Finance	E102		Health-Connect	J114		RDT Technology/Vaplast	D90	
Bredent	E110		Heart your Smile	E10		REFRESHING DENTIST WIPES	K95	DW
Brown Dolphin	G24	✓	HEXS	271		Remshaw Dental Division	300	
BrilliantSmile	A35	✓	Henry Schein Dental	J75		RIS Products	D5	
Bristol Crown Company Ltd	302		Heraeus Kulzer	L48		Roger Gullidge Design	K41	
British Academy of Cosmetic Dentistry	Professional Hub		Hudson Dental	J66		Roland DG	205	
British Association of Clinical Dental Technology	364		HULBERT Dental ICT	C20		SAS (UK) Ltd	K109	
British Dental Health Foundation	H102		IBS Implant	K105	DW	Safepoint Needle Removal	F34	✓
British Orthodontic Society	Professional Hub	✓	ICE & Geistlich Sons Ltd	L95	✓	Santander Corporate & Commercial	H90	
British Society of Periodontology	Professional Hub	✓	IDH Group	E70	DW	Sauer GmbH (DMG MORI SEIKI)	130	
Brosch Direct	F67		ID Implants Diffusion International®	C1	DW	Schottlander	285	
Brush-Baby	F50		Imes-Icore	324	✓	Seesaw Dental Education	J24	
Camlog Implants	E92		In-Line Orthodontic UK	L35		Septodont	H32	
Canon	L29		Inman Aligner Training	L40		Shen Products LTD	L50	
Care Quality Commission	F95		Instrumentarium	J85		Shiro Dental	K82	
Carestream Dental	D30		Intelligent Alignment Systems	L40		Shofu UK	L30	
Casterbridge Dental Laboratory	O103	✓	Intos Dental Implant Products Ltd	E115		Shred It	dbg Pavilion	✓
Cattani Esam UK Ltd	H65		iSmile	K30		Sintans Low	L83	
Cavendish Imaging	C34		Isopharm Ltd	D32		Sirona Dental Systems	E105	
CB12	ITL International Team for Implantology	Professional Hub				Six Month Smiles	K20	
Cendres + Metax UK Ltd	100		Ivoclar Vivadent	D105 & 360	✓	Smile Concepts	K35	
Ceramic Reconstructions	J55		J + K Instruments Ltd	F105		Smile TRU	L55	
Class	155		J&S Davis Limited	E90		Software of Excellence	J72	
Champions - Implants GmbH	M84		J.A.K Marketing	F36		Software4dentists	H55	
Christie + Co	J52		JO Industries	J107		Sole Mates	D7	DW
ClearSmile Aligner Ltd	L40	✓	JJ Thompson	320		Solidscape UK	250	
Colgate Palmolive UK	F40		John Hibbert Crown & Bridge Laboratory	F90		Sonar 3D Ltd	135	✓
Coltene Ltd	J100		John Winter & Co Ltd	255		SOURCEluk - Dental Recruitment & Marketing	A15	
Comart	D24		JO Hinks	K60		Southern Implants UK	D85	
Comply Ltd / Vision Perio Brush	E20		Kavo	G30		Sparkle Dental Labs Ltd	K45	
Consult Search	D50		Kendmet	244		Spry Xylitol	C5	
Core 3d Centres	352		Kerox Dental	361	DW	SterileFLAT Antibacterial Keyboards Ltd	H91	✓
Cosmedent	J30	✓	Kerr	G30		Strassmann	200	
CosTech Elite Dental Laboratory	J30		Kohler Medizintechnik	D62		Support Design	L85	
CQR Dentures	270	DW	Komet - West One Dental	L37		Surgery Express	C35	
CTS Dental Supplies	81		Laser Lines Ltd	322		Survival-32	D6	
Curaprox	C12		LDI	E100		Swallow Dental Supplies	C24	
Daisy Communications	dbg Pavilion	✓	Lease UK	K100		Swiss Leupers - Sandy Grendel.com	K27	
Danville	G70	✓	Lemonchase	H64		Talladium UK	276	
DB Dental Australia	C28	✓	Lloyds Banking Group	F55		Talon Metal & Crown Cutting Burs	G35	✓
DB Dental Equipment	D20		Magic White	B20		Tandex	B25	✓
dbg	C32		MODUS	J42	DW	Taylor Roberts	H62	
Delcam Plc	355		Meda Pharmaceuticals Ltd	F94		TBR Implants	K40	
Denplan	E40		Medical Aesthetics Training Ltd	F1		TECHRAM Ltd	324	
Dental AZZ Ltd	B15		Medicall Italia	E30		Technicare Dental Supplies Ltd	353	
Dental CPD Pro	B35		Medifrance	H62		Tempdent Dental Recruitment & Training	B23	
Dental Design	D55		Medifinancial / Medicut / Medistates	F30		TePe Oral Hygiene Products	B30	
Dental Directory	D80	✓	Medi-Lux Teeth	323		Terec Group Ltd	E85	
Dental Elite	J102		Medi-Dryflex	322		The British Endodontic Society	Professional Hub	
Dental Finance	K51		Metrodent Ltd	310		The Dental Directory	D80	
Dental Focus 'Websites for your profit'	F65		Metz	L29		The Dental Technician	G82	
Dental Instrument	H108	✓	MI Dental	F94		The Dentist	K75	
Dental Insurance Services	D25		MIA8	dbg Pavilion		The Dr Bob Khanna Training Institute	H95	
Dental Laboratories Association	238		Micro-Mega	E90		The Good Lab Guide	258	
Dental Nursing	C15		Microdimer	H60		The Healthcare Property Company Limited	K90	✓
Dental Practice & The Dental Technician	822		MIDMARK EMEA LTD	D45		The Wand by DPS	L27	
Dental Protection Limited (DPL)	G85		Milnes Bros	329		TDC Laboratory Supplies	383	
Dental Sky Wholesaler Ltd	B82		Money4Dentists	F60		TriHawk Burs Europe	G35	
Dental Talent Tree (recruitment)	680		Montgomery Charles Financial Management Ltd	K102		Turn Key Dental	F68	
Dental Technologies Magazine	327		MyDental	D6	DW	UKusaps.co.uk	J119	
Dental Technologists Association Ltd	346		Myfunctional Research Company	K50		Valisafix	F34	✓
Dental Update	K75		Nabernherm GmbH	256	DW	Vaplast International Corp	D90	
Dental-Devices.co.uk	G35	DW	National Dental Supplies	145		Vibrajel	H100	
dentaldiamonds.co.uk	310		Necoss Limited	H106		VOCO GmbH	G45	
Dentists' Provident	J33		Newmed/Dentalex	D45		Waterpik	E55	
DentLab Manager	120	✓	Nikon	L29		WHW Plastics Ltd	240	
Dent-O-Care	K42		Nobel Biocare UK Ltd	J50		Wired Orthodontics	J20	
DentWise	335		Noris Medical Engineered for Health	E52		Wisdom Toothbrushes Ltd	B10	✓
Deppeler SA	R5		Nuuvex	K73	DW	Wisepress Online Bookshop	H113	
Diffiam	F94		OCIO Biomedical, Inc	H94		Wright Cottrell	225	
Digital Dental Ltd	G52		Optidnt Ltd	F22		Zenium	H52	
DIO Implants	D40	✓	OptiLoupe	E84		Zix Birmingham Ltd	226	DW
DIRECTA	G55		Oral-B	D10		Zhermack SPA	D52	
DP Medical Systems Ltd	G60					Zirkonzahn	245	✓





Unlimited vCPD for all team

"We are delighted to announce that vCPD Certificates for lectures, workshops and Live Theatre sessions at The Dentistry Show will be available to download after the show.

All delegates will receive an email to explain how to access the certificate which will identify sessions attended, highlighting core subjects, and the total number of hours achieved.

Moreover, by registering with our CPD partner, 4everlearning.com, all delegate attendees will be able to watch additional presentations from the show for FREE, giving you the chance to access sessions you missed and gain additional CPD hours.

Unfortunately, we are unable to offer vCPD certificates for exhibition time as this is currently not permitted by the GDC. Delegates can however, keep their own record of the time spent with the trade for general CPD."



www.4everlearning.com

HOW TO REGISTER

1: ONLINE:

thedentistryshow.co.uk/BGfree

2: TELEPHONE:
01635 588 482

Visit us at
Stand D80

Facial Aesthetics & Skin Rejuvenation

Facial Aesthetics and Skin Rejuvenation treatments offer your Practice an exciting and profitable new business opportunity.

Demand is growing rapidly and patients want these treatments undertaken in a clinical environment by a qualified healthcare professional. What better clinical environment than your Dental Practice?

The Dental Directory offers a complete range of the latest, specialist Facial Aesthetic and Skin Rejuvenation products.

- Dermal Fillers
- Botulinum Toxin Type A
- Skin Peels
- Cosmeceuticals
- Full Pharmacy Service

Details on all these and more can be obtained from our dedicated Facial Aesthetics Sales Team. They can also help with the various accessories and sundries required, plus provide details on how you can enrol in accredited, hands-on training courses.

So whether you already offer Facial Aesthetic treatments, or are looking at starting up, our dedicated Facial Aesthetic sales team are here to help and advise.



Trust...

**The
Dental
Directory**

To place your order call **0800 585 586**
or visit www.dental-directory.co.uk