

BDCDS

15-16 MAY 2026 | NEC BIRMINGHAM

THE DENTAL INDUSTRY CELEBRATES

THE SUCCESS
OF DENTISTRY
SHOW 2025

LEADERSHIP, PURPOSE AND OWNING YOUR PATH

GARY NEVILLE

WHY MENOPAUSE MATTERS IN DENTISTRY

POPPY DUNTON

ELEVATING CARE BEYOND THE CLINICAL

CAROL SOMERVILLE ROBERTS



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A HEARTFELT THANK YOU FROM THE DENTISTRY SHOW TEAM

We want to extend a huge thank you to everyone who joined us at this year's British Dental Conference & Dentistry Show. Whether you were speaking, exhibiting, or attending, your presence helped create an incredible atmosphere filled with energy, expertise, and genuine connection.

Over two packed days at the NEC, we saw thousands of dental professionals come together to explore the latest innovations, tackle key industry topics, and share experiences that drive the profession forward. From lively debates and inspiring keynotes to hands-on demos and networking moments, the event reflected the strength and spirit of our community.

We hope you came away with fresh ideas, new contacts, and a renewed sense of purpose.

We're already looking forward to welcoming you back!

Save the dates: 15-16 May 2026

We can't wait to do it all again next year and continue shaping the future of dentistry, together.

Best wishes,

Alex Harden

On behalf of the Dentistry Show Team



CONTENTS



06 Dentistry Show 2025

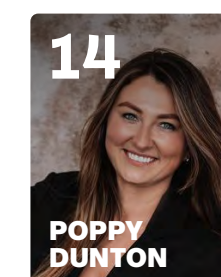
08 BDCDS Testimonials

10 Must See Exhibitors

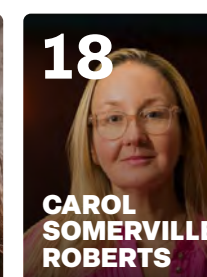
24 Dentistry Show London



GARY NEVILLE



POPPY DUNTON



CAROL SOMERVILLE ROBERTS



35 Dental Technology Showcase 2025

39 DTS Testimonials

41 Kirsty Galt

43 Must See Exhibitors

Click on the page numbers to view each article or feature.

THE DENTAL INDUSTRY CELEBRATES THE SUCCESS OF DENTISTRY SHOW 2025

The British Dental Conference & Dentistry Show (BDCDS), the UK's largest event for dental professionals, concluded following another year of resounding success. Held at Birmingham NEC on the 16 and 17 May, the show brought together thousands of industry professionals to explore the latest innovations and trends in dental technology and practice, with countless business connections made.

A highlight for many in the dental calendar, the show surpassed all expectations and received outstanding feedback from delegates and exhibitors alike. Alison Bates from Henry Schein said, "It's great to get face to face in front of principal dentists. The show is a great way of meeting people, of building your business brand and just getting out there in front of new potential clients."

Over **400 exhibitors**, including the biggest names in dental, showcased their latest innovations and the floor was abuzz with excitement and inspiration. From state-of-the-art equipment to the latest in digital tools, there was something for everyone, proving BDCDS is the ultimate place to explore what's new and next in dentistry.

One of the standout moments of the show was a powerful fireside chat between former footballer and successful entrepreneur **Gary Neville** and periodontal specialist Dr Reena Wadia. Held in the BDA Theatre, Neville shared his insights on leadership, innovation, and resilience, offering dental professionals valuable lessons that transcend the pitch and resonate strongly within clinical practice.



The innovative **Digital Dentistry Theatre**, in collaboration with the IDDA, proved a must-attend destination. Live demonstrations and sessions on cutting-edge topics - from AI in diagnostics to 3D printing and digital workflows - offered attendees a hands-on glimpse into the future of dentistry. Delegates walked away with practical knowledge and inspiration to enhance their digital capabilities.

Portfolio Director, Alex Harden said: "It's been another exceptional year, and truly inspiring to see the dental community come together to push boundaries and elevate the profession. From world-class speakers and valuable networking opportunities to the energy across the aisles, stands, and theatres - it's been a privilege to host it all under one roof and provide a vibrant platform for

professional growth and development."

Over 100 world class speakers took to the stage across **12 dynamic show theatres**. Covering the latest trends and topics of interest, the packed agenda covered a wide range of topics, including clinical updates, business strategies, and the latest in aesthetic and digital dentistry. Delegates were able to gain up to **12 enhanced CPD hours** from across 150 eCPD accredited sessions, a fantastic way to boost their knowledge while meeting professional development goals.

The show also proved it is more than a conference and provided multiple networking opportunities bringing together thousands of dental professionals, key opinion leaders and

decision makers for meaningful conversations and career-building connections.

Shelly Smith from Durr Dental said: "We get to meet all of our dentists, all of our customers and all of our potential customers. Being able to speak to the customer directly at the Dentistry Show is a great opportunity for us. I would absolutely recommend the Dentistry Show, there was such a buzz in the whole auditorium. It's lovely to see dentistry back to what it used to be."

The British Dental Conference & Dentistry Show 2026 will take place on 15 and 16 May 2026, at the NEC in Birmingham, co-located with Dental Technology Showcase 2026. For more information on show updates visit birmingham.dentistryshow.co.uk



"I love coming to the Birmingham Show, for one thing it's only 25 minutes away from my house, but the vibe this morning has been really good! The show is growing. The people here are excited to come. Dentistry is a very isolated profession, you work in a surgery quite often for long hours. It's really great to get out there and talk to your colleagues, listen to people from industry, hear really influential speakers and face-to-face is the way forward."

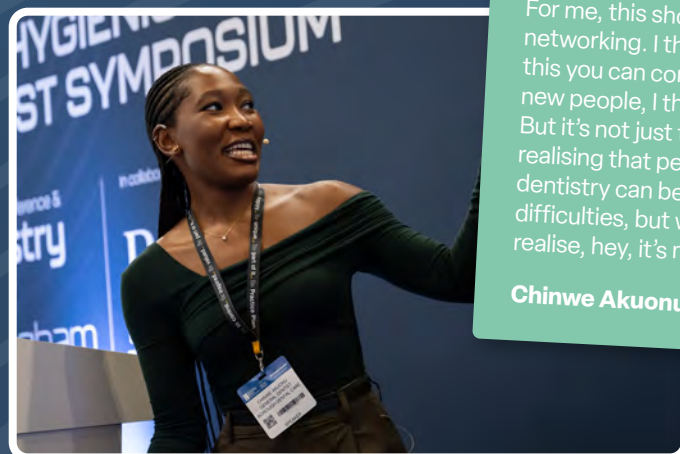
You're learning about new things all the time. We are a profession that continue to learn and we are in a period of time where we're seeing huge innovation with AI and new kit, new equipment. It is great to have that ability to talk to some of the providers and the developers of these products and be here to learn about that face-to-face."

Eddie Crouch, Chair, British Dental Association



"The Dentistry Show is a very important show for all dental professionals because you have different brands, different companies, all showcasing their products. For me, this show is about exploring brands, having conversations and also networking. I think community is very, very important and thanks to shows like this you can come along and not only meet old friends, but actually get to know new people, I think today I've had at least four new contacts now in my phone. But it's not just that, it's about growth, becoming a better clinician and actually realising that people are going through the same thing as you are. Sometimes dentistry can be a very lonely profession, and you think you're the only one facing difficulties, but when you attend events like this and you meet people, you actually realise, hey, it's not just me. We're in this together."

Chinwe Akuonu, General Dentist, Borough Dental Care



"Dentistry Show is a great show. It's a great way to network with other fellow delegates or dentists in the world because we usually only see each other through social media. You are also getting to actually meet those companies that give us the materials and the tools to perform dentistry to our patients every day. Dentistry is innovating so quickly. Technology's coming rapidly right now so it is a great way to learn, grow, and stay with the times. One of the great things about this show is you get to see the materials before you buy them. I also love how you've got different themes to the theatres, you can set your schedule prior to coming and get information on business, clinical, on technology all in one day. It also provides the perfect way to get CPD, you can end up getting 12 hours CPD across two days and enjoy it, and socially network with people while you do so."

Kunal Patel, Clinical Director, Love Teeth Dental



"I think there's never been a more important time for people in our profession to come together in person. I do a lot of research into mental health, mental health in dentists specifically and although we feel as though we've never been more connected through the passage of the internet, but actually looking at the research, we've never felt more alone. Therefore, I think in-person live events like this at the Dentistry Show are so, so important. It's great to be able to talk to other dental professionals about what their challenges are and learn together so that we can improve our great profession as a community. Sometimes we need our eyes open to what the opportunities are. It can be very polarising and sort of focused in on the minutiae of how you cut your crown prep, but actually having a diverse range of different topics while you're here I think really opens your eyes up to different opportunities and helps you to grow as an individual. I love technology and I think we have such an opportunity in dentistry to really engage with technology, it's going to transform our profession, and if you don't know about it, then you can't implement it."

Simon Chard, Director, Parla

"I think it's a wonderful space for people to network and get together. It is a great community. We work in the most fantastic industry and I pinch myself every day about the amazing colleagues that I work with. We're so busy as dental care professionals, it's very difficult to find the time to do your CPD. We never get out of practice, we're incarcerated in our surgeries. So, this is a wonderful opportunity to get out of the surgery, meet like-minded people, and actually tap into the amazing education that's at everybody's fingertips at this event. The exhibitors are amazing, very innovative, forward-thinking people bringing the new products and services to the marketplace. Everything's in one place. If there's something you need, it's going to be here."

Nicki Rowland, The Magic Dentist Charity



"For me, Dentistry Show is an opportunity to network and engage with people that we don't normally see, it gives me a different audience to speak to, people to meet and discuss issues. I think education training, mixing with colleagues and seeing the industry in person are all really important. You really can't replace face-to-face interaction, the conversations that happen between lectures or the reflections with colleagues."

Jason Wong, Chief Dental Officer England, DHSC and NHSE



MUST SEE EXHIBITORS

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STAND H30	STAND D45	STAND H30

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SKETCH DENTAL	SOLVENTUM	SONY EUROPE B.V
		
STAND D42	STAND D31	STAND F40
STRAUMANN GROUP	ULTRADENT	VENDO DIGITAL
		
STAND G30 F30	STAND F62	STAND D62
VOICESTACK	VVARDIS	XPEDENT UK
		
STAND E20	STAND F64	STAND H55

GARY NEVILLE ON LEADERSHIP, PURPOSE AND OWNING YOUR PATH

LESSONS FROM THE DENTISTRY SHOW STAGE

At this year's British Dental Conference & Dentistry Show at Birmingham's NEC, footballer-turned-entrepreneur Gary Neville delivered a keynote that went far beyond sport. In a packed auditorium, Neville offered raw insights on leadership, culture, and personal development that hit home for a room full of dental professionals navigating their own high-pressure careers.

The talk was expertly hosted by leading periodontist Dr Reena Wadia, who brought thoughtful perspective and relevance to the discussion.

What does running a dental practice have in common with leading a Premier League football team? According to Gary Neville - more than you might think.

"Attack the day, don't leave anything to chance, show up with purpose and intensity, every day," was the mantra Gary told the audience. His message was clear: the principles that build

winning football teams also build resilient, high-performing dental teams.

Neville, now a successful entrepreneur, broadcaster, and content creator, delivered a grounded and thought-provoking talk that bridged his experiences in sport, business, and leadership. Currently employing over 700 people across his business ventures and running a successful YouTube channel alongside his Sky

Sports punditry, Neville described himself as feeling most at home now in the business and media world rather than on the pitch.

STRONG FOUNDATIONS

One of Neville's strongest messages was that leadership is not innate - it's shaped by your environment and support system. "I don't believe in the phrase 'born leader,'" he said.

"What we can achieve is massively affected by those around us. Young people today can become great leaders if they are exposed to the right people."

He credited his parents and grandparents for instilling a strong work ethic and sense of standards, describing a home life that not only stretched him but supported him, providing structure and the freedom to grow. That foundation, along with key figures on and off the pitch, helped him stay grounded, even as his football career soared. Structure and routine are according to Neville the quiet foundations behind every high performer.

Neville joked how this same focus and drive has now rubbed off on his daughter, who is diligently preparing for her exams.

TRUST, TRANSPARENCY AND TOUGH CONVERSATIONS

At the heart of Neville's leadership philosophy is the belief that trust is built over time, not demanded. "Leadership shouldn't impose culture and values - it should come naturally from within the team," he said. "Trust can't be forced."

He encouraged leaders to create environments that are inclusive, accountable, and transparent, stressing the importance of dealing with negativity directly and encouraging difficult conversations when needed. "Remove toxicity fast - one weak link can compromise the whole. Trust your instincts and act decisively," was the clear message. Collaboration, openness, and compassion were described as vital tools, not only in managing teams but in weathering setbacks together. Culture, according to Neville is everything and leaders should set the tone and protect the standard.

And yes, Neville confirmed: setbacks are inevitable, citing examples on and off the field. What matters most is how you approach them. "Develop coping mechanisms. Things will go



wrong, it's how you respond that defines your leadership."

Neville also touched on the importance of adaptability and empathy in leadership. "Everyone in a team has a role," he said. "You need everyone to achieve, and that means embracing different personalities and learning to adapt your approach." Dr Reena noted the similarities with dentistry and how everyone has a vital role to play in our patient-centred industry.

BALANCE, BOUNDARIES AND PURPOSE

While ambition runs deep in Neville's ethos, he also spoke about the importance of balance. He noted how we have a choice when we wake up - "choose your energy, your mindset and your impact", and noted how most of us get up and try our best every day.

He described how he now works in three-year planning blocks, focusing on key goals and mapping out the steps required to achieve them. "Be methodical about what you want. Know where you're going and how you're going to get there."

When asked what advice he'd give his 21-year-old self, he didn't hesitate: "Learn how to say no, don't say yes to everything - focus brings strength." It's a skill he still values deeply, especially as demands increase with success. Admitting to struggles with micromanagement early in his business journey, Neville now sees empowering teams and allowing them space to grow as fundamental to success. "Give your team room to breathe. Trust them."

EMBRACING TECH AND A SWEET TOOTH

Looking to the future, Neville highlighted the importance of embracing technology and social media, especially for younger generations. "It should be on the school curriculum," he said, pointing out that digital literacy is no longer optional in any career, dentistry included.

Whether in a clinic, a boardroom, or a stadium, his message was clear: leadership is a daily commitment, grounded in trust, shaped by support, and fuelled by purpose. And above all? "Don't ever feel like you've made it. Keep stretching. Keep learning. Growth is always just beyond the comfort zone."

And in a final, humorous note - when asked about his dental habits, Neville admitted to Dr Reena: "I don't floss yet, and I'm a big fan of sugar and fizzy drinks... but I know I need to do better!" A light-hearted end to a session packed with insight, self-awareness, and valuable talk.

"Attack the day, show up with purpose and intensity, every day,"

THE MISSING CONVERSATION

WHY MENOPAUSE MATTERS IN DENTISTRY

At the Dentistry Show, one of the most powerful and long-overdue sessions wasn't about the latest materials or technologies – it was about people. More specifically, it was about a conversation that has been missing for too long in dentistry: menopause.

Hosted by Poppy Dunton, Dental Therapist and Business Consultant, the presentation entitled 'The Missing Conversation – undiagnosed and misunderstood' urged dental professionals to recognise the profound, yet often invisible, impact that menopause and perimenopause can have on women's lives – physically, emotionally, and professionally. Delivered with empathy and backed by emerging science, this lecture made one thing clear: menopause is not just a medical or HR issue. It's a dental one too.



THE UNSEEN STRUGGLE

For many women, perimenopause begins as early as 35. It doesn't always arrive with a clear signal according to Dunton. Instead, it often comes cloaked in confusion, emotional turbulence, and a host of physical symptoms that are often misinterpreted, overlooked, or simply endured. Women continue to work, care for others, and meet expectations while internally battling a hormonal storm that no one ever taught them to recognise.

This, stated Dunton, is the missing conversation – about what's going on behind the scenes. And it's one that dentistry, both as a healthcare provider and a workplace, must start engaging with.

THE SCIENCE

Menopause doesn't just affect mood or energy; it can have a measurable impact on oral health. A 2018 British Dental Journal review underscored the importance of targeted periodontal screening for women in midlife. Why? Because oestrogen deficiency exacerbates the inflammatory responses in periodontal tissues, significantly increasing the risk of gum disease.

Additionally, hormonal shifts can lead to reduced salivary flow and altered saliva composition, particularly decreased mucins and calcium/phosphate levels. These changes impair remineralisation and mucosal integrity.

The result? An increased risk of caries, oral discomfort, and infections.

"Dry mouth may be an early clue – subtle, but clinically meaningful, said Dunton." Dental professionals should routinely ask women over 45 about changes in saliva or oral comfort – what seems like a minor issue could be a major indicator of hormonal shifts.

She went on to explain another under-recognised condition is Burning Mouth Syndrome (BMS), affecting up to 35% of menopausal women. Characterised by a persistent burning sensation – often on the tongue, lips, or palate – BMS typically has no visible clinical signs. It's frequently dismissed as psychological, yet research strongly supports a hormonal basis.

THE ROLE OF DENTAL PROFESSIONALS

Dunton reinforced we don't need to become menopause experts, but we must become menopause aware. She cited practical steps dental teams can take to support patients including asking the right questions, offering tailored care, e.g. recommending salivary substitutes, using fluoride varnishes to support remineralisation, suggesting soft-bristle brushes and advising against harsh whitening toothpastes that can make a significant difference for mucosa that may be fragile.

Treating patients with empathy and understanding is also key. They are navigating



a complex hormonal landscape so listening without judgement is important. "Don't try to fix. Just be present" said Dunton. "If a patient seems overwhelmed or symptomatic, refer them to a GP or a menopause coach. Offer options, not orders. Sometimes simply asking, "Would you like help with this?" can be transformative."

Unless we provide proactive care, tailored hygiene education, and ongoing support, women's periodontal outcomes will continue to be compromised.

SUPPORTING TEAM MEMBERS

It's not just about patients. It's about our teams too.

The BDA reports that while 85% of women would welcome menopause conversations in the workplace, fewer than 10% feel comfortable having them. This is a gap we must close.

Dunton explained that creating a menopause-friendly workplace doesn't require massive change, but it does require intention. Dental leaders and practice owners can start with the KEE framework: Knowledge (recognise the signs – understand how hormonal shifts affect both mood and performance and notice changes in how a colleague presents herself; Empathy and Empowerment – ask if support is needed and provide options like referrals or wellness resources if needed.

Something as simple as a 10-second check-in can create safety and trust. A supportive culture begins with asking, "How are you really doing?"

Dunton gave an example of her dental practice where the team does daily mood check-ins and asks whether they are feeling great, doing okay, struggling a bit or feel overwhelmed. They use safe words to signal when someone needs time or space. "It's a small act but has a big impact" said Dunton.

Regular 1:1 check ins, focusing on wellbeing are important and practices are recommended to appoint a mental health and menopause wellness advocate. Providing access to water, rest breaks and feminine hygiene products in staff restrooms can also go a long way. "Essentially, said Dunton "we need to build a culture of care where everyone – from the receptionist through to the principal dentist feels seen and supported."

In the end, "The Missing Conversation" reminded us of our most important tool: care. Care not just in the dentist chair, but in the staff room. Not just with patients, but with peers. It called on us to be human – because sometimes, the best treatment starts with simply noticing.

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WHAT PATIENTS REALLY WANT ELEVATING CARE BEYOND THE CLINICAL

What does it take to turn a routine dental appointment into a five-star experience that patients talk about, remember and recommend? According to Carol Somerville Roberts (President Elect of the British Academy of Cosmetic Dentistry and founder of Evolve Dentistry), it's all about elevating the patient journey from the very first impression to the final smile.

In a compelling and practical session at the Dentistry Show 2025 titled *'Elevating the Patient Experience: The Key to Practice Growth'*, Carol delivered a masterclass in transforming everyday dentistry into exceptional service. It was a timely reminder that while skill and clinical excellence are non-negotiable, it's the emotional connection that truly sets a practice apart.

VISION FIRST, THEN VALUE

Carol opened with a powerful reminder that the foundation of any successful dental business lies in clarity: a strong vision, a concise mission (no more than eight words), and unwavering core values. These aren't just lofty ideals - they're practical tools every team member should understand and embody.

"Success," Carol said, "is measurable. You must know what it looks like for your practice and understand how you are perceived." From how the website reads, to who answers the phone and how they speak, every interaction must align with the brand. It's about seeing the practice from the patient's perspective at every stage.

THE FIVE-STAR BLUEPRINT

The essence of Carol's message is simple but profound: patients remember how you made them feel. That emotion drives trust, engagement, referrals - and ultimately, business growth. Here are the pillars she outlined for crafting a luxury, five-star patient journey:

1. Master the art of communication

Great communication isn't about dazzling patients with technical jargon. Instead, it's about matching their language, reading their non-verbal cues, and listening - truly listening - to their concerns. "Be a chameleon," Carol advised. Match their pace, tone, and mood.

Avoid assumptions, don't interrupt, and always dig deeper with open-ended questions. "What else should I know?" can reveal more than you expect. It's not just about hearing words, it's about understanding what's behind them, especially when fear or anxiety is disguised as abruptness or disinterest.

2. Build genuine rapport

From the first hello, patients should feel like more than just a name on the list. This means never judging, never pushing treatments, and always offering solutions, not sales pitches. "Be professional, be authentic, be empathetic," Carol stressed. Talk with patients, not at them. Understand what they want - confidence, comfort, control - not just what they need, like fillings or aligners.

3. Make the ordinary extraordinary

Evolve Dentistry reimagines every step of the patient experience. It starts before they even walk through the door. New patients receive bespoke invitations - digital or when physical with a first-class stamp. They are then sent a welcome video direct from their dentist and a pre-appointment call sets the tone, and another the day before adds a personal touch.

On the day itself, a morning huddle ensures the entire team is aligned. Patients aren't greeted by ringing phones, those are answered off-site. Instead, they are welcomed by a calm, sensory-considered environment: curated music, relaxing scents, and warm smiles.

The dentist collects patients personally. During the appointment, they are given space to speak, ask questions, and feel heard. The visit ends with a clear summary of the next steps, reassurance that they're in the right place, and a genuine sense of partnership in their care.

TURNING NEGATIVES INTO POSITIVES

A standout moment in Carol's talk was her story of turning an obstacle - scaffolding outside her practice - into a red-carpet welcome. Evolve installed a flower arch over the entrance and rolled out a literal red carpet. Patients arrived smiling and even shared photos online. This was a brilliant example of brand storytelling in action.



Other personal touches included handwritten birthday cards, chocolates, and small surprise gifts chosen by the team, who are empowered to build personal relationships. "Our team has a budget to choose meaningful gifts online," Carol explained. "It's about knowing your patients and making them feel seen."

Carol encouraged dentists to think about the destination they offer. Patients don't just want procedures; they want results that change their lives. So, showcase those transformations. Celebrate successful treatments with a photoshoot or a video testimonial. Ask for reviews direct from the treating clinician, not the receptionist. Turn happy patients into brand ambassadors.

PITFALLS TO AVOID

No talk about patient experience would be complete without a few red flags. Carol listed five common missteps:

1. Making assumptions
2. Being judgmental
3. Coming across as desperate
4. Offering discounts too freely
5. Telling patients to 'go away and think about it'

These behaviours undermine trust and devalue the professional service being offered.

Carol closed with a reminder that evolution is constant. The most successful practices are never static - they're always listening, learning, and improving. Attention to detail is not optional; it is essential.

Her challenge to the audience was clear: experience your practice as your patients do. What would you change? Because when you elevate the experience, you don't just gain loyalty - you grow your business too.

"Evolution is constant. The most successful practices are never static - they're always listening, learning, and improving."

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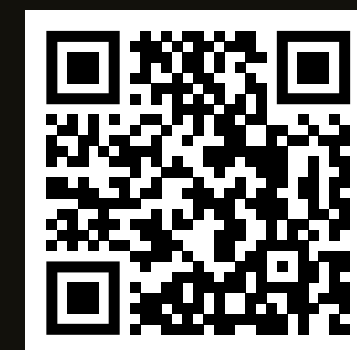
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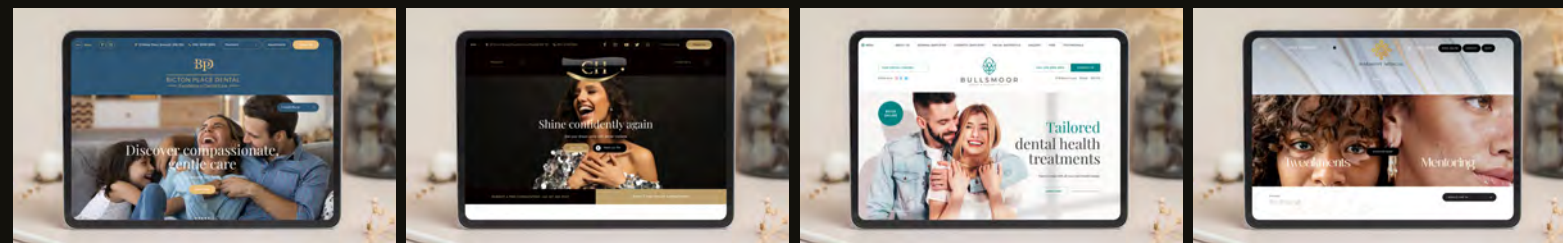
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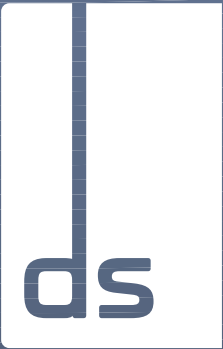
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The Dentistry Show

Dentistry Show London is always a buzz. It's great to be here. It's so nice to meet people, catch up with people you know, make new connections, attend lectures, get your CPD. Sometimes the profession can be a bit lonely, if you're going to surgery, coming back, not mixing with people. It's a really nice way to connect and feel the buzz.

REENA WADIA, FOUNDER & CEO | SPECIALIST PERIODONTIST - RW PERIO & PERIO SCHOOL

Dentistry can be quite lonely, It's you, a nurse, and four walls and a person on a rotating belt that tells you how much they hate you every time. So it's nice to come to events with like-minded people, be able to network and see friends, colleagues and the new equipment. It's nice to see products without people coming in and giving you a hard sale in your practice so I really love it and I really look forward to these Dentistry Show events.

RACHEL DERBY, CLINICAL DIRECTOR AND OWNER, CHAPEL DENTAL

I love coming to events. It gives me the opportunity not only to talk to BDA members and non-members, hopefully encourage them to join the BDA. Sadly, so much of our interaction these days is on the screen. It's always great to get face-to-face with people and to talk to all colleagues that you haven't seen for a long time. Dentistry Show London gives you the opportunity to hear speakers, like myself, but others within the industry, real experts in their field, and provides opportunity to get the CPD for doing so.

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A HEARTFELT THANK YOU FROM THE DENTAL TECHNOLOGY SHOWCASE TEAM

Thank you to everyone who joined us at this year's Dental Technology Showcase. Whether you were exhibiting, speaking, or attending, your support helped make the event a true celebration of the dental lab community.

Across two vibrant days at the NEC, DTS brought together dental technicians, lab owners, CDTs, and suppliers to exchange ideas, explore the latest innovations, and champion the craft of dental technology. From expert-led sessions to hands-on workshops and product showcases, the event reflected the precision, creativity, and dedication that drive our industry forward.

We hope you left feeling inspired, better connected, and proud to be part of such a skilled and passionate profession.

Save the dates: 15-16 May 2026

We're excited to welcome you back next year as we continue to support the evolving world of dental technology, together.

Warm regards,

Alex Harden

On behalf of the Dental Technology Showcase Team



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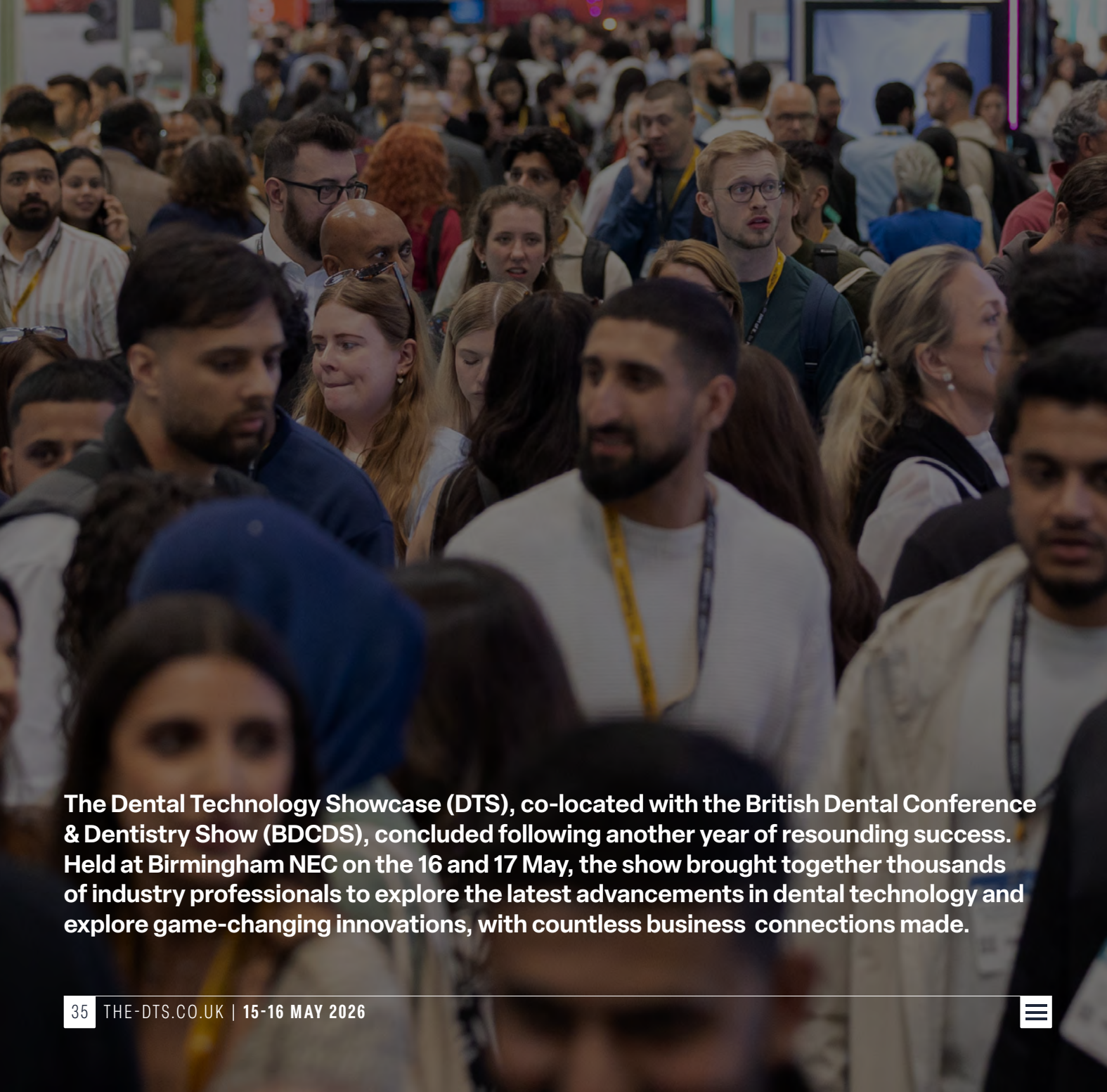
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THE DENTAL INDUSTRY CELEBRATES THE SUCCESS OF DENTAL TECHNOLOGY SHOWCASE 2025



The Dental Technology Showcase (DTS), co-located with the British Dental Conference & Dentistry Show (BDCDS), concluded following another year of resounding success. Held at Birmingham NEC on the 16 and 17 May, the show brought together thousands of industry professionals to explore the latest advancements in dental technology and explore game-changing innovations, with countless business connections made.



A highlight for many in the dental calendar, the show surpassed all expectations and received outstanding feedback from delegates and exhibitors alike. Rebecca Peltier from DB Orthodontics said, "We love doing DTS. There are some fantastic customers, regular customers, yearly, that come to see us, and new customers too. It's always nice to see some new faces, but a great opportunity to showcase our products to new customers. We love all our face-to-face interactions."

Over **80 exhibitors**, including the biggest names in dental technology, showcased their latest innovations and the floor was abuzz with excitement and inspiration. From state-of-the-art equipment to the latest in digital tools, there was something for everyone, proving DTS is the ultimate place to discover solutions that can revolutionise your lab.

The innovative **Digital Dentistry Theatre**, in collaboration with the IDDA, proved a must-attend destination. Live demonstrations and sessions on cutting-edge topics - from AI in diagnostics to 3D printing and digital workflows - offered attendees a hands-on glimpse into the future of dentistry. Delegates walked away with practical knowledge and inspiration to enhance their digital capabilities.

Portfolio Director, Alex Harden said: "It's been another exceptional year, and truly inspiring to see the dental community come together to push boundaries and elevate the profession. From world-class speakers and valuable networking opportunities to the energy across the aisles, stands, and theatres - it's been a privilege to host it all under one roof and provide a vibrant platform for professional growth and development."

Over **50** world class speakers took to the stage across **3 dynamic show theatres**. Covering the latest trends and topics of interest, the packed agenda covered a wide range of topics, including insights into the latest trends, discoveries, and best practices in dental technology. Delegates were able to gain up to **12 free eCPD hours**, a fantastic way to boost their knowledge while meeting professional development goals.

The show also proved it is more than a conference and provided multiple networking opportunities bringing together thousands of key decision-makers, thought leaders, and innovators in the dental technology sector for meaningful conversations and career-building connections.

Jo Bentley from Ivoclar said: "It's great to attend Dental Technology Showcase because we love meeting new and existing customers, and it's a great way to showcase what we're all about. It was a fantastic couple of days."

The Dental Technology Showcase 2026 will take place on 15 and 16 May, at the NEC in Birmingham. For more information on show updates visit the-dts.co.uk.

"Delegates walked away with practical knowledge and inspiration to enhance their digital capabilities,"

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"Dentistry Show is great for networking and meeting others in the industry. Most of the time we are working crazy hours in isolation, so it's nice to see your friends and your social network. It provides a great panel for all the subjects that matter in dentistry. In digital dentistry, cross-learning from each other is the key, it means we can learn about both the business side of the industry as well as the dental technology side. It's nice to get lost in DTS because sometimes you don't know where you're going to end up and what you're going to learn."

Kristina Vaitelyte, CAD/CAM Dental Technician, Avant Garde Dental Laboratory



"I love Dental Technology Showcase. We rarely have occasion to meet with the industry as dental technicians as it's very orientated to the surgery or the lab. But coming here we meet people, we talk about the new products, about new materials or maybe we find out some new tips from our colleagues. The vibe today is a bit crazy because I had my first lecture! But for me personally this is the time to meet people, talk, have a chat, go for a beer either with the dentist, either with the dental technicians and collaborate."

Agata Bak, Dental Technician, Black Pearl Dental Lab



"We love doing DTS. There are some fantastic customers, regular customers, yearly, that come to see us, and new customers too. So, it's always nice to see some new faces, but a great opportunity to showcase our products to new customers. So, we love all our face-to-face interactions. DTS gives us a great opportunity to show our products in a face-to-face interaction. We are doing more live demonstrations to give customers that hands-on feel, especially in a world now where there's so many things that are done via Zoom and Teams, so, it's nice to have something face-to-face that you can come to and enjoy. Over the two days so far, we've met with laboratory technicians, clinicians and owners there's a real range of customers, which is great."

Rebecca Peltier, UK & European Sales Manager, DB Orthodontics



"We make sure that the stand always looks great to attract as many customers here as we can. It's a good meeting point for customers, have a cup of tea, maybe a sandwich, and talk about some business and maybe in the evening have a beer. So, it works on many levels. We can walk around the show and see what the latest stuff is that's been released from other suppliers and manufacturers, giving us the opportunity to see what's going on in the market as well. It's a great show and we love coming here. We've had several people that will come along to the show and say, I want to buy this equipment. I'm setting up a lab. I'm upgrading, what have you got that's new? It's a great opportunity for us to see those customers, show them the equipment, and, hopefully, with some special offers we can persuade them to get on board so we can support them going forward. We thoroughly recommend it, to come along and enjoy the atmosphere, meet your customers. Worthwhile."

Robert Slade, Sales Director, Skillbond



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A JOURNEY OF ADAPTATION AND INNOVATION

At this year's Dental Technology Showcase (DTS), the case study on 'Rehabilitation following total rhinectomy' offered a deeply personal and technically rich insight into the realities of modern prosthetic dentistry. Delivered by Kirsty Galt - Principal Maxillofacial Prosthetist at the Oral Facial Laboratory, University Hospital Crosshouse, Kilmarnock - the session took attendees on a decade-long clinical and emotional journey with one remarkable patient.



Kirsty Galt has over 20 years of experience spanning dental technology and reconstructive science and is a respected leader in her field. She contributes extensively to professional bodies, including the Orthodontic Technicians Association (OTA) and the Institute of Maxillofacial Prosthetists & Technologists (IMPT).

SETTING THE SCENE

The story began with a diagnosis of squamous cell carcinoma (SCC) following a prolonged period of unexplained sinus issues. The patient had been suffering with ongoing headaches and facial pain, eventually being referred to ENT where he had polyps removed and biopsies, before being officially diagnosed.

A total rhinectomy was decided upon - an emotionally and physically life-altering procedure. What followed was a decade-long collaboration between patient, prosthetist, and surgical teams, navigating both medical challenges and technological evolutions.

The rehabilitation of rhinectomy patients can prove challenging at the best of times. Galt described how their first setback, being involved post-surgery was far from ideal: "We should have been involved before surgery but unfortunately weren't. The implants weren't ideally placed and eventually they failed due to radiotherapy."

This obstacle marked the beginning of a continuous process of innovation. The initial solution - an adhesive-retained prosthesis - was functional but imperfect, especially for a patient with an outdoor, manual job. Dirt accumulation, poor retention, and declining mental wellbeing prompted re-evaluation of the approach.

OVERCOMING CHALLENGES

Over the years, the team explored various solutions, working closely with surgical teams and the patient to determine the best course of action that would be practical, efficient and help improve self-confidence.

Surgical reconstruction using autologous grafts, nasal stents, nostril retainers, and prosthetic redesigns were all implemented. Each stage brought its own successes and challenges, and the team had to remain flexible and pragmatic in their approach.

However, as the patient's anatomy evolved and technologies progressed, so too did the solutions



offering fresh hopes and opportunities.

LESSONS IN RESILIENCE AND COLLABORATION

The introduction of zygomatic implants represented a turning point. For the first time, 3D imaging was used in the planning process, offering unparalleled precision. 'We were finally able to plan around his unique anatomy,' Galt said. 'Everyone's nose is unique to who they are. It is part of their identity. Our job was to help him feel himself again and to restore self-confidence.'

A hybrid retention system - combining magnets and mechanical clips - ultimately offered the

best balance of security, comfort, and ease of use. It was a fitting culmination of years of trial, adaptation, and unwavering care.

What made Galt's session so powerful wasn't just the clinical detail, it was the humanity at its core. 'This patient still goes to work every day and was happy for his story to be told, if it can help others.' Describing the patient as a lovely guy, she noted that despite the setbacks, he is grateful for everything being done to support him.

FINAL THOUGHTS

A core consideration throughout the process was the patient's mental health and what would work

for his individual needs, confidence and lifestyle. Galt clearly had formed a strong relationship with this patient, grounded in trust, empathy and mutual respect. Together, they navigated the limitations of materials, technology, and anatomy to help prioritise the patient's identity.

The session underscored the importance of flexibility, innovation, and a multidisciplinary mindset in dental labs. As Galt noted, 'There's often no single solution, it's often multiple approaches. We've used three different retention systems in ten years, and we may use three more in the next ten. You have to adapt to the patient and think outside the box.' She stressed a multidisciplinary team approach for the successful rehabilitation of patients is key.

She closed the session with a quote from Professor Per-Ingvar Brånemark, the father of osseointegration: 'Surround yourself with some of the best minds in your field, and you're bound to succeed.' That ethos of collaboration, expertise, and empathy was reflected in every element of her story.

"The session underscored the importance of flexibility, innovation, and a multidisciplinary mindset in dental labs,"

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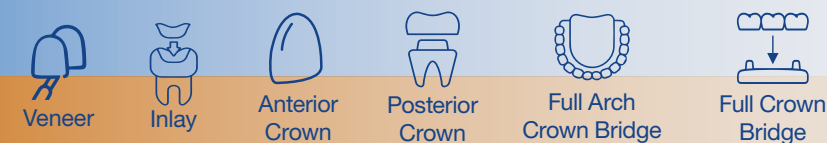
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