The UCL Eastman graduate units
The UCL Eastman Dental Institute would like to congratulate Joanna Brintell, an orthodontic graduate student, who recently won the prestigious UCL Undergraduate Student of the Year Award with a £500 prize.

The UCL Eastman Dental Institute, Institute of Orthodontics at the UCL Eastman Dental Institute, has been awarded the National Institute for Health Research (NIHR) Clinical Research Network (CRN) for Oral Health and Oral Cancer. The UCL Eastman Dental Institute is one of only 11 CRNs that are national for health research.

The UCL Eastman Dental Institute would also like to congratulate Joanna on her outstanding achievement.

For more information call David Brewer on: 07877 758408 or e-mail davidbrewer@fhs associates.com

The Dental Directory: Key Distributors other than Xylocaine® - DENTSPLY’s leading anaesthetics

The Dental Directory, the UK’s largest free dental directory is now the UK’s key distributor for DENTSPLY’s leading anaesthesic products: Cleanest® and Xylocaine®.

Stock is readily available and with next-day delivery, The Dental Directory offers the best knockout prices on the following anaesthetics:

- CLEANEST STANDARD 2.2ml box of 100 best price £32.75
- CLEANEST SELF-ASPIRING 2.2ml box of 100 best price £32.75
- Xylocaine® 2.2ml box of 100 best price £30.75
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With The Dental Directory it couldn’t be easier, dispatching leading anaesthetics and sundries all from under one roof, convenience and customer satisfaction is guaranteed.

To order, simply contact your local Dental Directory Representative, call 0800 585 586, or alternatively visit: www.dentaldirectory.co.uk

GALILEOS - The new dimension in 3D digital planning
The GALILEOS from Sirona represents the future of digital planning. Incorporating the latest radiation dosage with superior image quality, it is now available in two versions: the GALILEOS Comfort and the GALILEOS Compact.

Available from Clark Dental, both versions are a unique and highly efficient environment and provide a valuable change for each individual practice, depending largely on clinical needs and financial structure.

The GALILEOS Comfort and the GALILEOS Compact can both be calibrated to offer the best planning accuracy, only, and provide a valuable change for each individual practice, depending largely on clinical needs and financial structure.

The GALILEOS Compact provides excellent image quality and an optimised field of vision of 12x15x15cm³. This can be further extended to the GALILEOS Comfort, which offers a larger field of vision and additional cephalometric capabilities with 2D and even 3D planning. The GALILEOS is ideal for oral and maxillofacial surgeons, private clinics, orthodontists and dental clinics, while the GALILEOS Compact is the perfect digital imaging solution for general practitioners, oral surgeons and dental implant practitioners.

For more information on cutting-edge equipment solutions, call Clark Dental on: 01268 733146 or email anquipart@clarkdental.co.uk

VERAUSE Magnification Solutions With Thermofoil
Designed specifically to meet the needs of dental professionals, the OPMI Pico Dental Microscope harmonises the expectations of world-renowned manufacturer Carl Zeiss. Using its very field of cutting edge dentistry, this powerful microscope puts its stars of the art magnification and illumination within easy reach of every practice.

Options are available to suit every budget. With an excellent quality image due to the world-class approximative optics, this product is comparable to daylight colour temperatures, dental professionals across the UK are discovering how an investment in this technology can benefit restorations, endodontic and general dentistry.

Being able to see every detail of the patient’s mouth is key when seeking to provide the most in diagnosis and treatment. The OPMI Pico promotes the ideal working position on the that the dental professional can focus completely on the procedure at hand.

Known strive to ensure that dental professionals are able to maximise the opportunities presented to them. To further this, OPMI Pico is coupled with a service that includes on-site surveys, efficient installation and convenient training sessions, supported by reliable advice.

For more information call Naucine on: 01453 872266 or email info@naucine.com www.voroscoopes.com

VERASE Magnification Solutions With Thermofoil

Bioformos introduces The Ultimate Implant Year Course
Bioformos is pleased to announce the second edition of their highly successful implant course run by Dr Ken Nicholson. Jointly sponsored by BioHorizons and Smith&Nephew. The Ultimate Implant Year Course will run from February 2011.

Having spent the last ten years heavily involved in dental implant education Dr Ken Nicholson has a wealth of both GDC and academic colleagues, and combined his own wealth of practical experience to provide a learning environment that encapsulates the latest implant education and training to introduce dental implant treatment to their dental practice.

The Ultimate Implant Course includes 3 residential days, 10 clinical days, 65 hours of online lectures as well as delegates playing an integral role in planning and restoring implants on live cases.

For short implantology courses in October and November 2010 and the Year course from February 2011 - call Bioformos on: +44 1345 725520 or +44 7843 090150 or call NIDC (from ROI on 046 92417471 or on from 0208 6174911) for details.

Further information is also available at www.SmithNephewLive.co.uk

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Don’t forget your Associates’ Agreement
Taking on a new associate can be an exciting experience for everyone involved, but you will need to clarify everyone’s duties and responsibilities on paper. One way of doing this is to draft a watertight associates agreement with the help of an experienced solicitor.

Consider how you would address your colleague’s underperformance of service. This may include issues such as:

• UDA targets or how you would deal with negligent work. A legally binding

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**Inputs and Outputs:**

- **Input:**
  - Prove brand loyalty.
  - Increase brand awareness.
  - Target new audience segments.

- **Output:**
  - Increased sales.
  - Improved customer retention.
  - Enhanced brand image.

**Marketing Strategy:**

1. **Identify the Target Audience:**
   - Focus on young adults aged 18-35.
   - Include millennial and Generation Z demographics.

2. **Develop Key Messages:**
   - Brand values include eco-friendliness and social responsibility.
   - Position the brand as a leader in sustainable innovation.

3. **Choose Appropriate Channels:**
   - Social media platforms (e.g., Instagram, TikTok).
   - Influencer partnerships.
   - Content marketing through blogs and newsletters.

4. **Create Engaging Content:**
   - Videos highlighting the brand's commitment to sustainability.
   - Interactive social media challenges that encourage user-generated content.

5. **Monitor and Adjust:**
   - Analyze data on engagement and sales.
   - Adapt strategies based on performance metrics.

**Key Performance Indicators (KPIs):**

- Social media engagement rate.
- Website traffic and conversion rate.
- Customer retention rate.
- Return on investment (ROI) from marketing campaigns.

**Challenges and Considerations:**

- **Competition:**
  - Increased sustainability efforts from competitors.

- **Regulatory Changes:**
  - Changes in eco-labeling or sustainability standards.

- **Economic Factors:**
  - Fluctuations in consumer spending on sustainable products.

**Strategies to Overcome Challenges:**

- **Competition:**
  - Differentiate the brand through unique value propositions.

- **Regulatory Changes:**
  - Stay updated with new standards and regulations.

- **Economic Factors:**
  - Offer flexible payment options to accommodate budget constraints.

**Implementation Plan:**

- **Week 1:**
  - Develop initial marketing strategy.
  - Create content plans for social media.

- **Week 2:**
  - Launch social media campaigns.
  - Begin influencer partnerships.

- **Week 3:**
  - Monitor campaign performance.
  - Adjust strategies as necessary.

**Conclusion:**

By focusing on brand loyalty, awareness, and innovation, the company can effectively target its audience and drive positive outcomes through a well-planned and executed marketing strategy.