Dear reader,

Winston Churchill once famously said, “Difficulties mastered are opportunities won.” These words from one of Britain’s most famous statesman aptly describe the re-launch of the Dental Tribune UK edition. The newspaper that you are holding in your hands is the result of months of reorientation and repositioning that will see the return of a digital active participant in the British dental publishing scene. At this opportunity, we would like to thank our former partners for their years of commitment and wish them best of luck for their future endeavours.

Our publishing group has come a long way since the first edition of Dental Tribune UK was launched in 2007. From a few publishers operating in key markets only, it has grown into a large-scale global operation with offices and representatives in almost every corner of the globe, to borrow a famous historical phrase, the sun never sets on the Dental Tribune International (DTI) network, as somewhere in the world a Dental Tribune publisher or partner is always working. And our expansion is still far from over: coinciding with the relaunch of the UK edition here in Birmingham, Dental Tribune is introducing its first-ever Nordic edition this month at the SCANDDEA show in Copenhagen in Denmark to serve all markets in Scandinavia and Finland.

While remaining a print publisher at heart, DTI has been successfully venturing forward in other areas, most notably continuing professional education and events. While the Dental Tribune Study Club provides free online education at an international and local level, the new Clinical Masters series offers high-quality CPD in selected areas, including implantology, endodontics and aesthetic dentistry. Moreover, last year saw the successful premiere of the Digital Dentistry Show, a show within a show exposition format that we were invited to visit the headquarters of MIS Implants Technologies in Israel (see page 10 of this edition). Considered the next major competitor in implant dentistry worldwide, the company gave DTI full insight into its production facilities and corporate philosophy. Dental Tribune also offers high-quality and relevant clinical content. In this edition, among other subjects, you will learn how to recognise and manage onofacial pain, identify and deal with patients suffering from eating disorders, and boost your practice or business online on Google.

We wish you an enjoyable read and look forward to hearing your opinions and comments. If you are visiting the Dentistry Show in Birmingham, we would like to invite you to meet us at Stand F80.

Sincerely,
The Dental Tribune UK editorial team

Dental Focus Operations Manager Naz Haque, aka the Scientist, explains what dentists can do to get on page 1 in 2015.

A MIXED NATIONAL PICTURE
King’s College professor and EuroPerio 8 chairman Prof. Francis Hughes about the current state of periodontology in the UK and why much needs to be done.

DAVID BOWIE
Inspired by his unique look, a German artist recently made a reproduction of the singer’s original teeth. DT spoke with her about the sculpture and the perception of beauty.

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Show Tribune included