At the BDA Conference in Manchester between 26 and 28 April 2012 delegates are encouraged to try the Philips' latest innovations for themselves. On Stand 860, Philips will showcase its complete range of whitening solutions in line with growing interest in tooth whitening amongst both patients and professionals in tooth whitening.

Pioneering dental innovation showcased at the BDA

With a physical performance of a complete system, G-Enhancement Fluorosafe can be used at home or in the office. The system has a significant effect on the tooth’s enamel and the remineralisation process is quick and easy.

Practice Plan, supporting private dentistry – stand B71

Practice Plan, the leading provider of practice branded dental membership plans, will be showcasing how we support private dentistry at the year’s BDA Conference. Highlighting the very best in dentistry and engineering features, backed up by extended warranties offering total peace of mind.

Takara Belmont (Stand C36)

Takara Belmont’s portfolio of Treatment Centres helps you to provide better dentistry. The flexibility of their range will be demonstrated at this year’s BDA Conference, highlighting the very best in dentistry and engineering features, backed up by extended warranties offering total peace of mind.

Takara Belmont Treatment Centres are designed to please everyone, including your patients. Left handed practitioners might opt for the Celsa (a factory left-handed) model. The Celsa boasts the UK’s first elexxion Pico Laser. This installation at the Kalyani Dental Lounge in London and the UK’s first elexxion Pico Laser has been installed at the Kalyani Dental Lounge in London.

For more information contact Mark Chapman, Area Sales Manager, Elexxion laser. Tel 07946 714039

Communications in practice

An impressive line-up has been drawn together to address an afternoon Seminar at the 2012 BDA Conference. The address of the session on Friday 27 April 2012 will be dedicated to addressing the issues of Communications in Practice. Taking over the session, delegates will be introduced to a range of communications tools and instead build effective channels of communication between dentists, hygienists, nurses and other key members of the dental team. Like doctors, dentists have their own vernacular (quintessentially British, the ability to signal, communicate, and network is crucial for the growth of the communication in the dental industry. Professionals need to understand each other and communicate effectively to achieve their goals.

Thanks to support from Philips Oral Healthcare, a trio of dental and communications experts will be sharing their expertise and stimulating new thoughts and ideas for delegates to take away and immediately implement in their practices.

Robert Bryan is a Regional Clinical Services Advisor for Oasis Dental. Chris Barrow is Clinical Director at Urban Cosmetic. Urban Cosmetic has 20 years’ experience in dentistry in the UK, working in a variety of practice and hospital environments.

For more information visit www.philipsoralhealthcare.com or call: 0800 352 3005

Dr Linda Greenwall: A Major Influence in Dentistry

Voted for by the readers of Dentistry magazine, Dr Linda Greenwall successfully reached number 12 in the publication’s top 50 most influential people in UK dentistry. The result was announced on 5th April 2012. Dr Greenwall was recently awarded the British Dental Health Foundation’s 2012 Health Professional of the Year award. Most of all, we have an innovative team working on your behalf to develop services you need and you can be reassured that you’ll receive great discounts on everyday goods and services to make your practice more profitable. So, whether you are looking to recruit from the NHS, develop your current practice or introduce a new dental membership plan, come and visit us on stand B71 to find out more.

Tel: 0161 6481 155 Fax: 0161 6480 49 info@practiceplan.co.uk www.practiceplan.co.uk

Dr Linda Greenwall

The British Dental Blencing Society would like to congratulate Dr Linda Greenwall, Chair of the BDSL for achieving recognition in the annual Dental Times Top 50 poll.

Voted for by the readers of Dental Times magazine, Dr Greenwall successfully reached number 12 in the publication’s top 50 influential people in UK dentistry. The result was announced on 5th April 2012. Dr Greenwall was recently awarded the British Dental Health Foundation’s 2012 Health Professional of the Year award. Most of all, we have an innovative team working on your behalf to develop services you need and you can be reassured that you’ll receive great discounts on everyday goods and services to make your practice more profitable. So, whether you are looking to recruit from the NHS, develop your current practice or introduce a new dental membership plan, come and visit us on stand B71 to find out more.

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Dr Linda Greenwall
### Industry News

#### April 23-29, 2012

**UCL Eastman Dental Institute: June 2012 deadline for outstanding educational opportunities**

Deadline to enrol for professional enhancement at the world leading UCL Eastman Dental Institute is fast approaching and dental professionals must apply now to avoid disappointment.

UCL Eastman Dental Institute is renowned for its internationally respected educational programmes, which have been widely described as ‘first class’, ‘excellent’ and ‘very good’. The clinical knowledge and clinical skill it has given me the confidence to tackle more challenging cases and accept referrals’. Dental professionals must apply now to enrol for professional enhancement at the world leading UCL Eastman Dental Institute.

**Amalgam alternative**

This is an excellent time to try Diamond Cave Gems insolvent toothpaste. All-on-4 is still the ‘gold standard’ of implant surgery. A 50 per cent discount can be made if you purchase Diamond Cave before the end of April 2012. Diamond Cave Gems insolvent is unique because it is based on a distinct blend of a specialist glass that has a number of qualities that contribute to the many advantages of Diamond Cave, including versatility and strength, wash resistance and insolvent behaviour in aqueous environments. There is no need to worry about the dimensional change of Diamond Cave or post-operative swelling.

Diamond Cave is mainly used for Class 1 and Class 2 restorations together with Class 3 and 4 composite restorations. It can also be used for crown, root, core build up, amalgam repair and the cementing of posts in root canal treatments. It is available in seven shades.

In summary, together with the added consistency of Diamond Cave, its durability and ease of use, make this the perfect aesthetic: alternative to amalgam.

For further information or to place orders call Helen or Jackie on 01709 770090 or visit our website www.biocare.co.uk.

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### DENTAL TRIBUTE

**United Kingdom Edition**

**April 23-29, 2012**

#### Driving patients to dentists: Nobel Biocare’s new on-4-7TM website

Nobel Biocare has launched a new on-4-7TM website which is dedicated to encourage all dentists who are interested in the All-on-4® system to visit the site in order to learn more about this revolutionary solution for edentulous patients, who receive an esthetic, fully functioning, high level of comfort and support, with just four implants.

The website, www.on-4-7.com is designed for intuitive and easy navigation, directing patients towards the most qualified All-on-4® dentist with a ‘protocase finder’. So far, over 40 practices from all over the UK are on the website with their contact details. For further information, please contact the website’s project manager, contact number, address and website.

The site clearly explains the process of All-on-4® in layman’s terms and measures patients with ‘before and after’ images and video testimonials. It also covers all benefits of the system and aims to help dentists to understand the possibilities and advantages of the treatment better.

**New training collaboration between UMD Professional Ltd and award-winning Menagerie Theatre**

UMD Professional has announced the launch of an exciting new training collaboration with Menagerie Theatre Ltd, a London based theatre company for dental professionals. The first, ‘Exceptional leaders – outstanding teams: what’s your story? has been designed as a unique journey through leadership and teamwork in order to help dental practitioners to achieve more of what they set out to do. The course is facilitated by Sir Paul Bourne, Artistic Director of the Menagerie Theatre Company, in a one-day interactive and highly participatory training session.

**UltraZone-T Dental water supply cleaner & disinfectant concentrate**

UltraZone-T is a combination of detergent and disinfectant for the routine decontamination of the dental pressure water line. UltraZone is alkaline free and 90 per cent biodegradable. Use UltraZone at the end of a clinical session to remove biofilm contamination. Designed to dissolve proteins rapidly it offers a continuous disinfection of contaminated water lines without unduly effect on internal pipe structure and does not degrade nylon, plastic or stainless-steel line of the water supply system. The bottle will make 10 litres of solution and is in our current offer brochure.

**For more and our list of infection Control products and to receive a 3 percent discount please visit our website.**

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### Jewel fever hits Graham Warden

To mark the auspicious occasion of the Jubilee of Queen Elizabeth II Graham Gardner have launched a new scrubs top – embellished with the Union Jack (an interesting story on the burning in impractical) – this top available instore and online to celebrate the Jubilee whilst carrying out their day to day duties. This comfortable practical top sits perfectly alongside Graham Gardner’s Scrubs range, and is already receiving mixed from the Healthcare, Dental, Veterinary and Beauty markets.

The union loose fitting top has two convenient hip pockets and a red, white and blue contrast collar. Produced in poly-cotton, comfortable to wear and very easy to care for plus customers can also choose to enhance the garment with the addition of embroidered badges or logos.

The limited edition Jubilee Top is now available on the Graham Gardner website (www.grahamgardner.co.uk) for only £19.95 plus VAT in two sizes (small/medium and large). For further information refer to the website or call 0116 255 6326.

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### Press releases

LR appliance training days – become an LR provider

With patients across the country growing outstanding results from one of the smallest orthodontic devices, becoming an ‘LR’ Appliance provider can help you offer results from one of the smallest orthodontic devices, becoming an ‘LR’ Appliance provider can help you offer...