A lot going on at BDA!

**Dental Tribune** recalls the product launches and profiles of the BDA conference and exhibition in Manchester

Quite apart from the events happening in the meeting rooms and main lecture hall of the BDA Conference, the exhibition was proving a great success. The number of new launches and notable news was staggering, especially bearing in mind the fragile nature of the UK economy at present.

Two companies were very prominent at the exhibition: Oral-b and Denplan. Oral-b, Diamond sponsors of the event, sponsored the plenary programme, the QCP theatre, the directional signage, delegate bags, catering areas and massage areas. The company also hosted two conference seminars and an update lunch. With such prominence, it was clear that the company really had something to shout about.

And it really did – the professional launch of the company’s newest innovation – the Pro-Expert toothpaste. This product has been slowly coming to the profession’s attention since its ‘soft’ launch in January, but this was the first time that dental professionals at large were able to experience the paste for itself.

The all-in-one Oral-b Pro-Expert toothpaste derives its deliverable benefits against gum problems, plaque, caries, calculus formation, dentinal hypersensitivity, staining and bad breath from the evolution of its two main active ingredients: stabilised stannous fluoride and polyphosphate.

Dental professionals were able to try Pro-Expert for themselves in specially-provided booths dotted around the exhibition hall.

The Dental Plan has launched the Dental Business Academy; a consultancy and training service to help practices do what they do best: ‘give great patient care.’

Dentsply – There was much excitement around the Dentsply stand as they showcased their latest innovation in endodontics: the Wave One single file endo system. This product is aimed at GDPs who are reluctant to do endodontics; and have been designed to help make the procedure easier to manage for GDPs.

Nuview – Dental professionals looking for a solution for their patients. In 2009, Nuview was launched with a unique solution to treating root canals: Tandem, ‘the 80-year-old Danish company has launched the new adjunct to its Flexi range of interdental brushes – the Flexi-Imax. With all the usual features of the flexi range of non-slip grip and ergonomic design, Flexi-Imax features a longer handle to make accessing hard to reach areas easier for those with mobility issues or orthodontic appliances.

Waterpik – love the Water-pik but wish it wasn’t quite so bulky? Well, the company has designed a more compact ergonomic product more suited to British bathrooms and patients.

Otalgion Ltd – Founded by dentists Lester Ellman and Ross Hobson, the company provides ortho appliances designed to be a more affordable solution to straightening upper and lower teeth from three-three. With courses and study days planned across the country, this appliance is aimed at GDPs who want to provide something a little more affordable for their patients.

Phillips Sonicare – This campaign also aims to demonstrate that as market leaders in the ultrasonic powerbrush range, they are the real deal – a new diamond-cut tulum formation. The diamond bristle field has anchor free tufting, allowing for 44 per cent more bristles than Philips’ Standard sized ProResults brush head, providing both superior plaque removal and whiter teeth. AirFloss is the company’s newest product to compliment the brush range, and features microburst technology – a rapid burst of air and water droplets to thoroughly fill up the interproximal area and force biofilm out. It also features an ergonomic handle and a slim angled nozzle designed for easy access to all areas of the mouth.

Dental Directory/Practice Plan – The companies announced a re-launch of their partnerships that give Practice Plan member dentists significant savings on their purchases from Dental Directory and a whole host of other benefits too!

Dental Plan – recognising a need for training in the business aspects of running a practice, the Dental Plan has launched a Dental Business Academy; a consultancy and training service to help practices do what they do best: ‘give great patient care.’

Bridge2Aid – The charity discussed the changes happening at its base in Tanzania, with founders Ian and Andie Williams. The launch of a new logo and website designed to take the charity on to the next phase.

Dental Tribune Events

**Denplan Ninjas provided a laugh in the exhibition hall**