

SEPTEMBER 2022

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Welcome

WELCOME BACK TO LONDON!

Though dentistry is always changing and evolving on its own, events in recent years have accelerated development and innovation in many areas. Digital workflows have come to the fore and new technology is constantly coming to market to help further streamline and improve both the professional and patient experience.



Other spotlights across the profession are on sustainability and finding new ways to reduce our impact on the planet, equality and inclusivity, supporting the team and improving mental health. All these topics and more will be explored at the upcoming Dentistry Show London. We can't wait to welcome you all to ExCeL London on 7-8 October for two more days of education, networking and discovery. There will be thousands of delegates, exhibitors and speakers attending, ensuring a diverse community of people from which to seek ideas, share experiences and enjoy some down time with.

Be sure to plan your visit to make the most of your time. The

programme will be going live on the website and event app very soon so you can make a note of which sessions you really don't want to miss. You will also be able to browse the exhibitor list to find those you wish to speak to first, making sure you get your questions answered and find all that you are looking for.

Ensuring a comprehensive learning experience for all members of the practice team, various theatres will once again concentrate on key areas. These will include the Private & Aesthetic Dentistry Zone, Practice Owners & Business Management Theatre, Compliance Hub, Enhanced CPD Theatre, Clinical Excellence Theatre and Digital Dentistry Theatre, as well as the Seminar Room for

workshops. We are also proud to be working with an array of professional organisations and associations to deliver an exceptional programme, including the International Digital Dentistry Academy, College of General Dentistry, British Association of Dental Nurses, British Association of Dental Therapists, British Endodontic Society, and many more.

So, if you haven't already, register for your free place at london.dentistryshow.co.uk and make sure you don't miss Dentistry Show London – we look forward to seeing you at ExCeL London!

Alex Harden
Group Event Director
Dentistry Shows



7-8 October



Find out more
and try it for FREE at
the **VOCO Stand F08**

My restoration: Biocompatible, naturally!



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THE DSL TEAM

GROUP EVENT DIRECTOR
Alex Harden

SALES TEAM
Jack Chapman, Jessica Kesby, Anna Smith

MARKETING TEAM
Shareena Thantrey, Alfie Booth, Emily Quinton

OPERATIONS TEAM
Louise O'Connell, Jessica Ingram

CONFERENCE & AV
Elshus Scott, Odile Poliquin-Michaud

SUPPORTING WOMEN IN THE WORKPLACE: BADN TO PROMOTE MENOPAUSE POLICY AT DENTISTRY SHOW LONDON



College of General Dentistry (CGDent), Orthodontic National Group (ONG), Dental Technologists Association (DTA) and the British Veterinary Nursing Association (BVNA).

At Dentistry Show London, the BADN will continue spreading the word. Jacqui says: "As an Association, we knew we needed to put something together and develop a resource that would make it easier for practices. The dental nurse workforce is still predominantly female; previous generations didn't generally discuss their experiences with menopause, not with their family and



Dentistry Show London is the capital's prestige dental event for all members of the team. Returning this October, the show is moving a new venue – ExCeL London – and is set to be bigger and better than ever.

An opportunity to unite and explore new ways to thrive, professionally and personally, visitors will enjoy a showcase of the latest materials and services. Hours of enhanced CPD will be on offer, across six conference theatres where key topics and clinical updates will be discussed in lectures and interactive sessions, presented by dental experts, specialists and pioneers.

Speaking this year is Jacqui Elsdon, President of the British Association of Dental Nurses (BADN). The BADN has had a memorable year, launching its well-received Menopause Policy in March. The Policy outlines the challenges faced by menopausal women in the workplace and ways in which employers can support them. Since its launch, the BADN's Menopause Policy has been endorsed by the British Dental Industry Association (BDIA), the British Association of Dental Therapists (BADT), Dental Laboratories Association (DLA), the British Society of Dental Hygiene & Therapy (BSDHT),



certainly not at work.

"That's why the BADN created an advice sheet and a specimen policy that can be taken to meetings, to raise menopause as a topic. In hospital settings, there are more guidelines in place, such as the NHS core values, but in private and NHS high-street dental practices, there isn't always something like that. If the team is small, there could be problems if someone feels unable to come in, but is worried about the added pressure this will put on their colleagues, for example. From a personal point of view, I know what it's like to try to function at work after endless sleepless nights, or to completely lose my thread when I'm talking. That's why it is so crucial to highlight the issues around menopause, to help everyone understand the impact it can have on physical and emotional wellbeing.

"In my presentation, I will cover the problem we have with recruitment and retention, and how by offering

menopause support, practices may be able to keep their team together. For women who are struggling, and don't think they are being heard, they could be thinking that at this stage in their lives, they don't need the stress that comes with staying in their current role. Dealing with the symptoms of menopause, in

is how people from different cultures can find it even harder to talk about menopause. There are so many things to think about here, which is why practices must be aware of this topic.

"I'll be looking at how ignoring the issue, and brushing it under the carpet, could be catastrophic for

"I will cover the problem we have with recruitment and retention, and how by offering menopause support, practices may be able to keep their team together."

combination with other issues around pay and conditions, it is not surprising that people have walked and left the industry. During covid, when we were wearing enhanced PPE chairside, the BADN took so many calls from our members who were so hot they felt simply unable to cope. Another point

employers, particularly if someone ends up dismissed for poor performance and doesn't feel the impact of the menopause had been investigated properly. This is a significant mental health issue of course – during the menopause, women are often depressed and suffer mood swings; not feeling supported at work will make them feel even more undermined as a person. I'll also talk about how workplaces could find solutions to adapt – offering split shifts, for example.

"There is a duty to educate everyone, including younger people, about the menopause, so that no one has to suffer at work. At the BADN stand, there will be copies of our sample policy available to

take away, which will complement the presentation.

"Dentistry Show London 2022 is definitely worth attending, with many opportunities for dental nurses to gain valuable CPD, information on the latest products and equipment and to network with colleagues and of course the BADN. Make sure you come by our stand and say hello!"

Join Jacqui at Dentistry Show London in October. Register for your team's free passes today at london.dentistryshow.co.uk.



PROGRAMME TAKES SHAPE FOR DENTISTRY SHOW LONDON 2022

As we near October, the programme is really starting to take shape for Dentistry Show London. We are excited to present a diverse and widely respected line-up of speakers, who will cover interesting topics and share their wisdom in various areas relevant to all members of the dental team.



CLINICAL EDUCATION

Don't miss Annette Matthews and Katie Emberley in the Private & Aesthetic Dentistry Zone as they discuss "Gateway to aesthetics – aesthetic medicine redefined for use in dental practices", sponsored by DD. Gain useful information and practical guidance on how you could maximise on the opportunities afforded by aesthetics and meet the growing demands for such services among patients. In the same theatre, Jen Dix and Tom Goldsmith will be helping you to optimise your private income and Dr Teki will discuss the benefits of Dental Monitoring technology. There will be just as much to learn

for those in other dental disciplines as well, with the Clinical Excellence Theatre hosting sessions exploring the use of intraoral scanners for dental therapists, as well as endodontics, oral health solutions and restorative products.

BUSINESS SUPPORT

For professionals in management or leadership roles, the Practice Owners & Business Management Theatre will offer useful information and fresh ideas regarding team and business aspects. For example, dento-legal advisor India Beason will be discussing "Effective management of dental complaints", while Simon Gambold will present "Leadership in practice". Luke Moore and Bill Car of

Dental Elite will also offer expert advice on selling a practice in a tough economic climate, using their own experience of the market to help individuals prepare for their futures.

DIGITAL SPOTLIGHT

With the rapid growth of digital workflows in all corners of the dental world, the Digital Dentistry Theatre will provide exciting insights into the future, as well as help delegates improve their own digital capabilities right now. Programmed by the International Digital Dental Academy (IDDA), there will be lots to take away regarding specific technologies and their integration, equipment supported by artificial intelligence (AI) and so much more.

CORE TOPICS

In addition to clinical and business topics, there will also be plenty of opportunity to brush up on enhanced CPD and compliance topics too. Key associations will be supporting the programming of the Enhanced CPD Theatre and Compliance Hub, including the College of General Dentistry, BADN and Oral Health Foundation.

Whatever your role in the practice, your interests, experience to date or ambitions for the future, Dentistry Show London will be the perfect place to develop your knowledge and discover new things!

PROGRAMME HIGHLIGHTS

FRIDAY 7 OCTOBER

EFFECTIVE MANAGEMENT OF DENTAL COMPLAINTS

PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE 10:10am

Sadly, complaints are a growth industry! Statistics suggest that a dentist will, on average, get a complaint every two years. They can be time-consuming, distressing, and cause a variety of difficulties. The risk of getting complaints can be reduced by taking simple precautions. In this presentation, India will identify the areas where problems may arise and make some simple suggestions to keep you safer.



India Beason
Dento Legal Advisor,
Densura

FRIDAY 7 OCTOBER

THE DUTY OF CANDOUR - THE LEGAL AND REGULATORY RISK THAT DENTISTRY FORGOT

COMPLIANCE HUB 10.45am



The duty of candour has somehow slipped under the dental profession's radar (and varies in different parts of the UK) but this presentation explains its implications for practice owners, dentists, and other team members, the records we need to keep, and the conversations we need to be having in order to stay on the right side of the law.



Kevin Lewis
Special Consultant,
BDA Indemnity

FRIDAY 7 OCTOBER

HOW FAR HAVE WE COME SINCE CLIFFORD?

CLINICAL EXCELLENCE THEATRE 12:55pm



Within this presentation we will be looking at the economist white paper findings, and the impact this has on clinical practice, our patients, and ourselves as clinicians. We discuss the importance of prevention and delve into the current research surrounding chemotherapeutics as an additional adjunct to biofilm management.



Benjamin Tighe
Dental Therapist,
Eastman Dental Hospital

FRIDAY 7 OCTOBER

ORAL CANCER UPDATE

ENHANCED CPD THEATRE 3.30pm



This presentation prepares you for the day when you have that prickle down the back of your neck – when you find something which sets a patient down a truly life-changing path. Learn how to create an oral cancer strategy that allows you and your practice to manage high-risk patients and those going through their cancer journey.



Dr Ben Atkins
Dentist, Past-President
and Trustee, Oral Health Foundation

FRIDAY 7 OCTOBER

LEADERSHIP IN PRACTICE

PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE 3.30PM

Join Simon Gambold as he discusses the key role effective leadership plays in optimising the dental practice operations to drive an outstanding patient experience, improved productivity and a happier workplace. This presentation covers the HR process required to fully engage the team you work with, the most important stakeholder in the practice, discussing the evidence and some simple steps we can take every day to improve our skills. Look at how different teams should be lead and how to handle difficult situations, taking away a lot of the stress from the "HR stuff". Simon will also look at the coaching options and how they can be incorporated into the working week, creating capacity to focus on developing this key skill area.



Simon Gambold
Coach,
Engage The Team

FRIDAY 7 OCTOBER

DENTAL THERAPY: UNLEASHING THE HIDDEN POTENTIAL IN PRACTICE

CLINICAL EXCELLENCE THEATRE 3.40PM



Lauren Long
Dental Therapist,
Pain Free
Dentistry Group

With the ever-increasing demand for dental treatment, there has never been a better time to utilize the skills of the entire dental team to provide the best care for patients. So, how can the scope of the Dental Therapist be implemented into everyday practice? This session will outline how to introduce effective protocols - allowing the Dental Therapist to utilize their entire skill set to the benefit of patients, the practice and the whole team.

SATURDAY 8 OCTOBER

HOW TO CONFIDENTLY COMBAT CONFLICT AND CONFRONTATION

PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE 9.15am



Lisa Bainham
Practice Manager
& Chairperson, ADAM

Teams continue to face daily conflict and stress, with patients and within their teams. Front of house/reception especially feels the impact of increased patient demand, complaints, and conflict. In this session, we will explore ways that our teams can avoid, manage and be resilient to conflict and communicate confidently and calmly.

SATURDAY 8 OCTOBER

THE ART OF THE POSSIBLE - NEW WAY OF LOOKING AT DEVELOPING DENTAL GROUPS

PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE 10.00am



Dr Jin Vaghela
Founder
Smile Clinic,
Group & Smile
Dental Academy



Dr Kish Patel
Founder,
Smile Care Group

Dr Jin and Dr Kish go through their own practice ownership journey from purchasing their first dental practice aged 23, to growing a group of innovative award-winning clinics. They will discuss what key performance indicators they use and how they developed their Smile Clinic Group. They look at current issues in dentistry and what you can do to make your vision a possibility.

PROGRAMME HIGHLIGHTS

SATURDAY 8 OCTOBER

GATEWAY TO AESTHETICS - AESTHETIC MEDICINE REDEFINED FOR USE IN DENTAL PRACTICES

PRIVATE & AESTHETIC DENTISTRY ZONE 10.30AM

The use of aesthetic products within your practice does not need to feel like you are departing from what you know. It is easier than you think to absorb and adopt aesthetics into your dental practice. Dental professionals are often best placed to deliver Facial Aesthetics because not only do they already operate to the highest clinical standards with tight infection control, they have an advanced understanding of the face and injection techniques.



Donna Mills
Principal Dentist & Facial aesthetic practitioner and training consultant Galderma & Med FX/ Dental Directory



Vivienne Braidwood
Head of Aesthetics, Medfx & DD Group

SATURDAY 8 OCTOBER

DENTAL PRACTICE SALES IN A TOUGH FINANCIAL CLIMATE - 10 WAYS TO GET THE BEST TERMS

PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE 12.10PM

With increasing Inflation and likely imminent recession, this presentation provides an update for both practice owners and budding practice owners on the current practice sales market and how it probably isn't all doom and gloom for the dental M&A market. Further, the session will provide 10 things to think about both before you sell and when negotiating your deal to ensure you achieve the best possible outcome from simple things like how post-sale remuneration can affect your sale price to how not to negatively affect your earnings but still keep the cogs turning.



Julie Randle
Dental Practice Sales, Finance and Recruitment Services Dental Elite

SATURDAY 8 OCTOBER

MENOPAUSE POLICY - SUPPORTING STAFF THROUGH MENOPAUSE

ENHANCED CPD THEATRE 2.15PM

Join BADN president, Jacqui Elsdon as she discusses the BADN's Menopause Policy and understand the effect the menopause can have on working lives. Hear why such a policy is necessary, learn how to implement it and what practices can do to support menopausal employees and colleagues.



Jacqui Elsdon
BADN President, British Association of Dental Nurses

SATURDAY 8 OCTOBER

MANAGING PERSISTENT ENDODONTIC DISEASE

CLINICAL EXCELLENCE THEATRE 3.40PM

Dipti Mehta will cover the aetiology of persistent endodontic infections, their diagnosis, options for management and decision-making criteria. Clinical cases will be used to illustrate evidence-based ways to manage such teeth predictably. When you leave this session you will appreciate the cause of persistent endodontic disease, recognise how to diagnose such cases and understand how to plan retreatment to achieve optimal outcomes.



Dipti Mehta
Specialist in Endodontics, British Endodontic Society

A MASSIVE THANK YOU TO THE ENTIRE TEAM!



Above: The Dental Lounge Team

Jo Middleton is the practice owner and business manager for The Dental Lounge in Cheadle. She has decided to take her entire 8-member team to Dentistry Show London, closing the practice for a day and covering all transport, hotel and meal costs for the duration of the event.

Why is Jo doing this? She shares her thoughts: "When people visit events or attend courses, they get fired up and renew their enthusiasm for what they do. It can be easy for things to go stale or to feel tired – especially given the last few years – so going somewhere that gives you new ideas and an opportunity to feed off of others' passion is an incredibly positive experience. We haven't been able to attend any events for some time, so my team are really looking forward to Dentistry Show London!

"Plus, I think it's important for everyone to be exposed to the latest clinical techniques, equipment and products in the profession. I believe in creating roles for the right people – so if someone discovers a new interest at the show, I may find a new sedation nurse, or radiographer!

"We are also growing as a business and a team, physically extending the practice. I'm hoping that people will come away from the show with fresh ideas on what equipment or software we could incorporate into the practice. We'll be looking at everything from reception furniture to surgery products, insurance providers and software suppliers. It is easy to get complacent when you have used the same systems for some time, but it often pays to review these things and see

what else is out there. You might find something better or just confirm that what you have is still best for you."

Further discussing what she hopes she and the team will gain from attending Dentistry Show London together, Jo says:

"There is plenty of CPD for the whole team to make the most of – and who doesn't love getting as much CPD on different topics in one day as possible? More than that, though, I believe it will be an opportunity for team building and that everyone will return to the practice with renewed enthusiasm for what they do, having rejuvenated their own careers as well. Something like this is not about the money or the monetary return for the business. It's about investing in your team and treating them how you would want to be treated by showing them they are valued. A happy team is prepared to go the extra mile for their patients – this is the end gain for the practice."

Jo's dedication to her team, their development and happiness is very apparent, so why did she choose Dentistry Show London?

"The British Dental Conference and Dentistry Show in Birmingham is brilliant, so we have been interested in the London show too. The location played a big part in deciding to take everyone to this event – it really gives us a chance to

show our appreciation to the team, take them away for a couple of days, give them time to enjoy London with colleagues and some are even staying the rest of the weekend to enjoy London with their partners too. We've gone all out, staying on the Sunborn Yacht Hotel, to really say thank you to our team and everyone is definitely looking forward to it!"

"I think it's important for everyone to be exposed to the latest clinical techniques, equipment and products in the profession. I believe in creating roles for the right people."

If you have been thinking about how to make the most of Dentistry Show London, why not consider bringing your whole team too. Show your appreciation for their hard work by giving them an exciting chance to develop their skills and enjoy informal time with colleagues. Register for your FREE delegate passes online today!

IDDA PRESENTS DIGITAL DENTISTRY THEATRE 2022

“There are many benefits afforded by digital dentistry, which is why it has grown so much over the years.”

Professor Adam Nulty – Executive Board Member of the International Digital Dental Academy (IDDA), Principal of Digital Smile Studio on Harley Street, London and Dentist On The Rock in Bury – shares how he feels the digital dental field is changing:

“I believe growth in digital will continue and we have already seen evidence of this. With practices returning to normality after covid, the past year has moved fast because people are trying to catch up and, more importantly, to meet the growing demand for private dentistry. All of this has led to an increase in appetite for and integration of digital dentistry. There has been a large change in the amount of software and hardware companies providing newer technologies that involve artificial intelligence (AI). I believe we're going to see a significant change in what is involved with dental diagnostics and treatment in terms of what software and hardware features AI functionality. It has huge potential to facilitate early disease detection and management, using pattern recognition to identify trends far



in advance of the human ability.

“Even with something as simple as X-rays, there's already software that involves AI to improve the clinician's diagnostic capabilities. This is one of the areas which we'll talk about in the Digital Dentistry Theatre at Dentistry Show London.”

The IDDA will play an integral part in presenting the programme for the Digital Dentistry Theatre, which will offer delegates insight into and practical advice on the latest technologies in the profession. Discussing the organisation's

Exhibitions in the UK are brilliant for connecting with more suppliers of high calibre technologies. Dentistry Show London last year was excellent with a very busy and lively theatre



involvement at Dentistry Show London 2022, Adam continues:

“The IDDA has grown to become a leader in digital dentistry education worldwide.

We have mentors, lecturers and partners around the globe and I'm very proud to head up such an organisation with my partners Chris, Patrik and Quintus. The calibre of education provided is known to be of very high quality and we are pleased to partner with ExoCAD, DSD, Modjaw and other manufacturers to further enhance our educational offerings.

“Exhibitions in the UK are brilliant for connecting with more suppliers of high calibre technologies. Dentistry Show London last year was excellent with a very busy and lively theatre – we had

some fantastic speakers that we are really looking forward to presenting again in the Digital Dentistry Theatre for 2022. We will have our stand right next door so we can answer questions and help anybody on their digital journey.

“Within the programme, we will discuss the very latest technologies in the profession. Join us to see what the future of dentistry will look like, as well as the type of dentistry we can achieve right now. We'll cover everything from smile design to guided surgery and AI integration, demonstrating the latest capabilities of the software and hardware available to take your patient care to the next level. We will also explore how dentistry can be more fun and interactive, so you'll enjoy providing a better standard of patient care.”

Visit the IDDA stand at Dentistry Show London to find out more about scanclub, which has been designed to help those getting started with digital dentistry. You can also grab vouchers that will provide access to free content on the IDDA website digitaldentalacademy.ac.uk, where you can browse upcoming programmes in orthodontics, implantology and restorative dentistry and discover various mentoring opportunities as well.



There has been a large change in the amount of software and hardware companies providing newer technologies that involve artificial intelligence (AI).

I believe growth in digital will continue and we have already seen evidence of this. With practices returning to normality after covid, the past year has moved fast

Left: Martina Hodgson speaking in the Digital Dentistry Theatre at DSL21

Below: Adam Nulty - Left
Patrik Zachrisson - Right



GETTING TO EXCEL LONDON

Travelling to the ExCeL London couldn't be easier. With excellent access by rail, road and air. Dentistry Show London takes place in Hall N5.

BY TRAIN

The Elizabeth line to Custom House station is now the fastest way to reach ExCeL London. It can also be reached by London Underground and DLR with access from either Custom House or Prince Regent stations.

BY ROAD

If you are travelling to ExCeL London by car then use postcode E16 1XL to find us. Parking is available on a first come, first served basis using pay and display.



BY PLANE

London has an array of airports with London City being the closest and London Heathrow having the best connections direct to ExCeL.



WHERE TO STAY

London has so many hotels to offer so here are our top picks
dentistryshow.co.uk/travel



IBIS ExCeL
 Ibis London ExCeL is ideally situated minutes from the west entrance of ExCeL Exhibition Centre. Free fibre Wi-Fi offers speedy connectivity throughout the hotel, and each of the 278 bedrooms is equipped with the famous Ibis soft furnishings, Sweet Beds and power showers.



ALOFT HOTEL
 Aloft London ExCeL is directly connected to the ExCeL International Convention Centre. Breeze into one of the 252 loft-like rooms, including 12 savvy suites, 19 accessible rooms, with fast and free WiFi available throughout the hotel.



SUNBORN YACHT
 Located just a 2 minute walk from the ExCeL Exhibition Centre, the Sunborn Yacht features smartly designed rooms with TVs, air-conditioning and en suite bathrooms. Some of the rooms are overlooking the Royal Docks, and free WiFi is available throughout the hotel.



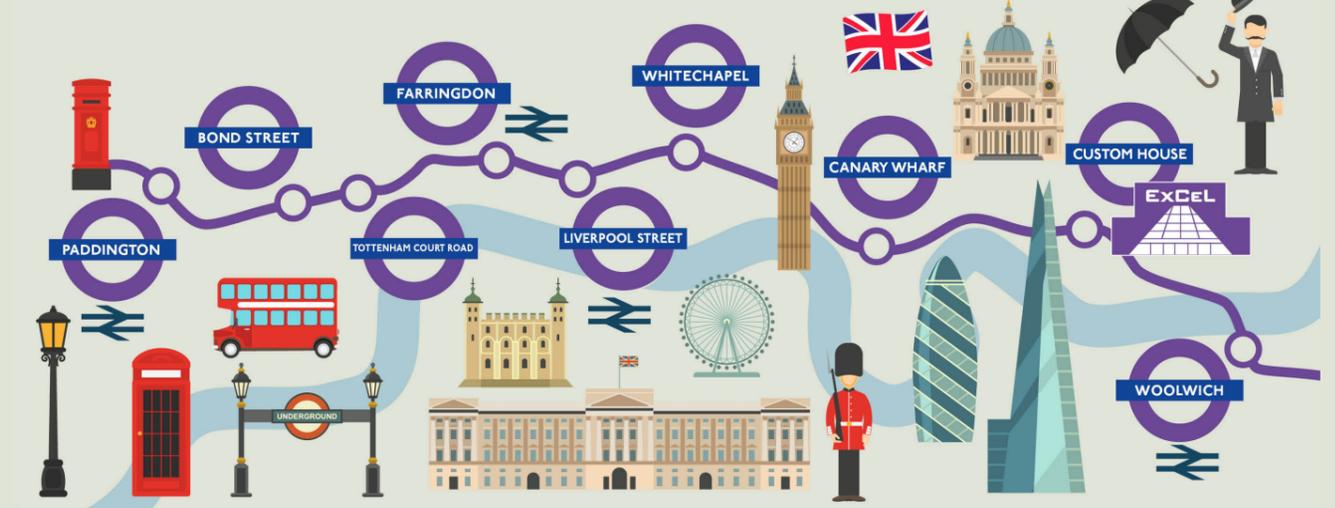
NOVOTEL EXCEL
 The Novotel London ExCeL has stylish, modern rooms each with a large work area, a laptop safe, a mini-bar and a private bathroom. The hotel is only 150 yards from the ExCeL Exhibition Centre, and is close to the O2 Arena, Canary Wharf and London City Airport.



CROWNE PLAZA
 With a stylish restaurant and cocktail bar, the Crowne Plaza London Docklands features a modern leisure centre with views over the Royal Victoria Dock. The 4-star hotel is a 5 minute walk from London ExCeL, and offers luxury bedrooms with WiFi access and a large work desk.

DISCOVER LONDON WITH US...

Your journey to ExCeL London is easier than ever with the new Elizabeth Line!



- PADDINGTON 20 MINUTES • BOND STREET 17 MINUTES • TOTTENHAM COURT ROAD 15 MINUTES
- FARRINGDON 12 MINUTES • LONDON LIVERPOOL STREET 10 MINUTES • CANARY WHARF 3 MINUTES

JUST FOR FUN

Find the London landmarks in our word search!

- Dentistry Show
- Borough Market
- Covent Garden
- Camden Market
- Tower Bridge
- ExCeL London
- Kew Gardens
- Westminster
- Hyde Park
- The Shard

B U M B Y T J Z D Q D H C J R
 E X K O C H D I E E P F A D X
 B W U R E E C J N J U O M V B
 R E L O X S O H T T H D D Z U
 D S A U C H V B I O I N E Q T
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 J M Y H L R N B T E Y N M T B
 F I G M L D T L R R D C A Y O
 K N F A O Y G W Y B E N R V V
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 K Z Y A O U N Y U E U L D X R
 B V R Z K E W G A R D E N S O

LAUNCHPAD

32Co
STAND:K50

32Co is a single platform for dentists who want to provide clear aligner treatment with confidence, with free clinical training, collaboration with specialist orthodontists on cases and the world's first online clear aligner marketplace for the best prices.



DENTALLY ELEVATE
STAND:E25

Unlocking the power of Dentally and raising your business performance with Elevate, Customer Success programme gives you a fresh perspective on the way your dental practice operates.

Backed by experience, Dentally's dedicated team work with you to unlock the power of Dentally and raise the performance of your business - supported by your own data in order to grow your practice in ways you may never have considered (and often not had time to think about it, especially in recent times!).

To learn more about how Elevate can help your practice, visit stand E25.



REGISTER TODAY

ENVISAGE DENTAL TV
STAND:C55

Envisage Dental TV have just added a great new social media feature to their waiting room TV and patient call system. The new feature allows dental practices to display their live Instagram and Twitter feeds directly on their Envisage Dental TV screens.

Social media is now an essential marketing tool for almost all dental practices. It helps to engage with patients about the treatments you offer, such as aligners and teeth whitening, and share information and offers with them.

The new social media feature provides a range of benefits, including increasing the number of people who can view your social media campaigns, promoting your social media channels in the waiting room and

allowing you to use existing content for the same campaign saving you time.

For more information about Envisage Dental TV for your dental practice, visit stand C55!

NEOSS
STAND:A48

FAST, PRECISE, AND EASY TO USE

The NeoScan 1000 is a fast and easy-to-use intraoral scanner that provides the possibility for a flexible workflow with open and compatible output.

With a simplified cable connection, full-touch screen support, and without the need for powder or pre-heating, the NeoScan 1000 is what your practice needs, and it comes at the right price!



Promote your social media channels with our new social media apps integration

INTRODUCING A CONFIDENT SMILE MAKEOVER

HENRY SCHEIN ORTHODONTICS
reveal CLEAR ALIGNERS
WHITE WITH IT BEAUTY
optident

OPTIDENT
STAND:F20

Confident Smile Makeover – Renew Reveal, Revitalise

Based on a recent survey, 43% of people in the UK want to improve their teeth with whitening, straightening or composite. Looking to boost their confidence and self-esteem, most of them would love to whiten and align at the same time.

In line with patient demand, Optident's Confident Smile Makeover combines the three areas of the smile makeover workflow to maximise the quality of your treatment, enabling you to fully transform smiles with reduced chair time and improved experience for patients.

SHOFU
STAND:B35

The new SHOFU Disk ZR Lucent Supra combines high-strength zirconia varieties in an extremely powerful multilayer CAD/CAM material. Translucencies increasing from the cervical to the enamel zone and outstanding flexural strength of over 1,000 MPa in all zones make it a premium restorative meeting every clinical challenge – Monolithic, partly and fully veneered.

The wide range of indications extends to 14-unit bridges with two pontics.

Thanks to higher light reflection in the cervical area, Disk ZR Lucent Supra also features a lifelike appearance without any compromise, especially in cases requiring more effective masking, such as discoloured stumps or implants.

The layers consist of different zirconia varieties with different strength and translucencies:

- **Enamel: strength 1,034 MPa – translucency 44 %**
- **Dentin: strength 1,163 MPa – translucency 40 %**
- **Cervical: strength 1,454 MPa – translucency 37 %**

Different particle sizes of the zirconia varieties influence the strength and appearance of the restorations.



SURI
STAND:B52

That's right, Suri have created a sustainable sonic toothbrush that doesn't compromise on performance, quality or design. Recently topping the Independent's 'Best Electric Toothbrushes of 2022', the innovative brush uses recyclable plant-based heads made from cornstarch with medium/soft bristles made using castor oil. The slim aluminium body is light, durable and infinitely recyclable; designed in a modular way so it can be taken apart and repaired. Intrigued? Come and meet Suri at stand B52



WYSDOM DENTAL
LAUNCHES CLOUDPLUS®

STAND:J37
Milton Keynes based Wysdom Dental Technologies has previously shown early-stage elements of their all-new practice management system CloudPlus® and now it's finally all finished and being shown at Dentistry Show London.

With its unique features of:

- **icon-driven charting; just two or three clicks for a bridge**
- **overlaying of charts to see everything in one view**
- **multiple scalable windows for all-in-one screen views**
- **cloud synchronisation to your local CloudPlus® box for 24/7 access locally and remotely**

and so much more, it has all the advantages of a cloud system but with none of the disadvantages.





DISCOVER THE STRAUMANN DIGITAL SOLUTIONS-STREAMLINE YOUR WORKFLOWS

ClearCorrect®, a Straumann Group brand, offer the premier solution for removable orthodontics. The clear aligners are engineered to deliver predictability, adaptability and precision, while also optimising retention.

IMPROVE YOUR OUTCOMES WITH CLEARCORRECT® TECHNOLOGY

ClearCorrect® aligners are fabricated from a third generation ClearQuartz™ tri-layer material that is engineered to apply gentle, continuous force for the entire wear time. It consists of an elastomeric

layer between 2 layers of resilient material and is designed for longevity, retaining 10 times more of its initial force when compared to single layer models.

Plus, for advanced customisability, ClearCorrect® aligners feature cut outs for elastics, buttons, and bite ramps. This allows dentists even more options to tailor each patient's treatment. And you can set your treatment preferences

across a wide range of areas including movement velocity, IPR timing, and torque – even details down to the size and timing of the engagers added, and options relating to the process for correcting mild to severe crowding issues. Furthermore, budgeting is simplified with various treatment options available to suit cases of all complexities.

CLEARCORRECT® IAS EDUCATION

ClearCorrect® has partnered with IAS Academy to provide you with superior orthodontic education and support. The course is designed with dentists, for dentists, providing delegates with all of the information and guidance needed to become proficient and confident with removable orthodontic systems. Delegates have the freedom to progress at their own pace, to effectively fit around their practice and home life.

UPGRADE YOUR DIGITAL WORKFLOW

Available alongside ClearCorrect® or as stand-alone solutions, the Straumann Group also provides a selection of intraoral scanners – Virtuo Vivo™, Medit i600, Medit i700 and 3Shape TRIOS®. This portfolio offers a solution for clinicians at all stages of their scanning journey, from entry level options to comprehensive technology that will take

Come and see Straumann Group on stand D25

your digital workflows to the next level. The intraoral scanners are just one part of a digital ecosystem of solutions that the Straumann Group offers, which includes equipment, products, services, software, and support to optimise your workflows. These include implant planning software with coDiagnostiX® which simplifies the planning of complex restorations and integrates surgical and prosthetic workflows. Plus, in-house milling with M Series, and 3D printing with the P Series, gives you the freedom to produce the models you require, as well as custom abutments, crowns and bridges – all within your practice, and with centralised production if you choose it.

This comprehensive range of technologies with integrated functionalities connects patients,

dentists, labs, and businesses to increase efficiency and enhance treatment outcomes. By using intraoral scanners, milling machines or 3D printers, from the Straumann Group, you will be linked to all relevant workflow software to find the ideal solution for your patients.

JOIN US AT DENTISTRY SHOW LONDON

If you're ready to take control of your digital workflow, and produce outstanding results, with technology designed to achieve predictable and reliable results, try the Straumann Groups digital ecosystem of solutions!

For more information on ClearCorrect®, visit Straumann Group on stand D25 at Dentistry Show London.



NEW PUBLISHED DATA REVEALS:

How to tackle interproximal plaque with essential oils-based LISTERINE®

FOR PATIENTS WHO BRUSH AND FLOSS
Adding LISTERINE® reduces interproximal plaque by **28.4%** vs brushing and flossing alone *1

AND FOR THOSE WHO DON'T FLOSS
LISTERINE® is shown to reduce interproximal plaque above the gumline by **4.6x** vs floss**2



Scan for clinical studies



Make an evidence-based recommendation with LISTERINE®

* Sustained plaque reduction above the gumline with continual twice daily use for 12 weeks after a dental cleaning. Flossing underwent once daily supervision on weekdays. Use LISTERINE® as part of a 3-step routine.

** Sustained plaque reduction above the gumline with continual twice daily use for 12 weeks after a dental cleaning. Flossing was performed by a dental hygienist.

1. Milleman J, et al. Journal of Dental Hygiene. 2022;96(3):21-34.
2. Bosma ML, et al. Journal of Dental Hygiene. 2022;96(3):8-20.

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BUSINESS PROMOTION

Company Profile

Tianjin Renhe Juncheng Technology Development Co., Ltd. is a professional micromotor manufacturer and exporter in China. We are engaged in research, producing and sales of dental/laboratory micromotors, manicure&pedicure micromotors and jewelry micromotors. The products are of reliable quality and reasonable price, and have been exported to over forty countries and regions of the world, earning us numerous sales partners of long term. Our brand has been successfully established and highly recognized in the domestic market and abroad.

Main Products

PRIME SENSE A7



- Low speed high torque
- Low noise and high power
- Exquisite appearance
- Touch screen keys
- Brushless series

RENHE 505D 38K



- Low noise
- Exquisite appearance
- Digital display
- With carbon brush series

Contact information

TIANJIN RENHE JUNCHENG TECHNOLOGY DEVELOPMENT CO.,LTD

Phone: +86 (0) 186 2287 3056
 WhatsApp: +86 (0) 186 2287 3056
 Landline: +86 22-87204780/87204360/87204667
 E-mail: carey@tjrhjc.com
 URL: www.tjrhjc.com
 Address: A-1-1-1,International Industrial City,
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COMPANY PROFILE

Advanced Dental Laboratory (ADL) is a digitally advanced full-service dental lab from Shenzhen, China. Established in 2010, ADL specializes in technological innovation with a commitment to Research and Development to produce the highest quality dental restorative products.

With our commitment towards high quality restorative products, ADL only uses high-tech equipment and materials from leading manufacturers in Europe, the United States and Japan. Our experienced technical team of over 500 technicians receive ongoing training and education on the most advanced materials and techniques to best serve our customers around the world.

We are at the forefront of the 3D printing technology revolution with 3D printers being an integral part of our production since 2016. Then we established our digital centre of excellence. Our digital centre has over 20 scanners and 45 milling machines capable of producing Zirconia, Emax, custom implant solutions, digital denture and occlusal splint.

ADL manufactures under ISO 13485 Medical Devices Quality Management System. Using strict quality control measures ensures that the design, manufacture, materials used and delivery of all our restorative products meet the highest standards worldwide.

In 2019, our Research and Development program identified new products such as our 5D digital denture and milled occlusal splint, which satisfy our growing customer base worldwide.

We always service with price and care and provide our customer good quality and fast turnaround time (72hours). ADL is your trusted partner.



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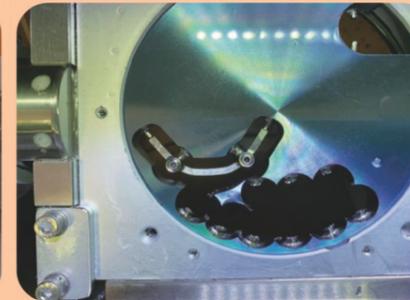
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