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Dentistry Show London

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

3



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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

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.



Lauren Long
Dental Therapist,
Pain Free
Dentistry Group

SATURDAY 8 OCTOBER

HOW TO CONFIDENTLY COMBAT CONFLICT AND CONFRONTATION

PRACTICE OWNERS & BUSINESS MANAGEMENT THEATRE 9.15am

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.



Lisa Bainham
Practice Manager
& Chairperson, ADAM

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 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.



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



Dr Kish Patel
Founder,
Smile Care Group

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!

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.



Above: The Dental Lounge Team

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

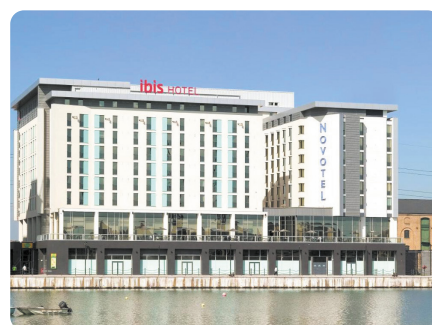
London has so many hotels to offer so here are our top picks

dentistryshow.co.uk/travel



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.



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.



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.



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.

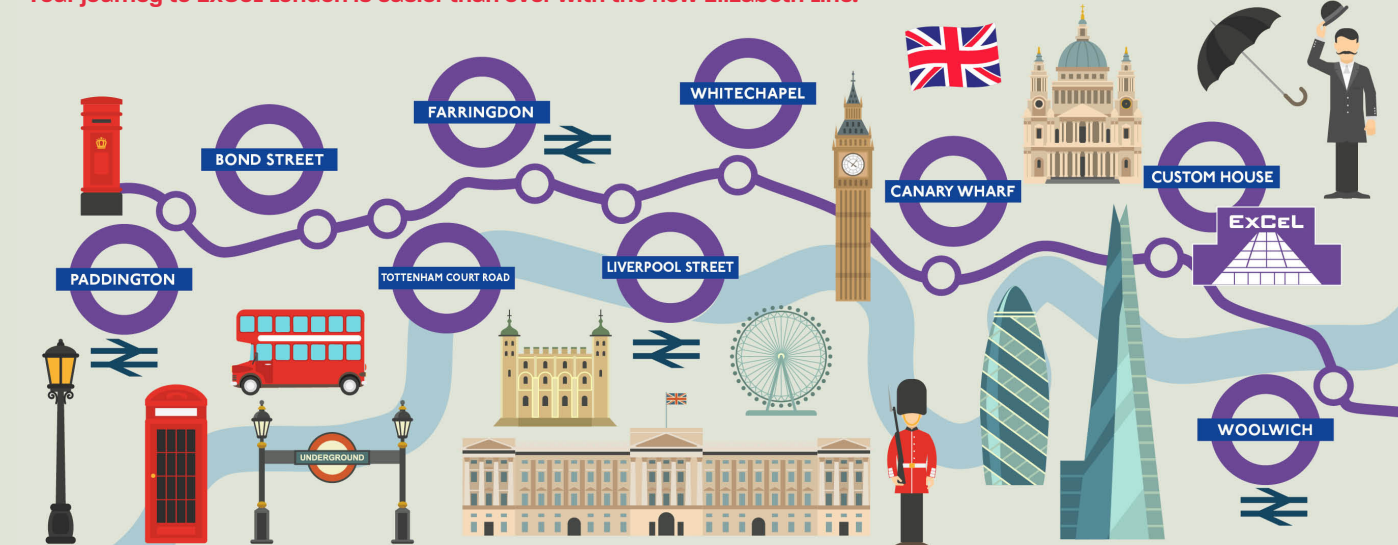


CROWNE PLAZA

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
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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 Dently 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, Dently's dedicated team work with you to unlock the power of Dently 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.

dently
elevate

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!



envisage
dental TV



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

» 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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Agilio Software ✓	H15
Aksim Surgical Ltd ✓	B10
Align Technology	C20
Anglian Dental	B40
Aspire Pharma	J42
Aspired Finance	B16
Association of Dental Administrators & Managers	H22
Atmosphere ✓	G20
Aura Infection Control Ltd	K10
AWB Textiles	F3
Awesome Technology	F1
Azatek Dental Instruments ✓	B55
BADT	F2
Belmont	D10
Bien-Air UK	A10
Black Swan Tax Advisers	G48
BlancOne ✓	E10
Braemar Finance	J41
British Association of Dental Nurses (BADN)	A12
Bryant Dental	G10
Bsolve Dental ✓	G2
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Carestream Dental	J30
Cattani ESAM UK	B36
Cavendish Imaging	J40
Cavity Dental Staff Agency	J8
Chairsyde	C34
Christie & Co	B19
Cloud 4 Dentists / Cloud 4 Ortho	B32
Colgate	D30
College of General Dentistry (CGDent)	F58
COLTENE ✓	E12
CosTech Dental Laboratory	B65
DD	B20
DD	A14
Densura	H11
Dentaaid	B17
Dental Compliance Made Easier	J12
Dental Dial	J35
Dental Digital Solutions LTD	J7
Dental Elite	H20
Dental Protection	A38
Dental Scan	E2

EXHIBITOR	STAND
DentalAir Utilities	K40
Dentally	E25
DentalMonitoring	D15
Dentex	H40
Dentex	H50
Dentists' Provident	D50
Denven	G46
Dhb Oral Healthcare Ltd	D16
Eastman Dental Hospital Education Centre	C50
EMS	E15
Endoperfection	C3
EnquiryBot	H55
Envisage Dental TV	C55
Evident	E42
EVO Dental	C45
F2 Medical Supplies Ltd ✓	E46
FMC & Dentistry.co.uk	G14
Fortuna.BAMBACH	K33
Frank Taylor & Associates / FTA Finance	G32
GC UK Ltd	B8
Gold Traders	K32
Hague Dental Supplies Ltd	F45
Haleon	C10
Happy Threads	B39
Hempsons	E3
Henry Schein Dental	F25
Howden Insurance Brokers	B33
iceConnect	D20
Imaging Technologies	D24
In-Line Orthodontic UK Limited	C40
Intra Systems ✓	H10
IRES Implants	B15
Ivoclar	D42
J&S Davis Limited	J45
James and J Consultancy Ltd	J6
K LINE EUROPE	E40
KaVo	C35
Kerr UK Ltd	F50
Kiroku	C53
Komet Dental	G40
Lease UK	H24
Lemonchase	K25
Lily Head Dental Practice Sales	G12
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Mediloupes	F41
Micro Minder	E22

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NHS Dental Services	B45
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Optident Ltd	F20
Orascope	F10
Osstem & Hiossen Implants UK	D35
Performance Finance Ltd	G30
Planmeca	C32
Pluto Partners	K35
Portman Dental Care	E20
Practice Plan	H42
QED Ltd	D40
Quicklase Quickwhite	B56
Rangewell	J22
RASA Academy	G50
Rayshape ✓	H09
S4S Dental Laboratory	B30
Samera Business Advisors	G31
Samera Business Advisors	J50
Sedation Solutions	F56
Shandong Huge Dental Material Corporation ✓	B14
Shenzhen Rogin Medical Co.,Ltd ✓	H08
Shofu UK	B35
Smart Dental Compliance	J36
Smartee Clear Aligner ✓	B12
Snowbird Finance Ltd	B42
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Speciality Oxygen Service	H52
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SURI	B52
Teki Training	G34
The City of London Dental School / Professional & Medical Insurance Solutions Limited	G22
Trent Dent	A1
Trycare	A2
Turn Key Dental Supplies Ltd	E18
ultraDEX	B34
Unity Trust Bank	C44
VITA ✓	J25
VOCO	F08
Vooba	J52
VS Dent	B18
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Evident	CHARITIES	Anglian Dental
AIR COMPRESSORS	Dentaid	Fortuna.BAMBACH
Cattani ESAM UK	COMPLIANCE / SUPPORT SERVICES	Hague Dental Supplies Ltd
DentalAir Utilities	Agilio Software	Osstem & Hiossen Implants UK
AMALGAM SEPARATORS / DISPENSERS	Cavity Dental Staff Agency	Planmeca
Cattani ESAM UK	Dental Compliance Made Easier	DENTAL GROUPS
ANAESTHETICS ANAESTHETIC APPARATUS	Dentex	EVO Dental
Evident	NHS Dental Services	Pluto Partners
ASPIRATOR SYSTEMS	COMPOSITES	DENTAL PRACTICE SALES
Cattani ESAM UK	COLTENE	AB Dental Medical
ASSOCIATIONS / CHARITIES / ORGANISATIONS	GC UK Ltd	Dental Elite
Association of Dental Administrators & Managers	VOCO	Dentex
BADT	COMPRESSORS	EnquiryBot
British Association of Dental Nurses (BADN)	DentalAir Utilities	Frank Taylor & Associates / FTA Finance
Eastman Dental Hospital Education Centre	COMPUTERS	MediHoldings
NHS Dental Services	iceConnect	Performance Finance Ltd
BONE AUGMENTATION MATERIALS	Micro Minder	Pluto Partners
Neoss	CONSUMABLES	DENTAL STOOLS
Osstem & Hiossen Implants UK	AWB Textiles	Fortuna.BAMBACH
BREATHING/SCAVENGING SYSTEMS	Cattani ESAM UK	DIGITAL IMAGING / 3D IMAGING
Cavity Dental Staff Agency	DD	Acteon
BUILDING & CONSTRUCTION	F2 Medical Supplies Ltd	Align Technology
Cavity Dental Staff Agency	Kerr UK Ltd	Awesome Technology
CAD/CAM	Trycare	Carestream Dental
Awesome Technology	COSMETIC SUPPLIES / TREATMENTS	Cavendish Imaging
CosTech Dental Laboratory	Bsolve Dental	CosTech Dental Laboratory
GC UK Ltd	Colgate	DD
Henry Schein Dental	K LINE EUROPE	Dental Scan
Ivoclar	Optident Ltd	Henry Schein Dental
Neoss	S4S Dental Laboratory	Imaging Technologies
New Ancorvis	Teki Training	Micro Minder
Osstem & Hiossen Implants UK	CPD EDUCATION / TRAINING	Planmeca
Planmeca	Agilio Software	ENDODONTIC EQUIPMENT & SUPPLIES
Shandong Huge Dental Material Corporation	Aura Infection Control Ltd	COLTENE
Shofu UK	Colgate	F2 Medical Supplies Ltd
VITA	DD	Shenzhen Rogin Medical Co.,Ltd
	Dental Compliance Made Easier	EQUIPMENT REPAIR / MAINTENANCE
	Dentex	Anglian Dental
	Eastman Dental Hospital Education Centre	DD
	EMS	EXTRAORAL CAMERAS
	EVO Dental	Evident
	S4S Dental Laboratory	
	Teki Training	

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Shofu UK	INTRAORAL CAMERAS	Care Quality Commission
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Performance Finance Ltd	Planmeca	Awesome Technology
Pluto Partners	IT/ COMMUNICATIONS	New Ancorvis
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Shofu UK	Dentally	Colgate
GLOVES	Denven	EMS
F2 Medical Supplies Ltd	EnquiryBot	Haleon
HAND PIECES	Envisage Dental TV	SURI
F2 Medical Supplies Ltd	iceConnect	ultraDEX
HUMAN RESOURCES	Micro Minder	ORTHODONTIC SUPPLIES
Agilio Software	On Hold Communications LTD	3Dental
Dental Compliance Made Easier	LABORATORY EQUIPMENT / SUPPLIES	Align Technology
IMPLANTS / BIOMATERIALS / BONE REGENERATION	New Ancorvis	In-Line Orthodontic UK Limited
EVO Dental	Rayshape	K LINE EUROPE
Intra Systems	Shandong Huge Dental Material Corporation	Myofunctional Research Company
Osstem & Hiossen Implants UK	Shofu UK	Optident Ltd
Straumann Group	Straumann Group	Rayshape
Trycare	LABORATORY SERVICES	Smartee Clear Aligner
IMPRESSION MATERIALS	CosTech Dental Laboratory	Straumann Group
COLTENE	In-Line Orthodontic UK Limited	OUTSOURCED PRODUCTS
Shandong Huge Dental Material Corporation	S4S Dental Laboratory	Azatek Dental Instruments
VOCO	LIGHTS & LIGHTING	PAIN RELIEF
INFECTION CONTROL	Bryant Dental	S4S Dental Laboratory
Aura Infection Control Ltd	Evident	PATIENT PLANS
COLTENE	Orascopeic	Agilio Software
INSTRUMENTS	LINING & CEMENTS	Dental Scan
Aksim Surgical Ltd	VOCO	Practice Plan
Azatek Dental Instruments	LOUPES & MICROSCOPES	PC HARDWARE
Intra Systems	Bryant Dental	iceConnect
	Evident	Micro Minder
	Orascopeic	PENSIONS
		NHS Dental Services

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Software of Excellence
Teki Training

PRACTICE MANAGEMENT SERVICES

Association of Dental Administrators & Managers
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Dentally
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Denver
EnquiryBot
Software of Excellence
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Carestream Dental
Cavendish Imaging
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Planmeca
Wysdom Dental Technologies



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

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URL: www.tjrhc.com
Address: A-1-1-1, International Industrial City, XEDA, Xiqing District, Tianjin, China

Carey
Sales Manager



Advanced Dental Laboratory

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.



Advanced Dental Laboratory



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IMPIANT



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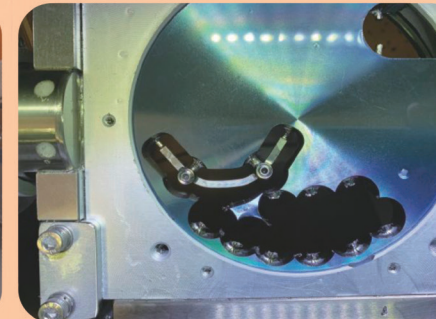
Multi Unit Abutment



Ball Driver



Custom Abutment



Implant Bar



Implant Bar

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- 24/7 access with Cloud to local CloudPlus® box synchronisation
- Overlay multiple charts - Static, Perio, X-Ray and Toothwear - see all in one view
- Brilliant live dashboards keep track of KPIs and financials
- RotaAngel® - also included - makes shift and holiday management simple

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