Dear Reader,

Welcome to the first issue of Cosmetic Dentistry for 2012. I hope you find it both informative and interesting.

One of the biggest problems facing many today is finance. Nowadays, more than ever, people have to justify what they spend and how they spend it.

This has been especially relevant for cosmetic dentistry, where anecdotally some high value treatments are not being taken up by patients due to cost implications.

This is where offering patient finance could help with treatment plan acceptance. Giving patients an option whereby they can break down the cost of treatment into manageable monthly payments can boost the level of treatments being accepted.

Turn to page 30 for a closer look at offering patients options for finance.

Also in this issue is a preview for the upcoming Clinical innovations Conference, to be held in London May 18-19. Now in its ninth year, this conference is the place to be to hear the latest thinking in the sphere of cosmetic and restorative dentistry. Go to pages 44-45 to read more about the speakers and topics to be covered at this premier event.

Hope to see you there!

Until next time...

Lisa Townshend

Group Editor
Cosmetic