BIRMINGHAM, UK: Under new management and with more exhibitors than ever before, the BDIA Dental Showcase is set up for a new edition in Birmingham. The show, which will be held from 19-21 October in hall 3 of the National Exhibition Centre, is going to feature three days of innovation, learning and fun.

One of the new additions to this year’s show is the Dental Practice of the Future, a special showcase featuring a purpose-built dental surgery with state-of-the-art equipment provided by some of the leading providers in the business. The setting boasts a reception centre, a clinical surgery and a fully compliant, dedicated decontamination room and will provide attendees with the opportunity to experience the latest technology in dentistry within a practice setting. With seats for 150 people, the feature doubles up as a lecture theatre where presentations from authorities within the profession will be held. These will include keynotes on the future of dentistry, demonstrations on how to handle medical emergencies, ergonomics, innovations in X-ray, 3-D printing or how to make the right purchasing decisions. When not in use for planned lectures, the futuristic surgery will be open for attendees to walk through and explore. Visitors interested in the equipment will be able to head to the relevant stand to find out more.

Like in previous years, attendees will be able to learn about the latest products, clinical techniques and practice-concepts at the KaVo Dental-sponsored Mini Lectures Theatre which will run through the three days of the event. Supported by a number of leading exhibitors, topics there range from digital treatment planning to how to incorporate periodontology in the practice and increase profits by saving taxes. Further educational offers like the Mini-Lecture Theatre will return.

Up to 12,000 visitors are expected for this year’s edition of the BDIA Dental Showcase.

Educational offers like the Mini-Lecture Theatre will return.

Attendees will be able to get a free copy of DTI’s new prevention magazine at booth E40.
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tunities will be available at the Dental Update Theatre which will be held from 10.30 p.m. to 4.14 p.m. on Friday and Saturday. At the CDO Zone, officials will be further available to answer questions to some of the current issues in dentistry like dental contract reform or practise prevention schemes. The Chief Dental Officer England Sara Hurley and her team, for example, will be attending all three days of the Showcase to tackle any questions professionals may have regarding NHS dentistry.

Attendees will be able to gain CPD hours for every session they attend during the show, the organiser said. Certificates are available for download under the section “Conference Session” on the BDIA Dental Showcase website.

There will also be plenty to see at the trade exhibition this year. Over 240 manufacturers and dealers, including familiar and new corporate faces, are going to present their latest portfolios of dental products and services in hall 3/3A. Dental Tribune will again showcasing its complete portfolio of dental media including the recently launched prevention – international magazine for oral hygiene at booth E2. There, visitors will also find information about events like the roots summit or educational offerings like the Dental Tribune Study Club.

From a black tie dinner to a casino or a crazy golf course, there have been some amazing Bridge2Aid Bash events over the years. For Friday evening, Bridge2Aid has teamed up again with the BDIA and the companies A-dec and Henry Schein Dental for its biannual social hangout. A chance for both exhibitors and attendees of the Showcase to wind down after a couple of days at the show, meet with colleagues and network, the event is moving to the Vox Conference Centre, right next to the NEC, this year. According to the organisers, the Bash is going retro with an ‘80s and ‘90s disco and prices will be awarded for the best fancy dress costume inspired by these two decades. Attendees will also have the chance to test their skills and win prices for scoring top on full-sized retro arcade games, including such classics like Space Invaders, Pacman, Pinball, Sega Giant Tetris and Sega Race TV. All profits from the evening will go to Bridge2Aid and enable them to continue their work in East Africa of training rural health workers in emergency dental care and preventative oral health education to treat their own communities. Admission for the event is £3.5 per person and can be booked either as individual tickets or in tables of eight to 12.

The BDIA Dental Showcase is one of the oldest and most prestigious dental events in the UK.

Last year it was acquired by the Mark Allen Group for an undisclosed sum with the BDIA licensing its name for an initial period of another five years. More information are available at www.dentalshowcase.com. To attend the BDIA Dental Showcase is free.

Esthetics in many colors
Perfect shade determination with VITA Easyshade® V

Shade determination has never been more innovative, reliable, and above all, more precise than with the new VITA Easyshade V. It now combines all that modern digital shade determination and communication has to offer for your daily business. The result is perfect esthetics. The VITA Easyshade V impresses with maximum convenience and an elegant design, as well as with unprecedented value for money. So why settle for less?
D-Light Pro: A curing light for all situations

Dentists want the convenience of one curing light for all situations, but often the specifications of the devices restrict their use to camphorquinone-based materials. What if the light could cure whatever material they are using or they could cure close to the pulp, confident that there is no risk of harm? What if the light could manipulate it the way you would a hand instrument?

The D-Light Pro offers two curing modes (High Power & Low Power) with 20-second cycles, both guaranteeing an efficient polymerisation of all light-cured dental materials. This is achieved by using two LEDs with different peak wavelengths (400–405 nm and 460–465 nm), resulting in a wide spectrum and the ability to cure all materials regardless of the photoinitiator used in their formulation.

While the High Power mode offers the highest curing efficiency with an output of 1400 mW/cm², the Low Power mode with 700 mW/cm² enables to limit heat generation, for instance to cure adhesives and composites in deep cavities where the preparation comes close to the pulp.

The D-Light Pro has a unique Detection mode that uses near-UV violet light to help visualising what is often invisible to the naked eye: old fluorescent restorations, bacterial activity in plaque, fissures and infected dentin or micro-leakage at restoration margins. D-Light Pro is also a great tool to support a minimally invasive approach in many situations. Consider for instance how it takes the guesswork out of cleaning fissures prior to sealing: the violet light will confirm instantly whether this step has been completed correctly. And consider how helpful it is that the light clearly distinguishes between tooth structure and fluorescent restorative materials. It allows the dentist to remove only what needs to be, like old restorations or excess cement, for example after the removal of orthodontic brackets.

At just 95 grams and unusually thin for a curing light, D-Light Pro offers unsurpassed handling for the dentist and comfort for the patient. Its small size and ergonomic design offer easy access to both anterior and posterior areas, with a manipulation similar to that of a hand instrument. A well-collimated beam also ensures that polymerisation will be efficient even when it is not possible to place the light in ideal proximity to the material being cured.

VITA Easyshade V: More than just a precise determination of tooth shade

The fifth generation of VITA Easyshade stands for more than just a user-friendly spectrophotometer for the objective determination of tooth shade. It is a complete, multifunctional system that supports dentists and dental technicians from the determination and communication of the tooth shade through to reproduction and shade controlling of the finished ceramic dental restoration.

The VITA Easyshade offers a multitude of applications, which was made possible by an expert team of scientific developers and software designers. It is suitable for documenting actual and target tooth shade for professional tooth bleaching and supports, for example, the precise selection of CAD/CAM and filling materials, as well as the planning of aesthetic corrections with veneers. It also enables shade controlling of layered restorations after the first firing and, if required, provides instructions for optimization measures for achieving the target tooth shade.

This fifth generation device is presented in a new, maximally ergonomic design. The user-oriented operating concept has been revolutionized by a brilliant multi-touch colour OLED display, and thanks to an efficient microprocessor and acoustochip technology, the tool now works even faster, even in continuous operation. Precise measurement results are provided for by the neural network VITA vBrain, among other elements. Basic tooth shade or the shade gradient from incisal to cervical is displayed in the standard shade system VITA classical A1-D4 and VITA SYSTEM 3D-MASTER. The multi-function device also indicates the appropriate VITABLOCS and calculates the bleach shades according to the American Dental Association. Systematic transmission of the shade information combined with patient photos from the dental practice to the dental laboratory is made possible by the Microsoft Windows-based software VITA Assist and the smart phone application VITA mobileAssist.

The D-Light Pro kit contains two batteries which can be swapped easily in just a few seconds thanks to an easy plug-in/plug-out system making it possible to always have one battery in use and one charging. When the light is not in use, both batteries can be charged at the same time.

GC has also thought about sterilisation, and so the D-Light Pro is the first curing light that can be fully autoclaved once its electronic module & battery have been removed, which takes no more than a second.

To have a demonstration of D-Light Pro visit booth J00. More information is also available at www.gceurope.com.
Why black, white and silver are the colours this season

BDIA Showcase marks the announcement of three important milestones for Philips Oral Health-care and the company is inviting dental professionals to find out why black, white and silver are the colours this season.

In addition to a plethora of on stand activity the company is fielding two expert speakers to lecture during the event in the Dental Update Theatre. Dr Ben Atkins will be presenting “The Evolution of Oral Healthcare” on Friday, 20 October between 15:30 and 16:15. Atkins is a Trustee of the Oral Health Foundation and runs the out of hours dental service for Cheshire. He is also responsible for the treatment of the homeless in Manchester and works as an advisor to the BDA. Generally, he is an advocate for harnessing dental technology to encourage patient compliance.

Meanwhile Dental Hygienist and Therapist Megan Fairhall, who has developed her own brand #LiveToSmile, will be explaining how to harness social media in her lecture entitled “Let’s Be Social” on Saturday 21 October from 15:30 - 16:15. Megan utilises social media and networking to increase patient leads and revenue, and will be letting delegates into her secrets to success. Afterwards both speakers will be available on the Philips stand to answer questions.

Shedding light on chairside whitening

The company will also feature live Philips Zoom! Chairside whitening demonstrations, conducted by some of Philips’ expert Key Opinion Leaders who will also be shedding light on a new Zoom! Chairside clinical study. For the first time the company will be showing how a Dentist and Hygienist/Therapist can work effectively in tandem to provide tooth whitening. To exemplify this Dr Andy Wallace will present and three Hygienists/Therapists will demonstrate on each day of the show; Pat Popat, Megan Fairhall and Christina Chatfield respectively. CPD certification will be available to all delegates attending “Philips’ Zoom!” lectures and demonstrations.

Also on the stand will be a series of brushing booths to allow delegates to trial the new digital innovation, the Philips Sonicare DiamondClean Smart, first-hand.

To find out what the new black, white and silver announcements relate to, please visit stand M40.

For those not attending the show, more information about the Philips Oral Health care portfolio can be found on www.philips.co.uk/dental-professional.

Call 01442-890744 to book an Appointment

C&D (Microservices) Ltd. Unit 2A, Silk Mill Industrial, Brook St. Tingley, Leeds, HU23 5EF
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See more than meets the eye

**Cure**

With a **dual wavelength**, an output of 1400mW/cm² and a **very light and ergonomic design**, D-Light Pro will be your perfect partner for all standard curing procedures. Enjoy its **instrument-like handling** and **never run out of power** thanks to its two batteries!

**Protect**

D-Light Pro is also offering a Low Power mode at 700mW/cm² to **limit heat generation**, for instance in **deep cavities close to the pulp**. Another way to protect your patient is **through sterilisation**: D-Light Pro is the first curing light which can be **fully autoclaved** after removing the electronic components.

**Detect**

D-Light Pro is not only a curing unit; it also offers a violet mode which helps you to **visualise bacterial activity** in plaque, infected dentin and fissures, and micro-leakage on restoration margins. It is also an excellent tool to **visualise fluorescent materials**, such as old restorations or excess cement!

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**D-Light® Pro from GC**

Dual wavelength LED curing light

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**GC UNITED KINGDOM Ltd**

16-23, Coopers Court

Newport Pagnell

UK - Bucks. MK16 8JS

Tel. +44.1908.218.999

Fax. +44.1908.218.900

info@uk.gceurope.com

http://uk.gceurope.com