Anniversary dental event opens in Birmingham

Dentistry Show celebrates a decade of dental innovation and learning

By DTI

BIRMINGHAM, UK: Providing an ever-growing platform for learning and exchange of knowledge between the industry and professionals, the Dentistry Show and Dental Technology Showcase will be held for the tenth time this year for all members of the profession. Running on 12 and 13 May at the National Exhibition Centre in Birmingham, the anniversary edition will again present the latest innovations and clinical developments in the field.

After the International Dental Show in March, held in Cologne in Germany, plenty of innovations are expected to be presented across the whole industry. There will be over 420 suppliers, including the trade’s biggest brand names, with many new products available to experience first-hand. At booth E95, the Dental Tribune International publishing group will be present with its extensive selection of general and specialist dental media. There, information will be available about the group’s numerous educational offerings, including the Dental Tribune Study Club, Clinical Master Classes and special events, such as the ROOTS SUMMIT in 2018.

With thousands of dentists, practice managers, dental hygienists and therapists, dental nurses, dental technicians and laboratory owners, the show is the perfect event to network with industry peers.

Furthermore, visitors will have access to hundreds of hours of continuing professional development (CPD), available directly on the show floor. Presentations will include a wide range of topics, such as new clinical techniques, exciting materials, patient oral health adjuncts and even business strategies to help grow a practice. Popular features from previous shows will return again, including the PerioLounge, EndoLounge, ADI Implant Theatre, CORE CPD Theatre and Short-Term Ortho Lounge. The British Academy of Cosmetic Dentistry has announced its support of the Aesthetic Dentist Theatre, which will provide interested clinicians with a thorough understanding of key aesthetic subjects as they relate to a modern dental practice.

According to the organiser, however, the Dentistry Show is designed with the whole dental team in mind. Consequently, there will also be two-day conferences designed specifically for dental nurses, hygienists and therapists, among others. Supported by Practice Plan, the Dental Business Theatre is ideal for dentists and practice managers to learn about the fundamentals and dos and don’ts of running a dental business.

“The Dentistry Show is always a really good event,” commented Deepak Simkhada, a London-based dental therapist who will be speaking at the Hygienist and Therapist Symposium. “There is a large selection of high-quality speakers covering a range of topics, plus many exhibitors showing the latest products and services. It’s always a lot of fun too.”

In support of the BDA Benevolent Fund, the organiser announced that £1 will be donated to the charity for every hour of verifiable CPD. The last edition, held in April 2016, was attended by over 7,300 dental professionals.

Co-located with the Dentistry Show, the Dental Technology Showcase will host more than 100 companies, which will be presenting groundbreaking products and tools in the dental technology segment. Its programme boasts over 40 hours of verifiable CPD education and will update attendees on the latest techniques, treatments and studies. In addition, it offers the perfect opportunity to network with and develop professional relationships with leading technicians.

First held a decade ago, the Dentistry Show has become one of the foremost dental events in the UK. Since its inception, it has provided high-quality education for the whole dental team, delivering up to 85,000 hours of free verifiable CPD. The last edition, held in April 2016, was attended by over 7,300 dental professionals.

For the latest news, interviews with opinion leaders and product information, please visit www.dental-tribune.co.uk. The organiser provides general information about both shows on its respective websites, www.thedentistryshow.co.uk and www.thedt.co.uk.
How dental sensitivity can be improved with Biomin F

By Moira Crawford, UK

Sensitivity is most common at the pulp chamber, causing sensitivity. The exposed nerve endings in the dentinal tubules, which contains microscopic tubules, and the dentine layer below. The dentine contains microscopic tubules, and not or cold fluids trigger flow through the tubules, stimulating the exposed nerve endings in the pulp chamber, causing sensitivity. Sensitivity is most common at the margin where the tooth meets the gums, gum recession exposes the tubules, or it can be due to erosion where the enamel, which is very thin in this area, has been dissolved away by acid attack.

A wide variety of specialized toothpastes and products are available over the counter or on prescription for the treatment of dentine sensitivity, but a new solution has been found to the problem: a bioactive glass which acts with the saliva in the mouth to remineralize tooth enamel, offering a greater percentage reduction of fluid flowing through the tubules, which delivers a combination of calcium, phosphate and fluoride ions as it dissolves. This combination promotes effective remineralization of tooth enamel through the production of fluorapatite, for example, Biomin F dissolves more rapidly to restore the equilibrium and prevent demineralization.

Importantly for the treatment of sensitivity, the glass needs to dissolve right on the tooth surface, so Biomin F contains a polymer which bonds it to the calcium in the tooth enamel, holding it in place for several hours while the calcium, phosphate and fluoride ions are released. The size of the glass particles is extremely small compared with those of NovaMin, enabling them to enter the dentinal tubules (1-5 microns across) and work to occlude them and prevent fluid flowing through them.

Importantly, patients appear to like it. A BioMin user survey in the UK, looking at patients who suffered from sensitivity, found that around 65% of them found their sensitivity had improved or even resolved, and almost half said it was more effective than other sensitivity toothpastes, while just under 40% found it roughly similar in effect. Overall 95% reported BioMin to be good or excellent, liking the texture, flavour, sense of cleanliness and level of foaming.

Crucially, though, rigorous testing in the state of the art laboratories at Queen Mary has shown that delivering this precise combination of calcium, phosphate and fluoride ions in the slow release format provided as the glass dissolves, forms an apatite material in the mouth which is not only quick to start occluding the dentinal tubules effectively, but continues to work over several hours and is stable and resistant to acid attack. Great news for sensitivity sufferers.

Moira Crawford is a former dental editor and freelance health writer.
28 June – 1 July 2018
Berlin, Germany
www.ROOTS-SUMMIT.com
What’s on in and around Birmingham

Brian Cox (Science Tour)
- Date & Time: 12 May, 20:00
- Location: Barclaycard Arena, King Edwards Road
- www.barclaycardarena.co.uk

A Professor at the University of Manchester, Cox is best known to the public as the presenter of a number of science programmes for the BBC, boosting the popularity of subjects such as astronomy and physics. His spring tour, which was extended due to popular demand, is taking audiences on a dazzling journey through space and time, delving into ‘high science’ and freewheeling on the edges of the known cosmos. Whether an avid science reader or a total novice, Professor Brian Cox Live will test the limits of our knowledge and make highly complex ideas accessible to all.

Lucky Sods (Theatre)
- Date & Time: 12 & 13 May, 19:45
- Location: 118 Great Hampton Street
- www.blueorangetheatre.co.uk

When Morris and Jean win the National Lottery to the tune of two million pounds—they can’t believe their luck. But the cracks in their marriage widen, their past catches up with them, their relatives become increasingly resentful. Jean keeps winning and Morris takes off to Amsterdam with an old flame, but will his prophecy that bad luck always follows good turn out to be true?

Aida (Musical)
- Date & Time: 12 & 13 May, 19:30
- Location: Homer Road, Touchwood, Solihull
- thecoretheatresolihull.co.uk

The Solihull Theatre Company presents the Solihull premiere of Elton John and Tim Rice’s Aida, the pop musical version of the classic Verdi opera. Spanning across the ages, it tells an epic tale of love, loyalty, and betrayal, chronicling the love triangle between Aida, a Nubian princess stolen from her country and enslaved, Amneris, an Egyptian princess, and Radames, the soldier they both love. Ultimately, with love and responsibility at odds, Aida and Radames must decide to follow their hearts or lead their people.

With a strong beginning, a tense middle and a heart-tugging ending and accompanied by Elton John’s unforgettable musical score, featuring haunting ballads, upbeat Motown, rousing Gospel anthems—Aida promises something for everyone, never before seen at The Core.

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For more information on sights and events please go to www.visitbirmingham.com or visit the Birmingham Visitor Service on Level 3 of The Mailbox.
Dentistry Show 2017

Exhibitors Booth

CoTex Dental Laboratory C77
ChemiSmiles C02
CT Dent C02
CTS Dental Supplies A60
Carguan UK F30
Carrick Equipment D80
Caremax C05
Direct Route Collections D01
D.S & W Ltd C17
Dental Finesse C05
Dental Flex Periodontal D02
Dental Technologies Magazine F17
Dentistry Show Business D04
Dentistry Show Dental Show A08
Denture World C70
Dentist Aid B70
Dentists Choice Recruitment D30
Dentistry Show Business D04
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