Prosthodontics specialist, Dr Sia Mirfendereski’s lecture - **Key Steps to A Successful Whitening Centre** - is, in his own words, the brief history of his 17 years experience of tooth-whitening. His talk will incorporate a ten-step plan on how dentists can bring the technique into their practices order to extend their business.

He says: ‘Tooth-whitening is an opportunity for dentists to expand their practices, which they can add on to their existing services. I have learned from experience that the only way to incorporate tooth-whitening successfully is to offer patients a money-back guarantee. ‘I am not competing with tooth-whitening packages which can be purchased over-the-counter or off the Internet. It is true that manufacturers do sometimes offer a money-back guarantee, but if the process does not work it is usually down to the operator. It is also really important that the patient also plays their part in the treatment.’

In the session, he will go through the ten-point plan, including; choosing the correct bleaching method, the right levels of concentration and associated issues, chemical activation and restorative implications to new regulations, patient communication and marketing.

Dr Sia, who is a Gold member of the British Dental Bleaching Society, says it is essential for dentists to be trained properly in the method. He says: ‘They really have to know what they are doing. Tooth-whitening can be a good adjunct to other treatments.’

But he says it is vital for dentists to be on hand during the treatment. ‘Dentists should not be carrying out major operations next door, while the patient is having tooth-whitening treatment. Dentists need to be on hand to monitor quality control, so it is best if they do basic work, which they can leave at a moment’s notice if necessary.’

Dr Sia’s main practice is in Wimpole Street, central London, (www.msdentistry.com) where he works with, Prof Liviu Steier. The practice also offers dental training, particularly in Implantology.

He says: ‘We are a referral-based practice which gives CPD training in second-stage Implantology.’

Dr Sia also has practices in Dulwich and Oval, plus the use of dental facilities in Cobham, where he does dental consultancy for the Chelsea Football Team.

Another gem in his cap was his commission as dental consultant in an artistic project, for which he advised on the meticulous dental restoration of a skull! The life-size cast of an 18th century human skull in platinum, was encrusted with over 8,000 diamonds by artist, Damien Hurst. Entitled, *For the Love of God*, it was on show at Hoxton’s, White Cube gallery last summer, as part of Hurst’s exhibition, *Beyond Belief*. It allegedly sold for £50 million to an unknown purchaser, the highest amount ever paid for a work of art.

Dr Sia is frequently invited to lecture on tooth-whitening at conferences both in the UK and beyond including, Newcastle, Belfast, Dubai and Chicago. He is also visiting honorary lecturer at the University of Florence, Italy.

He qualified in 1991 at the London Hospital, now the Royal London Hospital, where he also gained an MSc distinction in Geriodontology. He was honorary lecturer there in Restorative Dentistry, as well as Oral-Maxillo surgery from 1995-2002. In December, he was appointed Honorary Associate Clinical Professor, at, University of Warwick’s Postgraduate Dental Education Unit.