Successful whitening
Learn how to develop a successful whitening centre with Sia Mirfendereski at the Clinical Innovations Conference

To achieve excellence in the fields of aesthetic and restorative dentistry takes dedication and skill. With a strong foundation for providing unprecedented access to the world’s best authorities in state-of-the-art dental treatment, the Clinical Innovations Conference is set to continue to impress with its 2009 programme. This year sees the world’s finest come to the splendid Royal College of Physicians, a venue with a long and proud history. Set in the delightful Regent’s Park, in the middle of London, this provides the ideal backdrop for this unmissable event.

Dr Sia Mirfendereski

Establish your practice
Patients are keen to enjoy the benefits of a bright and healthy smile, and with the help of Dr Sia Mirfendereski, delegates can begin to establish their practices as leading providers of this popular service.

Dr Mirfendereski is a true dentist of renown and a gifted specialist in prosthodontics. His lectures on dental bleaching have inspired and informed dental teams around the world. Recognised as one of Europe’s very best, he was commissioned as consultant to the prominent British artist Damien Hirst’s remarkable project ‘For The Love Of God’, in which he provided vital guidance in the dental restoration of a platinum skull from the 19th century.

Dr Mirfendereski is currently the University of Warwick’s associate clinical professor, visiting honorary lecturer at the University of Florence in Italy, and has served in the past as honorary senior lecturer in restorative dentistry and oral and maxillofacial surgery at the Royal London Hospital. The Clinical Innovations Conference sees him take time out from his busy schedule to impart his unparalleled knowledge and experience to delegates.

Dr Mirfendereski’s practical session entitled ‘Key steps to a successful whitening centre’ is a must for any dental professional interested in providing a tooth-whitening service on the treatment list. The session will incorporate a comprehensive overview of whitening, examining in great detail every stage in treatment to help dentists achieve excellence. The most suitable bleaching method is crucial to great results, and delegates will be shown how to choose the right method for their needs – of great benefit, with so many alternatives on the market. Dr Mirfendereski will also deal with issues of concentration and chemical activation. Providers of restorative dentistry will also benefit from an examination of restorative implications pertaining to whitening treatment.

Worried about unpredictable results and sensitivity?
Then look no further -

Get trained!

Benefit from the most comprehensive teeth whitening seminar. Learn all the new techniques and understand the legal issues. Call us today to find out about the great offers and next training dates...

Change your ways and whiten with wy10 to achieve the best results every time!

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Buy with confidence - no minimum quantity and you can expect your usual customer discounts top!
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With the patented activator, wy10 system performs better than leading brands. With the innovative, completely portable thermal diffuser it is the cost-effective ‘no sweat, no worries’ solution to teeth whitening.

The Clinical Innovations Conference takes place on May 15 and 16 at the Royal College of Physicians, 11 St Andrews Place, Regent’s Park, London NW1 4LE. For more information, and to ensure your place, call Smile-on on 020 7468 8595, email info@smile-on.com or visit www.clinicalinnovations.co.uk.