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.

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.

Principal dentist in three London practices, 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.

He 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.

Must-see session
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.

Smile-on is delighted with the line-up for this year’s event and is inviting interested dental professionals from across the dental team to ensure their places as quickly as possible. It is a rare thing indeed to have such an impressive list of speakers, and the Clinical Innovations Conference 2009 is sure to set a high standard for future events.