Dental Bleaching Society will launch soon

A new society the British Dental Bleaching Society (BDBS) will be launched on June 6. As demand for tooth whitening increases in the UK, issues concerning the products used in the treatment are leaving dentists confused. The problems focus on which concentrations can be legitimately applied to the surfaces of teeth and who can actually provide tooth whitening services to patients.

As the tooth whitening products are classified as cosmetics, other professionals, such as beauty therapists and hairdressers are undertaking these treatments. To stop this loophole, the General Dental Council (GDC) has stated that only registered dentists should undertake tooth whitening for their patients. The new society will gain clarity for dentists. It is to lobby for a change in the law so that dentists can undertake the treatment in a lawful manner using the appropriate bleaching materials.

Reluctance amongst some dentists to provide treatment has resulted in some patients seeking treatment from non-dental practitioners or purchasing over the counter kits from catalogues and the Internet. Many of these kits can cause damage to the enamel. The BDBS will address these issues to educate dentists so that they can treat patients in the most appropriate way with excellent whitening results. The general public will also be protected from rogue traders providing tooth whitening.

For further information please email Linda Greenwall at l.greenwall@btconnect.com, or call 0207 7070 666.

DDU introduces insurance for cosmetic procedures

The Dental Defence Union (DDU) has introduced special indemnity insurance for dentists who want to offer botulinum toxin and non-permanent resorbable dermal fillers to patients’ lips or face, but excluding the neck.

The new insurance supplement, for existing members, was introduced in response to the growing popularity of cosmetic procedures over the last decade and the number of dentists wishing to undertake such work.

Rupert Hoppenbrouwers, Head of the DDU, said: ‘Over the past decade the nature of dentistry has changed, with a greater emphasis on improving the aesthetic appearance of the teeth and face. An increasing number of dentists are now providing cosmetic procedures, such as botulinum toxin and dermal filler injections, in addition to other aesthetic procedures such as tooth whitening and veneers.’

‘The DDU is constantly working to provide the best possible defence and dento-legal services to our members. This is why I am delighted, on behalf of the DDU, to be able to offer this insurance in response to members’ requests and in the interests of patients.’

The supplement, which was introduced on 1 April this year, is only available to dentists and evidence of adequate and appropriate training will be required. Dentists wishing to extend their membership to include these procedures should contact the DDU membership department on 0800 085 0614.

Dentists offer Botox and fillings

A growing number of dentists are offering Botox injections alongside routine dentistry says cosmetic lecturer Dr Bob Khanna. On average one in four dentists are now able to offer Botox injections, as well as anti-ageing fillers and facial peels, a survey found. Botox is offered between £150 and £1,000, fillers for £200 to £220, and skin peels from £125.

Commenting on the shift, Dr Khanna said: ‘Dentists’ training in anatomy, and sterile good practice made them preferable to backstreet beauty salons for this sort of procedure.’

Dr Anoop Maini, a London dentist, said that about a quarter of his workload now involved treatments such as Botox and fillers, mainly for women aged between 40 and 50. He tells patients, ‘I can give you the teeth of a 35-year-old, but unless you have work to remove the wrinkles around your mouth, you will still have the face of a 50-year-old.’

Online forum prioritises research into primary care dentistry

A new online forum designed to identify the priorities for research into primary care dentistry was launched at the British Dental Conference and Exhibition earlier this month.

The online discussion forum will allow dentists to voice their opinions on clinical issues and scenarios encountered in everyday practice and get definitive responses on questions they need answers to.

As well as providing participating practitioners with the best available evidence about topics in an easily accessible format, the forum will also identify the research priorities of practitioners in everyday practice.