Whitening treatments are very popular and most patients would love a brighter smile. At The Dental Directory there is a great range of products to choose from.

Our whitening range includes the latest whitening products from Ivoclar Vivadent, Dentsply, VOCO and SDI. The Direct Directory is also the exclusive distributor of VIDAS, the fast-reacting whitening gel with a chairside contact.

For further information, contact Cosmetic Systems Limited on 01512 832030, e-mail info@cosmeticsystems.co.uk or visit www.cosmeticsystems.co.uk

CEREC® 3D Systems

Looking to improve your profitability, then you need CEREC® from Cosmetic Systems! The CEREC® Specialist! Only Cosmetic Systems can offer you -

- Dedicated Service and Sales Engineers
- Countryside Professional Sales for far and wide sales support
- Low cost finance arranged for you - finance to help you

- Dedicated training facility
- Gold Club for software upgrades

CEREC® enables Dentists to create high quality and durable chairside all-ceramic restorations in one visit. It is a computer-aided method for creating precision fitting all-ceramic restorations; saving Laboratory costs it enables Dentists to design and create all-ceramic inlays, onlays, partial crowns, veneers and crowns for the anterior, premolar and molar regions in one visit.

Cosmetic Systems continuously trains dentists, CEREC® creates biocompatible, non-metallic, natural-looking restorations from durable high-quality ceramic materials in a single treatment session – without the need for provisional restorations.

For further information, contact Cosmetic Systems Limited on 01512 832030, e-mail info@cosmeticsystems.co.uk or visit www.cosmeticsystems.co.uk

British Academy of Cosmetic Dentistry (BACD) Membership Survey

The latest BACD membership survey undertaken by The British Academy of Cosmetic Dentistry (BACD) revealed that members

really valued the BACD as a source of continuing professional development and found it to be a strong benefit to their practice.

The number one benefit of BACD membership, according to those surveyed, was access to continuing education or opportunities for CPD training second, and regional Study Clubs came as the third most important membership benefit to respondents.

The survey also established a membership profile, with the majority of members (nearly 40%) based in the south of England and aged between 30 and 50 years. Many members also expressed an interest in the creation of BACD Journal, as well as increasing the opportunities to confer and network with peers. This reflects a remarkable similarity between the membership profile of the BACD and its membership base. Commited to excellence in cosmetic dentistry, the BACD has instilled to promote the sharing of knowledge and best practice, especially with regard to the latest techniques available, since its inception in 2003.

For more information, contact Sue Rosedon on 0207 612 4166 or info@bacd.com

www.bacd.com

AADC and BACD brings the world’s best to London

Don’t miss out on a unique opportunity, taking place on London on the 22nd – 25th of September. Loading international speakers from around the world will be attending “Esthetics Meets Aesthetics” Meeting of the American Academy of Cosmetic Dentistry, to be held in association with the British Academy of Cosmetic Dentistry. World renowned speakers such as Frank Ross, Bruce Thoma Schernthaner and Wolfgang Richter, UK dentists have access to an unparalleled resource to enable dental care of the highest standard to be practiced.

The BACD is committed to excellence in cosmetic dentistry and is proud to welcome colleagues from across Europe who share our vision, including the:

- Dental University of Park Study Group
- European Society of Cosmetic Dentistry
- German Society of Cosmetic Dentistry and
- Swedish Academy of Cosmetic Dentistry

Take advantage of this opportunity to learn from practitioners at the forefront of cosmetic dentistry.

To register on-line, visit www.aadc.co.uk and go to conferences. Be sure to book AADC or BACD as your priority academy.

For further information, contact Sue Rosedon on 0207 612 4166 Or email info@bacd.com

The Cosmetic Dentistry Guide

With more cosmetic dentistry options that ever before, it is vital that your practice stands out above the rest, and not just look the same as your competitors.

The UK’s leading website for cosmetic dentistry information the Cosmetic Dentistry Guide is a must-visit for any patients considering treatment, and contains hundreds of pages of information about cosmetic dentistry and prices. The UK’s leading cosmetic dentists. Officially, the worlds most visited dedicated cosmetic dentistry website, the Cosmetic Dentistry Guide has been providing patients with invaluable information about cosmetic dentistry for over ten years. The site is viewed by over 140,000 visitors a month, and as such is the perfect place to promote your practice and services.

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Coupled with the interactive feature, the perfect place to aim any views, concerns or advice on treatment plans, the Cosmetic Dentistry Guide really is the market-leading website for cosmetic dentistry offers.

For further information, visit www.cosmeticdentistryguide.com

The Direct Approach from GC UK

You are not unusual if you find that sometimes you compromise your composite aesthetic results by using a single shade of composite for the majority of patients. Highlighting defects with GC Grada Direct. Due to the remarkable shade adaptation of Grada Direct to the surrounding tooth structure, you will be able to achieve even the most brilliant aesthetics of your restoration, even when you use ony one shade. This allows patients more demanding and complex cases a combination of different shades enables unlimited aesthetic results by using the complete assortment from whitest white to dark translucent to outside shades.

Radiopaque GR Grada Direct Porcelain combines aesthetics with excellent mechanical properties by means of high fracture toughness to resist occlusal stress, high wear resistance and low wear on opposing dentition. Dentists across the globe have been delighted with the low-shade simplicity and aesthetic invisibility without compromise.

For further information, please contact GC UK on (020) 1908 218099 or visit www.gc.co.uk

Implant and Aesthetic Dentistry

Working on an extension of your practice

Dr Korye Fegan, principal dentist and owner of the London Centre for Implant and Aesthetic Dentistry, knows that when a patient is referred to him, the practitioner needs to be confident that high standards of care and treatment will be upheld.

For this reason, Dr Fegan and his team always ensure that each treatment is carried out with the utmost care and attention, whether he is placing a single implant or completing a full mouth restoration.

Committed to achieving clinical excellence, Dr Fegan returns all patients to their practitioner ready for any further treatment they may require.

In his ability to deliver, Dr Fegan invites all referring practitioners to attend any stage of the treatment process and shows his appreciation of their custom by offering complimentary access to the centre.

Dr Fegan’s dedicated team ensures that practitioners are provided with regular updates on the treatment and subsequent attendance of their patients receive, and long-term support and maintenance is provided for all implants and restorative work undertaken.

For more information on referring to Dr Fegan, call 0207 224 1488 or visit www.koryefegan.co.uk
Reliable support from Ledermix Dental Cement

Ledermix Dental Cement represents a new standard in which dental practitioners can come to rely upon as an effective method for treating patients. Where there is a deep cavity and the dentine is soft and/or porous, Ledermix offers a unique solution. The cement can be packed capping the cavity in confidence in the efficacy of the bonding.

For use of ease, Ledermix dental cement can be prepared with a choice of hardeners. Simply by mixing one drop of the appropriate ‘fast set’ or ‘slow set’ hardener with the Ledermix powder, the practitioner can quickly create the necessary crown for application.

For reliable, effective and practical solutions to the challenge of hypersensitive treatment, ChairSafe foam and wipes are alcohol free. They are effective against HBV/HCV/HIV/STI/viruses, bacteria and fungal microorganisms within one minute of application. Ledermix ChairSafe foam and wipes are specifically formulated to clean sensitive surfaces, including the inclusion of the leather and Synthetic facings of dental chairs.

ChairSafe foam and wipes are alcohol free. They are effective against HIV/HBV/HCV/BVD/virus, bacterial and fungal microorganisms within one minute of application. Kemdent ChairSafe foam and wipes used correctly, guarantee that Dental Chairs be cleaned 4-mm without the need for lining, as Dr Bumfrett has discovered. Smart Dentist Replacement “very user-friendly, thanks to the Compus’ spring-style tip which allows accurate placement” “is easy to pack and adapt well to the cavity”.

A further advantage is that the shade of “smarts” that of dentine, making for a better aesthetic finish - something which Dr Bumfrett has noticed. “SDR is a very simple and efficient product that I will continue to use when doing posterior restorations.”

Investing in better dentistry is a key element of Ledermix’s vision to revolutionise the profession. Developing innovative products, such as SDR helps dental professionals to achieve that ideal.

To arrange for a free demonstration of SDR call +44 01903 072 3313 or visit www.dentify.co.uk.