As we and our patients become even more conscious of prevention, take a look at the Farnacile range of barrier products; Seal-Tight disposable syringe tips that provide complete separation of the air and water supply, PERiStar for sharpening peridontic instruments and Cleanic prophylaxis paste and Cleanicdent toothpaste both with Perfilite technology, amongst other technologically advanced products.

For further information please contact call Kerr directly on 01755 922922.

Stand E08 for the ultimate Sirona experience.

Sident Dental Systems are the UK’s premier supplier and service support dealer, and exclusively supply only Sirona the world-renowned German Dental Equipment Manufacturer. Their technical know-how comes from years of experience installing and maintaining their state-of-the-art dental systems including treatment centres and digital imaging solutions. This year we will be exhibiting the full C+ range of treatment centres, Gallileos 3D and Orthesplus XG digital imaging units, the Heliodent DS intraoral unit, XOS “keep it simple” intraoral sensors, SiROlaser, SiROEndo, PeriScan and Sirona handpieces.

For hands on demonstrations of all their equipment in their new purpose built showroom and training facility at The Cosmetic and Dental Training Institute, Chertsey, or for a representative to visit your practice please call Sident Dental Systems on 01952 582800, email j.cowley@sident.co.uk or visit Stand E08 at the BDTA Showcase.
**Dental Tribune**

**United Kingdom Edition**

**September 29 – October 5, 2008**

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**Designer Dental**

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**Join Frank Taylor Associates At The BDTA**

Frank Taylor & Associates, the leading independent valuer and sales agent to dentistry, has invited Designer Dental to be their guest at the 2008 BDTA Dental Showcase.

Designer Dental is an experienced promotion and marketing company dedicated to tailoring their marketing plans to meet the customer's requirements and aspirations.

Atendees will have the opportunity to talk to both expert technicians how the technicians can stay ahead of the game with assistance from these innovative companies.

Designer Dental offers extensive marketing plans that will maximise your patient or client spend and allow you to progress into the future. There will also be information on the fuss-free finance with Loan Hunter part of the Frank Taylor family.

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**P&G Professional Oral Health**

Oral-B products are based on sound evidence-based research therefore it is only logical that P&G want to assist the profession in their quest for perfection, so that dental professionals may make evidence-based decisions that put patients' natural teeth at the forefront of the patient. P&G offers various complementary means to gain verifiable CPD. The company has also produced a DCP version as it recognises the intrinsic role DCP's play in preventive practice. P&G also run a series of evening seminars for GDP's & DCP's who prefer to earn CPD in a more social environment.

The Company is also committed to supporting oral health education and produces a range of free literature covering both manual and power brushing techniques as well as floss usage. Please speak to any of the company's reps for more details or call the P&G Helpline (0870 2421850).

The main focus at this year's Showcase will be Triumph SmartGuide, a power brush whose breakthrough technology goes beyond clinical superiority to tackle the challenging issue of compliance.

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**Will Philips break the sound barrier at The BDTA?**

Last year Philips completely re-engineered Sonicare to create FlexCare, which so far has surpassed reliability and service, achieved a streak being achieved in greater biofilm disruption and plaque removal. So effective has this new brush proved that it has become the company's flagship oral health product and has broken new ground amongst dental professionals. Such is its popularity that FlexCare will form the focus of the Philips stand at the BDTA (S06).

On show for the first time at The BDTA this year will be the newest Sonicare - HealthyWhite – which was launched in Spring, and which is uniquely designed to lighten teeth up to two shades in a fortnight.

Philips is encouraging show goers to try Sonicare for themselves and see the difference after only two minutes of brushing, by visiting stand S06 at the BDTA. There they will be able to have a try on the new HealthyWhite – in a private brushing booth, and even be able to take the brush head away with them.

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**Make a Date with Henry Schein Minerva!**

If you'd like to practice more profitably you should be working with Henry Schein Minerva, who not only provide an extensive range of materials but work in complete partnership with you to develop a more successful practice.

Henry Schein Minerva's team of experienced consultants can offer advice on every aspect of running a successful practice, recommending and helping you implement solutions that are tailor-made to suit your individual and practice needs. And, as your practice goes from strength to strength, Henry Schein Minerva will continue to play an important role in your business, supporting you in achieving your desired personal and practice goals.

Visit Henry Schein Minerva at the 2008 BDTA Dental Showcase - Stand Q05 & R16, or if you're unable to attend please call 08700 10 20 45 to find out more.

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**KaVo Gendex - Proud to Work with the Profession for Dental Excellence**

This year we will be launching the GCX500 Cone Beam 3D Dental Imaging system, powered by i-CAT to enhance the current imaging range. KaVo will be showing exciting products such as the top of the range E50 dental unit that boasts many features and benefits not otherwise available, the GENTazy low soft tissue laser and the full range of un-beatable KaVo handpieces.

KaVo will also be demonstrating our comprehensive ranges of top quality handpieces, which are designed to meet all clinical and economic needs and a number of innovations such as the DIGOIdent Pen, a convenient easy to use laser diagnosis system, along with a full range of X-ray equipment including many new innovations in digital technology. You will also be able to see the i-CAT Cone Beam Scanner and discuss how it can improve your practice.

KaVo has a reputation for unsurpassed reliability and service. So, come and meet the KaVo team and find out more about all the products and fantastic promotions available on stand H05.
The evening of 22nd of Octo-
ber this year will find an audi-
ce in Fulham taking part in the
Velopex Laser, Aquacut and Laser Workshop – pre-
sented by Dr Howard Gluck-
man. As a Specialist Periodont-
ist, Dr Gluckman has made ex-
tensive use of both his Velopex Laser and Aquacut. His illus-
trations will take the audi-
ce through a journey of how
to get the most from this equip-
ment – and how it can benefit
every dentist and every patient.

Dr Gluckman qualified at the
University of Witwatersrand in 1990. He specialised at the
University of Stellenbosch in 1998 in Oral medicine and peri-
odontics (cum Laude). He is in
private practice in Cape Town and
London and is the founder of the
Implant and aesthetic Academy in South Africa which is the
only private dental education
centre in the country. He has
lectures extensively both
Domestically and Internation-
ally and has recently won a
poster prize at an international
conference for the development
of a new bone grafting technique.

At the Workshop, we en-
courage existing equipment
owners to bring case presenta-
tions for discussion. The venue
is Fulham Dental Care on the
Fulham Road - so numbers are
limited. Refreshments will be
available during the evening.
Participants are encouraged to
arrive at 6pm for a 6.30pm start.

Costs for the evening are £25
for existing Velopex Laser own-
ers, £55 for owners of Velopex
Aquacut units and £27.50 for
those who do not own a Velopex
Aquacut or Laser.

The seminar qualifies for 3
Hours CPD and can be booked by
contacting Mark Chapman at
Velopex

To book or for more informa-
tion or to ask any questions,
please contact:
Mark Chapman
Medivance Instruments Ltd
Tel 07734 044877

For more information or to ask
any questions, please contact:
Mark Chapman
Medivance Instruments Ltd
Tel 07734 044877

Who works harder?
You... or your money?

Cover the ‘Essentials’ at the
2008 Dental Showcase in London,
with a visit to the Essential Money
Stalls. Special independent finan-
cial advisers for dentists, Es-
Sential Money can show you how
your money could work harder
for you. Plus enter the prize draw
for a chance to win a Holiday!

Thomas Dickson, head of the
Essential Money team has 15
years experience in financial
services and has been working
with dentists since 2001. Author
of ‘106 money saving ideas for
dentists’ and ‘106 property ideas
for dentists’ Thomas has team-
ned up with a wonderful group of ded-
icated individuals to create Es-
Sential Money, including Sarah
Gwilt, winner of the 2005
mortgage adviser of the year award.

Dentists can benefit greatly
from sound financial planning in
relation to both their business
and their personal finances. With
Essential Money dentists can
make money, save money and
understand their finances whilst
receiving an impressive service
that is great value for money.

It’s What’s On
The Inside That Matters

Discover your inner beauty
with Admor at the 2008 BD TA
Dental Showcase in London.
Vis-
itors to stand D15 will discover
how to renovate reception areas,
waiting rooms and beyond, with
stylish furniture, signage and
stationery in order to make the
most of today’s business opportu-
nities and give patients a well-
coming, modern experience.

Admor’s popular favourites
have been joined with new, inno-
vative and practical designs. Make
neat and efficient use of space with
the Espacio, Low Stack 2 (with its
doublemm seat height) and High Link Seating
ranges, and ask about the exqui-
site Nadir Chrome and Samba
seating options. Boost visitor
comfort with the Easi-Chair, or
Elegance Seating with combina-
table elements to maximise space.

Come and receive free advice
and guidance from Kathy Adam,
who works with Admor customers,
and achieve your vision by selecting
and co-ordinating products from
our directory.

For better dentistry

The DENTSPLY team will
present demonstrations and share
extensive knowledge of products,
pricing and support, as well as
working procedures with visitors,
supported by an interactive area
and testing out bottles of
Frese Cliquot champagne
for orders placed during the
event.

DENTSPLY will be exhibiting
on Stands P9, P10 & N10

See Things
Differently at the 2008 BD T A
Dental Showcase
As the exclusive supplier of
the universally respected Carl
Zeiss range of magnification and
illumination systems, Navir is
equipped to offer expert ad-
dvice to visitors and further in-
formation on our products,
helping delegates select from the
excellent range of magnifica-
tions and working distances.

The EyeMag range is a Carl
Zeiss x2.5 flip-up loupes with ex-
cellent edge-to-edge clarity and
a working distance of 500-
550mm in increments of 50mm.

As well as the new EyeMag,
all the popular Carl Zeiss prod-
ucts will be available to try, in-
cluding favourites such as the
OPMI Pico Dental Microscope
which will also be on display.
Boasting technology developed
exclusively for the dental market
and featuring xenon illumina-
tion the OPMI Pico enables
stereoscopic vision, outstanding
depth perception, high contrast
and of course acuity.

To find out more, visit
Navir on Stand M09 or call 01455
759659.
Data Hosting, and a range of Cutting Edge Features, from Practice Works

At this year’s BDTA Dental Showcase visit the Practice-Works team. Experts from the world’s largest provider of dental practice management software and digital imaging systems will be delighted to discuss the latest innovations, including version 5 of the proven Kodak 

Data Hosting, continues to show real commitment to high standards of treatment and excellent results. 

The Clearstep System: bring cutting edge orthodontics to your practice

The Clearstep System consists of 5 elements, each one designed to specifically address one area of orthodontic treatment:

Pre-Alignment: An innovative and patented expansion device - the CODA - affects anteroposterior and lateral expansion in both arches using very light elgiloy wire with soft esther acrylic. 

Space Closure: The Clearstep Closing Screw, a removable appliance, incorporates a clear positioner in the anterior section for anchorage with a patient-active 
ated closing screw to close space.

Alignment: Clear tray positions gradually move teeth into the desired position.

Finishing & Detailing: Includes the Final Occlusal Refinement & Detailing appliance (FORD), the Clearstep Buccal Segment Settling Appliance and Elastic Mechanics.

Blackwell Supplies: the source for innovative products

Blackwell Supplies, a market leader in the provision of cost-effective and high quality solutions for the daily needs of the 21st-century clinician, has an impeccable reputation for meeting the needs of both dental staff and patients.

The comprehensive Blackwell Supplies portfolio includes, but is by no means limited to:

Ledermix Combination Kit: this potent dental paste is indispensable when caring for patients with irreversible pulps who require emergency treatment.

Chlorhexidine Gluconate: this germicidal mouthwash reduces oral bacteria and fights gum disease and plaque.

Dentomycin: the high-performance solution to periodontal disease, with anti-inflammatory action. Dentomycin promotes connective tissue attachment.

Denshi™ Home Therapy System: for rapid and consistent relief from sensitive teeth. Denshi™ prevents exposure of pulp nerves to painful stimulation.

Hogies MiniScope Loupes: the latest addition to this established eye protection range, the MiniScope is lightweight with an uninterrupted field of vision and incredible depth of field.

With an extensive range of products, Blackwell Supplies continues to show real commitment to high standards of treatment and excellent results.

Blackwell Supplies will be exhibiting their cutting edge technology at this year’s BDTA Dental Showcase.

By visiting the Clearstep team at the BDTA Dental Showcase, you can discover how the most innovative and comprehensive invisible orthodontic system enables GDPs to offer orthodontic treatment to their patients.

Visit the Caped Crusader at the 2008 BDTA Dental Show-case, London

Keep your practice ahead of the curve at an affordable price with CollarDam™, the patient protection dental caps and bibs everyone’s talking about. Visit stand S12and meet the friendly CollarDam™ team to find out more.

Discover the latest addition to the CollarDam family - Everyday Protect - the new, cost effective, super-absorbent/cellulosic patient protection dental bib. Lasting up to 1 hour during procedures that otherwise would leave patients feeling wet, cold, stressed and uncomfortable. Everyday bibs are composed of a lighter material than the acclaimed Premier Protect from CollarDam, offering a cheaper alternative to keeping your patients relaxed through those shorter visits.

From as little as 49p per bib when ordered in packs of 25, CollarDam™ patient protection caps and bibs are yet another weapon in the armoury of clinicians seeking to impress and retain the loyalty of increasingly demanding patients.

Recommended by many top industry names, CollarDam™ is setting new standards in patient comfort.

The Eastman’s stand, F90 at the 2008 BDTA Dental Show-case, is the ideal setting for expert advice on continuing education...

With over 50 years’ experience of first-class education and training, the Eastman is a leading specialist centre for patient care, graduate teaching and advanced research. The Eastman, with its glowing national and international reputation, is proud to be a centre of excellence.

For the Best Surgery Design and Equipment Solutions

Specialising in the dental industry, Clark Dental’s ‘turn-key’ design and installation packages provide expert assistance from the first discussion to completion of the project and beyond. Using CAD-enabled laptops and 3-D designs, Clark Dental’s experts work closely with you to achieve the optimum surgery solution. They provide their patients with the highest quality technology from the world’s leading manufacturers, and work closely with you to achieve the optimum surgery solution.

Visit the UCL Eastman Dental Institute at the 2008 BDTA Dental 

In order to fit your new surgery with the best equipment, Clark Dental offers only the highest quality technology from leading manufacturers, including the CDR Wireless, the world’s first and only cable-free intraoral sensor from the Schick Technologies digital imaging range. Clark Dental also supplies the Nomad™ portable hand-held cordless x-ray, with rechargeable battery packs, 95 weight and full compatibility with digital imaging and film-based systems.

Benefitting from extensive industry experience and understanding, Clark Dental will quickly have you treating patients in your new dream surgery.

Discover the future of communication and education with e-touch

See the future of education and communication at this year’s BDTA Showcase. e-touch (winner of the Product Innovation prize at the Dental Awards 2008) puts expert, kinetic content within easy reach, via touch-screen interface.

With e-touch in your practice, practice can really talk. e-touch features include:

IDH

Integrated Dental Holdings (IDH) are delighted to be attending the 2008 BDTA Dental Showcase.

Committed to providing UK consumers with excellent care in clinical dental treatments and patient care, an IDH team will be on hand, at stand no.D16, to explain how their services have resulted in them becoming one of the UK’s largest owners of dental practices, with an impressive number of high quality NHS and private dental care centres in addition to specialist referral clinics.

Visitors to the IDH stand will also have the opportunity to find out more about the career prospects IDH affords to all dental professionals. Operating more than 200 practices, serving more than 1.5 million patients nationwide with over 850 dentists and 1,700 employees, to find out more about IDH’s quality clinical den-