As we and our patients become ever more conscious of prevention, take a look at the Finish line range of barrier products; Seal-Tight disposable syringe tips that provide complete separation of the air and water supply, Perioshar for sharpening peri- odontic instruments and Cleanic prophylaxis paste and Cleanic- dent toothpaste both with Perfile technology, amongst other technologically advanced products.

For further information please contact 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, Galileos 3D and Orthophos 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 Courtyard Dental Training Institute, Chertsey, or for a representative to visit your practice please call Sident Dental Systems on 01932 582900, email j.colville@sident.co.uk or visit Stand E08 at the BDTA Showcase.

A-dec Solutions

Examine the difference A-dec can make for your practice.

For further information about becoming a member of the BACD call Suzy Rowlands on 020 8241 8526 or visit www.bacd.com <http://www.bacd.com> and join on-line.

NEW – “Longlife Paks”

Bien-Air are so confident in their range of products, that we are now offering a Two Year Warranty with all our Top-Of-The-Range products.

This is provided free of charge on all Triple Paks of Turbines: Bora/Bora L; Prestige/Prestige L AND Triple/Quad Paks of Contra-angles and DIAMLINE Contra-angles.

Keep ahead with the continuing advances in dentistry with Evident, the ultimate Sirona system. Affordable, dental imaging products, including the easy-to-use digital dental radiography system Digirex and the USB intraoral camera Cammy. Available exclusively from Evident, our selection of Danville consumables include Accolade SRO, the super radiopaque composite lining material and Accolade SV, the veneer cementing material with a unique try-in paste. Try the FreePack – the versatile and powerful air abrasion equipment.

Visit Evident and see it all in action at stand K02. For more information FreeCall 0800 521111 or visit Evident’s website at www.evident.co.uk.

British Academy of Cosmetic Dentistry at the 2008 BDTA Dental Showcase in London

The British Academy of Cosmetic Dentistry’s (BACD) enthusiastic commitment to the future and promotion of cosmetic dentistry in the UK and the organisations devotion to promoting clinical excellence in cosmetic dentistry, will once again bring it to the 2008 Dental Showcase to offer information and explain the role of the BACD in the promotion of cosmetic dentistry.

Members will be on hand ready to talk to delegates about the benefits and unique opportunities available upon becoming a member of the Academy, such as:

• Superior educational opportunities
• An excellent route to accreditation
• Networking opportunities, including access to the forum for the exchange of knowledge
• A patient referral service
• Conferences to show you the latest technology and techniques
• Discounts on courses and products

For more information visit us on Stand H02 at London ExCel.

British engineer autoclave you can depend on at Stand S01

“Longlife Paks” consist of Triple/Quad Pak of above products, together with free Lubri-fluid and Spraynet maintenance products. These will come packaged in a special presentation box.

NEU – Brushless Micromotor Kits

Bien-Air are extending the range of their world-leading Brushless Micromotor Kits. We now have a MX Motor Kit to suit all applications:

Optima INT – Kit

Top of the range control system, offering three distinct modes of operation, digital display and torque control.

1/ Normal slow-speed motor, but with excellent torque, removing the need for reduction contra-angles.
2/ “Speed-Increasing” contra-angles.
3/ Full endodontic motor with auto-reverse/auto-forward using 1:1 contra-angle.

Optima INT Basic

All the features of Optima INT but with no Endodontic Feature

As & 2 above.

MX – Basic

Simple control via footpedal and potentiometer

As & 2 above.

Come and visit us at the Excel Dental Exhibition on Stand F20.

See It to Believe It

Take this opportunity to see and experience for yourself the extensive range of high quality, affordable products in our “surgery setup”. Here you’ll find an Orasopic loupe to suit everybody, whether you’re looking for fashion or functionality or a combination of both, especially now that they’ve added the new Hilres Elliptical Class III loupes to their stylish Victory designer frames.

Keep ahead with the continuing advances in dentistry with Evident, the ultimate Sirona system. Affordable, dental imaging products, including the easy-to-use digital dental radiography system Digirex and the USB intraoral camera Cammy. Available exclusively from Evident, our selection of Danville consumables include Accolade SRO, the super radiopaque composite lining material and Accolade SV, the veneer cementing material with a unique try-in paste. Try the FreePack – the versatile and powerful air abrasion equipment.

Visit Evident and see it all in action at stand K02. For more information FreeCall 0800 521111 or visit Evident’s website at www.evident.co.uk.

Win a luxury food hamper on the Dentists’ Provident stand T17

Dentists’ Provident is the leading provider of income protection insurance to dentists in the United Kingdom and Ireland. As a specialist insurer, we understand the complex income protection needs of dentists. Our flexible contract gives you the peace of mind that you and your dependants are financially protected if illness or injury prevents you from working.

On the Dentists’ Provident stand at the 2008 BDTA Dental Showcase, one lucky visitor could win a luxury food hamper. All dentists who complete a simple online enquiry form to receive an instant personalised income protection illustration will be entered into the prize draw.

For more information on Dentists’ Provident call 020 7222 2511, write to 9 Gayfere Street, London SW1P 3HN or visit www.dentistsprovident.co.uk.

Good bacteria on show at the BDTA

Most people now embrace the concept of probiotics for gut health, however debating at the BDTA this year is the world’s first probiotic for oral health.

GUM PeriBalance will undoubtedly be the star of stand T02 – which is by hosted Dental Shop and a team of six dental professionals – however, also on show will be an extensive array selected from the 80 products in the Sunstar GUM oral health range – number one brand in Japan and sector market leader in the USA – both renowned for their high levels of oral health.

Sunstar has created a cheque book containing tear out pages of discounts, competitions and special offers on the GUM product range, including PeriBalance, especially for dental practices. The vouchers can be redeemed at the BDTA or any time up until 31 December 2008 through dental shop.

For more information about Sunstar GUM call your dental wholesaler, Dental Shop on 01677 424 446 or visit www.dentialshop.co.uk or visit www.sunstargum.co.uk.
**Designer Dental**

**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.

Attendees will have the opportunity to talk to both expert team members, who themselves 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 about the fuss-free finance with Loan Hunter part of the Frank Taylor family.

For more information contact Designer Dental on 016142 206106 or visit www.designerdental.co.uk.

---

**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 equipment procurement, so dental professionals may make evidence-based decisions on behalf 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 SmileGuide, a power brush whose breakthrough technology goes beyond clinical superiority to tackle the challenging issue of compliance.

This year’s Showcase is the perfect opportunity to be amongst the first to see the new and advanced Presentation Manager and Recall Manager features, helping you create estimates and retain patients...at the click of a button. The new Computer Telephony Integration (CTI), is a new development that takes patient identification and practice efficiency to a new level.

As in previous years The Dental Directory will have two locations at Dental Showcase. The larger of the stands, A01, will host the company’s professional hospitality suite, with desktop stations demonstrating the advantages of on-line ordering as well as Scan & Buy technology.

Representatives from their experienced Equipment Division will also welcome the opportunity to discuss the latest surgery innovations and answer any questions on equipment or digital imaging matters. Their experience combined with their impartiality puts them in an ideal position to review the various options available and help you decide on the most appropriate solution for your practice.

Stand B02 will be dedicated to facial aesthetics and experts will be on hand to answer any questions you might have with regard to treatment including dermal fillers and Botulinum Toxin Type A.

Philips is encouraging show goers to try Sonicare for themselves and feel the difference after only two minutes of brushing, by visiting stand S06 at the BDTRA. They will be able to heurist with FlexCare and the new HealthyWhite – in a private brushing booth, and even be able to take the brush head away with them.

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 grows 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 08780 10 20 45 to find out more.

**KaVo Gendex**

**Proud to Work with the Profession for Dental Excellence**

This year we will be launching the GXCB500 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 ES10 dental unit that boasts many features and benefits not otherwise available, the GENTLERay 980 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 AGNOdent 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.
Take the Kent Express Price Challenge on Stand P01

Kent Express are committed to ensuring that you get the best prices for your purchases at Dental Showcase with the Kent Express Price Challenge – Kent Express will match or beat any advertised price – or you will be sent £100 of M&S vouchers free!

There are many other reasons to visit Kent Express – you can benefit from great sale offers and promotions on many of the very latest dental products, and as you would expect Kent Express will have some great gift rewards available too!

Showcase is always a fantastic opportunity for you to kit yourself and your team in the latest Hejo Uniforms, and the on-stand dressing rooms provide the convenience for you to try before you buy. Bring your team along and benefit from great offers on the most popular Hejo lines. You are also invited to help pick the winners of the popular ‘design a uniform’ competition – the best 12 designs will be on show for you to judge.

Windsor Practice Installs 3rd Aquacut Quattro

Windsor, Berkshire, is now firmly on the map as far as Fluid Abrasion is concerned! The 650th Velopex Aquacut Quattro has been installed at Dr Tida Mankoo’s busy Windsor Centre for Advanced Dentistry in Dorset Road, Windsor. This beautiful, light and airy building provides a superb backdrop for this busy dental practice - which now offers all patients the availability of fluid abrasion: Cleaning and Treating, in a calm soothing environment. Dr Mankoo commented: “This is the third Aquacut, in the building - it’s great! It’s an essential part of our modern practice!”.

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 stand. Specialist financial advisers for dentists, Essential Money can show 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’ Thomas has teamed up with a wonderful group of dedicated individuals to create Essential Money, including Sarah Gwill, winner of the 2005 mortgage adviser of the year award.

The evening of 22nd of October this year will find an audience in Fulham taking part in the first Velopex London Aquacut and Laser Workshop – presented by Dr Howard Gluckman. As a Specialist Periodontist, Dr Gluckman has made extensive use of both his Velopex Laser and Aquacut. His illustrations will take the audience through a journey of how to get the most from this equipment – 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 periodontics (cum Laude). He is in private practice in Cape Town and London. He 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 Internationally and has recently won a poster prize at an international congress for the development of a new bone grafting technique.

At the Workshop, we encourage existing equipment owners to bring case presentations 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 owners, £45 for owners of Velopex Aquacut units and £275 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 information or to ask any questions, please contact: Mark Chapman Medivance Instruments Ltd Barretts Green Road LONDON NW10 7AP UK Tel +44 7734 044877 mark@velopex.com

Italian Craftsman Takes Centre Stage at the 2008 BDTA Dental Showcase!

Always a highly impressive display, delegates can look forward to visiting Castellini’s stand at this year’s BDTA Dental Showcase in London and see for themselves (if they haven’t already), what makes Castellini one of the worlds most technologically advanced dental chair manufacturers.

Meet Castellini’s trained representatives, on hand to demonstrate the performance and durability of their prestigious range of dental chairs including the Logos and Duo as well as their superior instrument range. New features for 2008 include Video/ Surgicam, Torque Curves, Surgixson and LAEC Apex Locating integration.

Offering the highest standard of dental equipment, Castellini can meet all of your technological needs. With a focus on excellence, aesthetic design, ergonomics and efficient function, Castellini should be the first word that springs to mind when you are looking for new technology.

DENTSPLY at the 2008 BDTA Dental Showcase

The DENTSPLY team will present demonstrations and share extensive knowledge of products, services and practise and working procedures with visitors, supported by an interactive and exciting giveaway. The latest DENTSPLY products, plus Endo and Artis® products.

For better dentistry

The DENTSPLY team will present demonstrations and share extensive knowledge of products, services and practise and working procedures with visitors, supported by an interactive and exciting giveaway. The latest DENTSPLY products, plus Endo and Artis® products.

Italian Craftsman Takes Centre Stage at the 2008 BDTA Dental Showcase!

Always a highly impressive display, delegates can look forward to visiting Castellini’s stand at this year’s BDTA Dental Showcase in London and see for themselves (if they haven’t already), what makes Castellini one of the worlds most technologically advanced dental chair manufacturers.

Meet Castellini’s trained representatives, on hand to demonstrate the performance and durability of their prestigious range of dental chairs including the Logos and Duo as well as their superior instrument range. New features for 2008 include Video/ Surgicam, Torque Curves, Surgixson and LAEC Apex Locating integration.

Offering the highest standard of dental equipment, Castellini can meet all of your technological needs. With a focus on excellence, aesthetic design, ergonomics and efficient function, Castellini should be the first word that springs to mind when you are looking for new technology.

DENTSPLY at the 2008 BDTA Dental Showcase

The DENTSPLY team will present demonstrations and share extensive knowledge of products, services and practise and working procedures with visitors, supported by an interactive and exciting giveaway. The latest DENTSPLY products, plus Endo and Artis® products.
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, patient care can be HD (High Def-inition) treatment animations and high-quality before-and-after images, all accompanied by professionally written text re-viewed by a distinguished panel including British Dental Health Foundation President Chris Potts. Patients can digest infor-mation at a pace and detail-level that suits them, repeating anima-tions as many times as they like.

Because it is easily inte-grated, compatible with all broadband set-ups, and update-able nightly, e-touch lets your tailor content to suit your specific needs. Add testimonials and im-ages as they come in, provide dental and oral care advice, train your staff in new treatments and market the right service at the right time, with e-touch.

IDH

Integrated Dental Holdings (IDH) are delighted to be at-tending the 2008 BDTA Dental Showcase.

Committed to providing UK practitioners with the very best 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 im-pressive 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 den-tal professionals. Operating more than 200 practices, serv-ing more than 1.5 million pa-tients nationwide with over 850 dentists and 1,700 employees, To find out more about IDH’s quality clinical den-tistry, excellent patient care and superb career opportuni-ties, make sure you visit the IDH stand at the 2008 BDTA Dental Showcase.

30 Showcase Preview

DENTAL TRIBUNE United Kingdom Edition · September 29–October 5, 2008

Data Hosting, and a range of Cutting Edge Features, from PracticeWorks

Ledermix Combination Kits: this potent dental paste is indis-pensable when caring for patients with irreversible pulpitis who require emergency treatment.

Chlorhexidine Gluconate: this germicidal mouthwash re-duces oral bacteria and fights gum disease and plaque.

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

Denshiel™ Home Ther-apy System: for rapid and con-trol relief from sensitive teeth. Denshiel™ prevents ex-pulsion of pulp nerves to painful stimulation.

Hogies MiniScope Loupes: the latest addition to this estab-lished eye protection range, the MiniScope is lightweight with an interventional 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 treat-ment and excellent results.

The Clearstep System: bringing cutting edge orthodontics to your practice.

The Clearstep System con-sists of 5 elements, each one de-sign to specifically address one area of orthodontic treat-ment:

Pre-Alignment: An innova-tive and patented expansion de-vice - the CODA - affects antero-posterior and lateral expansion in both arches using very light-el-gylow wire with soft esther acrylic.

Space Closure: The Clearstep Closing Screw, a removable appli-ance, incorporates a clear posi-tioner in the anterior section for anchorage with a patient-acti-vated closing screw to close spaces.

Alignment: Clear tray posi-tioners gradually move teeth into the desired position.

Finishing & Detailing: In-cludes the Final Occlusal Refine-ment & Detailing appliance (FORD), the Clearstep Buccal Segment Settling Appliance and Elastic Mechanics.

Extrac: Covers the use of At-tachments, used to gain a greater purchase on the dental crown, and Inter-proximal Re-duction.

By visiting the Clearstep team at the BDTA Dental Showcase, you can discover how the most innovative and comprehensive invisible orthodontic system en-ables GPDs to offer orthodontic treatment to their patients. n

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 S12 and 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/cell-u-lase patient protection dental bib. Lasting up to 1 hour during procedures that otherwise would leave patients feeling wet, cold, stressed and un-comfortable. Everyday bibs are composed of a lighter material than the acclaimed Premier Protect from CollarDam, offer-ing a cheaper alternative to keeping your patients relaxed through those shorter visits.

From as little as 49 pence per bib when ordered in packs of 25, CollarDam™ patient protection caps and bibs are yet another weapon in the armoury of clini-cians seeking to impress and re-tain the loyalty of increasingly demanding patients. Recommended by many top industry names, CollarDam™ is setting new standards in patient comfort.

In order to fit your new sur-gery with the best equipment, Clark Dental offers only the highest quality technology from leading manufacturers, includ-ing the CDR Wireless, the world’s first and only cable-free intraoral sensor from the Schick Technologies digital im-agining range. Clark Dental also supplies the Nomad™ portable hand-held cordless x-ray, with rechargeable battery packs, 90 weight and full compatibility with digital imaging and film-based systems.

Benefiting from extensive industry experience and under-standing, Clark Dental will quickly have you treating pa-tients to your new dream sur-gery.

The Eastman’s stand, F16 at the 2008 BDTA Dental Show-case, is the ideal setting for ex-pert advice on continuing edu-ca-tion.

With over 50 years’ experi-ence of first-class education and training, the Eastman is a leading specialist centre for pa-tient care, graduate teaching and advanced research. The Eastman, with its glowing na-tional and international reputa-tion, is the preferred choice for graduate dental education and training for those who aspire to realise their full potential and provide their patients with the best possible care.

Explore the range of differ-ent courses now available at the Eastman and talk to the Eastman staff who will advise you on the structure and con-tent of programmes and open days to be held throughout the coming year.

For the Best Surgery Design and Equipment Solutions

Specialising in the dental in-dustry, Clark Dental’s ‘turn-key’ design and supply packages pro-vide 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 with extensive after-sales sup-port from factory-trained, certified engineers available seven days a week.

With e-touch in your practice, patient care can be HD (High Def-inition) treatment animations and high-quality before-and-after images, all accompanied by professionally written text re-viewed by a distinguished panel including British Dental Health Foundation President Chris Potts. Patients can digest infor-mation at a pace and detail-level that suits them, repeating anima-tions as many times as they like.

Because it is easily inte-grated, compatible with all broadband set-ups, and update-able nightly, e-touch lets your tailor content to suit your specific needs. Add testimonials and im-ages as they come in, provide dental and oral care advice, train your staff in new treatments and market the right service at the right time, with e-touch.

Blackwell Supplies: the source for innovative products

Blackwell Supplies, a mar-ket leader in the provision of cost-effective and high quality solutions for the daily needs of the 21st-century practitioner, has an impeccable reputation for meeting the needs of both den-tal staff and patients.

The comprehensive Black-well Supplies portfolio includes, but is by no means limited to:

Blackwell Supplies, a mar-ket leader in the provision of cost-effective and high quality solutions for the daily needs of the 21st-century practitioner, has an impeccable reputation for meeting the needs of both den-tal staff and patients.

The comprehensive Black-well Supplies portfolio includes, but is by no means limited to: