A-dec Solutions

Examine the difference A-dec can make for your practice. Our chairs, lights, cabinets, delivery systems, and sterilization systems are engineered to be fully integrated and perform better than ever. We don’t settle for anything less. And that’s how we’ve been doing business for over 40 years.

Visit A-dec on stand H02 to experience our range of surgery solutions. If you’re considering a new surgery layout or need to upgrade your equipment, we may just have the answers that you’re looking for.

A-dec is proud to be part of Dental Showcase 2008 and look forward to welcoming you to our stand. Join the A-dec team to discuss the latest advances in dental equipment ergonomics and see how A-dec can offer corrosion-resistant options to your surgery requirements.

For more information visit us on stand H02 at London Excel.

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

NEW – “Longlife Paks”

Bien-Air are so confident in the 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 continually advancing techniques in dentistry with Evident’s excellent quality, affordable, dental imaging products, including the easy-to-use digital dental radiography system Digirex and the USI intraoral camera Cammy. Available exclusively from Evident, our selection of Danville consumables include Accolade SRO, the super radiopaque composite lining material and Accolade PV, the veneer cementing material with a unique try-in paste. Try the Prepstart, the versatile and powerful air abrasion equipment.

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

A British engineered autoclave you can depend on at Stand S01

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 PerioBalance 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 the sector market leader in the USA – both renowned for their high levels of oral health.

Sunstar has created a cheque book containing rare pre and postages of discounts, competitions and special offers on the GUM product range, including PerioBalance, 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 via www.dentalshopboutique.com or visit www.sunstarargum.co.uk.
Takara Belmont – Stands out from the crowd
Stand No C02

Visit Stand No C02 and experience Takara Belmont’s treatment concepts, viewing the latest high-end machines. Technical, sales and surgery design staff will be on hand to provide detailed information and advice on the equipment, planning and installation.

The dental equipment on show will include the hugely popular X-ray systems, which offer 5 delivery options and supreme patient comfort, the stylish and unique space saving yet patient friendly Flexi Scan, the Voyager II L, which centrally mounted delivery unit ensures absolute equality for both left and right handed operators and the Photo XII which offers greater control over programming for the benefit of each individual patient.

For further information call Takara Belmont on 020 7515 0333 or email dental@takara.co.uk.

The Dental Directory
(A01 & B02)

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 popular 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.

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, how their services 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 01642 206016 or visit www.designer-dental.co.uk.

Will Philips break the sound barrier at The BDTA?

Last year Philips completely re-engineered Sonicare to create FlexCare, which so far has succeeded in greatly improving plaque and 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 (Stand 006).

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 to two shades in a fortnight.

Sonicare – HealthyWhite – which was launched in Spring, and which is uniquely designed to lighten teeth to two shades in a fortnight.

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 development, so that dental professionals may make evidence-based decisions, helping you create esthetically pleasing and tooth-healthy smiles for your patients. P&G offers various complementary means to gain verifiable CPD. The company has already 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.

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.

Make a Date with Henry Schein Minerva!

Visit Henry Schein Minerva at the 2008 BDTA Dental Showcase - Stand Q03 & R16, or if you’re unable to attend please call 0870 10 20 45 to find out more.

Exhibition Stand D01: Research shows that 91% of dentists see acid erosion on a weekly basis.

Advances in dentistry mean that patients’ natural teeth are lasting longer and are therefore subject to the effects of erosion for a longer time than previously.

Further research which was undertaken by GSK’s Oral Health Care division has shown that 91% of dentists see acid erosion on a weekly basis. Visitors to this year’s British Dental Trades Association (BDTA) will be able to find out more about Sensodyne Pronamel as part of GSK’s product range (Stand D01).

Shamin Shah, Brand Manager, Dental Professionals at GSK said: “The BDTA is always a popular exhibition allowing the company’s dental practice team to learn about the full oral health product range that GSK has to offer. It also allows the GSK team to communicate and answer any questions that professionals may have on any of the products”.

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 E60 dental unit that boasts many features and benefits not otherwise available, the GENTLEY 980 soft tissue laser and the full range of unbeatable 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 D-AGNo Dent, a convenient easy to use laser diagnosis system, i-CAT a full range 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.
Howard Gluckman – London Workshop

The evening of 22nd of October this year will find an audience in Fulham taking part in the 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.

Dr Gluckman will also be on hand to discuss interior design. The Velopex workshops have been joined with new, innovative designs. There are many other reasons that springs to mind when you are thinking of new designs. Whether it is your patient the availability of fluid along with the stream of air and particles thus allowing standard aspiration to cope with the emissions from the handpiece tip.

Windsor

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 Tush 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 a modern practice!”

This is all achieved using the unique Velopex ‘water curtain’ bringing a new dimension to the air abrasion concept. The clinicians and patients dislike of air abrasion being principally the mess associated with this technique. The Velopex Aquacut Quattro delivers a vanilla scented fluid along with the stream of air and particles thus allowing standard aspiration to cope with the emissions from the handpiece tip.

Don’t miss DENTSPLY at the 2008 Dental Showcase!

Visit stands P9, P10 & N10 to experience the celebrated DENTSPLY quality for yourself, and take advantage of promotional offers on a wide range of DENTSPLY products. The latest innovations will be on proud display, including SmartCem™ self-adhesive cement, boasting one of the market’s highest bond strengths, low film thickness and quick setting in only 2 minutes.

All the DENTSPLY favourites will also be on display, including the Brintune™ tooth whitening system, ChemiMill® Molar Gaps, Xeno5 V, Aquasil Ultra, DuoSil, plus Endo and Artis™ products.

For more information or to ask any questions, please contact:

Mark Chapman
Medivance Instruments Ltd
Tel 01734 044877
mark@velopex.com

For Better Dentistry

The DENTSPLY team will present demonstrations and share extensive knowledge of product range, installation, space and working procedures with visitors, supported by an interactive area and giving out bottles of Frascati Chilion Champagne for orders placed during the show.

DENTSPLY will be exhibiting on Stands P9, P10 & N10

See Things Differently at the 2008 BDTA Dental Showcase

As the exclusive supplier of the universally respected Carl Zeiss range of magnification and illumination systems, Navier is well equipped to offer expert advice to visitors and further information on all of its products, helping delegates select from the excellent range of magnifications and working distances.

The EyeMag range is a Carl Zeiss x2.5 flip-up loupe with excellent 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 products will be available to try, including 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 illumination the OPMI® Pico enables stereoscopic vision, outstanding depth of field, high contrast and of course acuity.

To find out more, visit Navier on Stand M09 or call 01455 759659

Italian Craftsman Takes 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, Sur- gison and LÆG® Apex Locating integration.

Discover your inner beauty with Admor at the 2008 BDTA Dental Showcase in London. Visitors 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 opportunities and give patients a well coming, modern experience.

Admor’s popular favourites have been joined with new, innovative and practical designs. Make neat and efficient use of space with the Espacio, Low Stack 2 (with its 420mm seat height) and High Link Seating ranges, and ask about the exquisite Cadir Chrome and Samba seating options. Boost visitor comfort with the Easy-Chair, or Elegance Seating with combinable elements to maximise space.

Come and receive free advice and guidance from Kathy Adam, who will discuss interior design with Admor customers, and achieve your vision by selecting and coordinating products from our directory.

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

DENTSPLY at the 2008 BDTA Dental Showcase

DENTSPLY products at the 2008 BDTA Dental Showcase will feature the latest Surgicam, Torque Curves, Surgison and LÆG® Apex Locating integration.

The DENTSPLY team will present demonstrations and share extensive knowledge of product range, installation, space and working procedures with visitors, supported by an interactive area and giving out bottles of Frascati Chilion Champagne for orders placed during the show.

DENTSPLY will be exhibiting on Stands P9, P10 & N10

For more information or to ask any questions, please contact:

Mark Chapman
Medivance Instruments Ltd
Tel 01734 044877
mark@velopex.com

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 Velopex – 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.

DENTSPLY at the 2008 BDTA Dental Showcase

DENTSPLY at the 2008 BDTA Dental Showcase is sure to have the greatest range of magnification and illumination systems, industry best practice products, industry best practice products, industry best practice products and of course acuity.

depth orientation, high contrast illumination systems, Nuview is the universally respected Carl Zeiss range of magnification and illumination systems, Navier are committed to offer expert advise to visitors and further information on all of its products, helping delegates select from the excellent range of magnifications and working distances.

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To find out more, visit Navier 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 R4 Practice Management Software, which now has a web based version which includes Data Hosting.

Never before used in dentistry, Data Hosting means that the application and the data are accessed via the internet – there is no need for expensive servers or software. R4 version 5 links directly to a credit card pin reader, directing everything to the R4 accounting system, logging every payment with a system designed specifically for dental practices.

Your patients will also be able to make bookings online, which means more convenience for them. They just access the online appointment book, select the preferred date, and choose from available appointment slots.

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, 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 Kits**: 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.
- **Denshiel™ Home Therapy System**: for rapid and consistent relief from sensitive teeth, Denshiel™ 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 unparalleled field of vision and incredible depth of field.

The Clearstep System: bringing cutting edge orthodontics to your practice

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

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 40 pence 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 Showcase, 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 the leading specialist centre 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 different courses now available at the Eastman and meet the Senior Eastman staff who will advise you on the structure and content of programmes and open days to be held throughout the coming year.

For the Best Surgery Design and Equipment Solutions

Specialising in the dental industry, Clark Dental's turn-key designs 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 with extensive after-sales support from factory-trained, certified engineers available seven days a week.

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, patients can view HD (High Definiton) treatment animations and high-quality before-and-after images, all accompanied by professionally written text reviewed by a distinguished panel including British Dental Health Foundation President Chris Potts. Patients can digest information at a pace and detail-level that suits them, repeating animations as many times as they like.

Because it is easily integrated, compatible with all broadband set-ups, and updatable nightly, e-touch lets you tailor content to suit your specific needs. Add testimonials and images that convey the prospects IDH affords to all 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 attending the 2008 BDTA Dental Showcase.

Committed to providing UK consumers with extensive ranges of high quality services in clinical dental treatments and patient care, an IDH team will be on hand, at stand no.D10, 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 dentistry, excellent patient care and superb career opportunities, make sure you visit the IDH stand at the 2008 BDTA Dental Showcase.