**Smile of the Year 2009 launch**

Leading UK denture company, Schottlander, has launched its new search for the denture wearer with the best smile in Britain, to win the title of, Smile of the Year 2009.

Practices can get well-deserved publicity by nominating a patient for the award, who could win a romantic holiday for two, a family theme-park holiday or a luxury spa retreat.

The campaign, celebrates the millions of people in the UK, who wear dentures and who look and feel confident and attractive.

Dentures are worn by people of all ages and one million young people between 16 and 44. Overall, dentures are worn by more than 11 million UK residents - a quarter of all adults.

This year’s winner, Mary Harrison, said: ‘I talk to everybody and laugh and smile all the time. People say my teeth look great and I always get compliments about my smile.’

Dr Brian Schottlander said the campaign recognised the millions who wore dentures and aimed to raise awareness of the enormous benefits good dentures could bring to wearers.

He added: ‘Advances in technology mean that dentures can look so natural and realistic that they can transform the lives of wearers, who can therefore smile with confidence.

Celebrities who have lost teeth include:

- James Bond star Daniel Craig, who was shaken not stirred when he lost his two front teeth while filming a fight sequence for the Bond film, Casino Royale.
- Hollywood star Harrison Ford, revealed on ‘The Late Show with David Letterman’, that he had false teeth fitted after he damaged them during a stunt for a TV appearance early in his career.
- Iconic, Rebel without a Cause, star, the late James Dean, lost his front teeth in a trapeze accident.
- Last but not least, screen legend, Clark Gable, star of epic love story, Gone With The Wind, sported dentures throughout his career.

Schottlander has launched its new search for the 2009, Smile of the Year award.

Smile-on means Top Class

The leading UK provider of integrated learning programmes for healthcare professionals and organisations, took BDTA delegates at Dental Showcase 2008 on a trip to the cinema during the event at Excel in Docklands last weekend. Delegates could see innovative products in all their glory on the big screen, with Smile-on’s team on hand to answer any queries.

At the show, Smile-on also launched its course on, Communi- cation in Dentistry: Stories from the Practice, a three-module programme developed with Dental Protection Ltd, (DPL) which illustrated how skilful and flexible communication can reduce or prevent complaints, legal claims and income loss.

The team also talked visitors through its Clinical Photography course, developed with Christopher Orr and DPL, designed to demystify photography and show how to produce consistent, high-quality clinical photographs with correct storage to minimise risk.

In addition, Smile-on was open to enquirers about its Clinical Governance Progress Management course - which allows Primary Care Trusts to monitor dental practice progress - its Key Skills package and its Clinical Audit package. Delegates also asked about INSTART, a vital step to- wards dental nurse registration, providing key knowledge in health & safety, infection control, medical emergencies, radiographs, record-keeping, sur- gery routine and, working with the dental team.

With a commitment to con- venient and dynamic learning programmes which motivate the candidate, promote learning re- tention and are also fun, the Smile-on team also were set to re- veal the new series of Webinars.

A Smile-on spokesperson said: ‘Visitors to the stand were excited by the showreel which showed how participants can learn from and in- teract with world-renowned ex- perts in aesthetic and restorative dentistry, from the comfort of their own home and even replay the we- binars by visiting the site.’

For more information about Smile-on products call 0800 300 8000 or email info@smile-on.com

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**Dentsply Competition alert!**

Dentsply has teamed up with the Mouth Cancer Foundation charity and will donate 50p for every Artio instrument sold in a bid to support the charity’s work of supporting people with mouth, throat and other head & neck cancers.

Concerns over hand and wrist fatigue, and the potential risks of developing carpal tunnel syndrome, have led many dentists and hygienists to search for well-designed hand instruments.

For a chance to win one of two prizes of 3 x Artio Instruments (plus a free Digital Photo Frame), please delete the incorrect feature of Artio:

- Artio Instruments are light with ergonomically shaped handles
- Artio Instruments have a unique raised star-shaped pattern
- Artio Instruments include periodontal and restorative patterns

and return this page to: Myrna Dais, FREESTORE 8XK-TSCZ-ZTUL, DENTSPLY Ltd, Building 1, Aviator Park, Station Road, ADDLESTONE, K15 2PG, with your contact details:

Name: ________________________________
Position: ______________________________
Address: ______________________________
Email: ________________________________
Telephone: ____________________________

The closing date for entries is December 1.

Terms and conditions apply

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**BSDHT conference announcement**

The British Society for Dental Hygiene and Therapy is preparing to hold its 2008 oral health conference & exhibition.

The event, to be opened by Marzi Taylor, chief dental officer for Scotland, takes place on November 21/22 at Edinburgh International Conference Centre.

Dr Hew Mathewson, president of the General Dental Council will close the two-day event, with a talk entitled, Where are we now with the Scope of Practice?

Visitors have the chance to earn 8.75 hours of verifiable CPD, with additional CPD for attending the exhibition.

For queries about BSDHT membership, phone 01452 886365 or email enquiries@bsdht.org.uk

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**New patients for Stoke-on-Trent**

A nine-surgery dental practice is set to open in Stoke-on-Trent catering for 7,000 NHS patients.

The centre, called, Penton House, which is being housed in a refurbished GP practice in Queen Ann Street, Shelton, is due to see its first patients later this month.

The listed building, which has undergone a complete re-vamp, is expected to open in the mid-spring of this year.

Further information about how to register is available from a new telephone helpline.

The contract for the prac- tice, which is in an area of pre- viously low NHS dental provi- sion, has been awarded by the city’s primary care trust to priv- ate firm Acme, which already runs a successful surgery in Crewe.

The new centre is catering largely for patients living in the Shelton, Hanley and Etruria ar- eas where there is an especially large need for NHS dental provi- sion.

For more information, would- be patients should call the helpline on, 01782 410051.

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**Cinema trips for BDTA delegates**

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