**Genus – Making a difference with technology**

By starting up your own squat practice, you have an incredible ‘black canvas’ opportunity: a chance to leave your unique stamp.

It’s vital that the practice you create, no matter how small, is staffed by and designed to suit the professionals who work by and with you. The type of people you want to attract. Genus has a team of specialists that have enabled dentists for far and wide to achieve the practice of their dreams. Real design professionals and dentists can benefit much from this integrative programme which inspires and attracts both. With the ability to identify the potential in even the smallest of premises, Genus can renovate a previously run-down building into a chic, fully functioning practice. Intelligent design plays an integral role in Genus’ approach.

Genus also offers advice on creating a practical yet comfortable surgery by choosing cleverly designed equipment and furniture within a small space. By not designing to space, but to practice, manufacturers, practitioiners working with Genus, have free sourcing access to the best suited fixtures, furniture and fittings for their practice.

For more information, please call Genus on 01582 84064 or email chris.davies@geniusec.co.uk

**Newcastle, over 20 years of experience among the list of successes, PDS Labs are able to offer clinicians the most highly precise and most aesthetically enjoyable prosthetics available on the market today. PDS also offers clients a bar ter delivery system, ensuring that emergency work can be fast-tracked when necessary. With all crowns and bridgework performed under magnification, dentists can be assured of high quality, precision restoration work.**

For more information and a Laboratory Park, Newcastle on 0191 232 4444 or Leeds: 0113 229 3675 or visit www.pdslabs.co.uk and find out more.