**Editorial**

Dear reader,

Winston Churchill once famously said, “Difficulties mastered are opportunities won.” These words from one of Britain’s most famous statesmen aptly describe the relaunch of the Dental Tribune UK edition. The newspaper that you are holding in your hands is the result of months of reorientation and repositioning that will see the return of a active participant in the British dental publishing scene. At this opportunity, we would like to thank our former partners for years of commitment and wish them best of luck for their future endeavours. Our publishing group has come a long way since the first edition of Dental Tribune UK was launched in 2007. From a few publishers operating in key markets only, it has grown into a large-scale global operation with offices and representatives in almost every corner of the globe; to borrow a famous historical phrase, the sun never sets on the Dental Tribune International (DTI) network, as seen in the UK edition. The DTI publishing group is composed of the world’s leading dental trade publishers that reach more than 650,000 dentists in more than 90 countries.

While remaining a print publisher at heart, DTI has been successfully venturing forward in other areas, most notably continuing professional education and events. While the Dental Tribune Study Club provides free online education at an international and local level, the new Clinical Masters series offers high-quality CPD in selected areas, including implantology, endodontics and aesthetic dentistry. Moreover, last year saw the successful premiere of the Digital Dentistry Show, a show within a show expo format that exists on the phase-out of mercury-containing products, including dental amalgam. As one of the few, for example, we were recently invited to visit the headquarters of MIS Implants Technologies in Israel (see page 10 of this edition). Considered the next major competitor in implant dentistry worldwide, the company gave DTI full insight into its production facilities and corporate philosophy.

Dental Tribune also offers high-quality and relevant clinical content. In this edition, among other subjects, you will learn how to recognise and manage orofacial pain, identify and deal with patients suffering from eating disorders, and boost your practice or business on Google. We wish you an enjoyable read and look forward to hearing your opinions and comments if you are visiting the Dentistry Show in Birmingham, we would like to invite you to meet us at Stand P80.

Sincerely,

The Dental Tribune UK editorial team