Only one toothpaste gives non-stop 12 hour protection from bacteria...

Stannous fluoride toothpaste

<table>
<thead>
<tr>
<th>12 hours after toothbrushing – significant bacteria regrowth</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW</td>
</tr>
<tr>
<td>HEALTHY-SCALE</td>
</tr>
</tbody>
</table>

Colgate Total provides 72% REDUCTION IN PLAQUE BACTERIA REGROWTH

*Demonstration illustrating reduction of plaque bacteria 12 hours after toothbrushing with Colgate Total vs stannous fluoride toothpaste.

...and protects your patients from the most common dental problems:

- Plaque
- Sensitive Teeth
- Tartar
- Enamel Erosion
- Cavities
- Bad Breath
- Gum Problems
- Staining

For a healthy mouth recommend NEW Colgate Total.

Do you have an opinion or something to say on any Dental Tribune UK article? Or would you like to write your own opinion for our guest comment page?

If so don’t hesitate to write to:

The Editor,
Dental Tribune UK Ltd,
4th Floor, Treasure House,
19-21 Hatton Garden,
London, EC1 8BA

Or email:
lisa@dentaltribuneuk.com

DT

Editorial comment

Unless you’ve been hiding under a rock for the past few days, you will have heard about the departure of Alison Lockyer as GDC Chair, and the rumours surrounding her departure.

In a job which can only really be akin to the England football manager’s job in terms of popularity (or possibly the Chief Exec of the CQC), Dr Lockyer had the unenviable task of trying to balance her position as head of the regulator with her position as a GDP, something which must have not sat well on more than one occasion. I wish Dr Lockyer all the best in getting back to the ‘quiet’ life of doing day to day dentistry.

I’m looking forward to seeing many of DT’s readers at this week’s BDA Conference and Exhibition in Manchester. The event is boasting to be the biggest and best, and the line-up does seem impressive. One piece of news to note is that at the time of going to press, Secretary of State for Health Andrew Lansley’s speech has been switched from Thursday 19th May to Friday 20th May at 11.15am.

Also, don’t forget to come by Stand A18 and say hello, leave your feedback and maybe even leave your card to be asked to write an article or two for us! See you there...
A call from the front line

Coming back to civilian life after leaving the services, not through choice but through disability caused in the line of duty, can be a challenging period for a former Royal Marine and the adjustment may be fraught with hurdles and disappointments. One example that has been receiving attention recently is the offer to the hundred or so medically discharged Royal Marines leaving annually, who have been kept dentally fit by the Armed Forces, a choice of free dental care in the community where they settle.

Now, sympathetic dental practices can join a national scheme, The C Group and SmileStar, formerly known as the Marine Dental Care Campaign, to help some of those former Royal Marine personnel with free basic dental care for life. Already more than 60 practices around the UK are signed up to the scheme.

The inspiring scheme is being run by The C Group, a Royal Marines charity whose mission is to mobilise the business community to support the Royal Marines together with SmileStar Ltd, an organisation with charitable status based in Devon. Royal Marines applicants will be introduced to the scheme through the normal resettlement process and those who are interested will be passed through to SmileStar for appropriate administration and details of their nearest participating practice.

Colonel Hutton, the Chief Executive of The C Group, who has supported the scheme from its inception, explained: “Coming home and trying to settle into normal life is harder than people imagine and routine procedures such as going to a dentist can be immensely daunting. What SmileStar and its network of supporting dentists are offering is choice. A man can decide whether to go with the NHS system or take the opportunity to receive basic private dental care for free. This is a great offer and will help those who live in areas where NHS surgeries are working at capacity or where travel requirements may be excessive. There are numerous reasons to help these men who have served their country so bravely. This scheme will offer an extra helping hand to aid their rehabilitation. Practices around the country are signing up to the scheme to help in their area – we’ve been totally overwhelmed by the support the campaign is receiving already.”

At the launch of the scheme, which will take place on June 22nd in Ashburton, presentations will be given by Colonel Jim Hutton of the Royal Marines. Sixty four practices around the country have already joined the scheme including the Devon Dental Centre of Excellence, the Plymouth Dental Centre of Excellence and other Devon based practices such as Totton’s Riverview Dental and Bovey Tracey’s Quality Dental Care. Of the 27 Marines that have taken up SmileStar’s offer we have currently managed to place 15 of them and are waiting for practices to come up in the following areas to place the other 12 Marines.

Newport
Portsmouth
Yeovil
Poole x3
Lympstone
Govent South Wales
Dover
Bournemouth
Taunton, Somerset
Mid Glamorgan, Wales

Interested practices can find out more or register by calling Sam Cutts, Smilestar at sam@mpc-ltd.co.uk or 01364654070.

Eighth Clinical Innovations Conference Hailed A Success

Organised by healthcare learning provider Smile-on, the AOG and the Dental Directory, the Clinical Innovations Conference 2011 impressed delegates yet again with its topical programme of lectures covering many of the latest developments in restorative and aesthetic dentistry.

More than 350 attendees gathered at the Royal College of Physicians for the two-day conference and exhibition which featured some of the leading names in dentistry today including the likes of Dr Julian Webster, Dr Eddie Scher, Dr Wyman Chan, Dr Tif Qureshi and Dr Wolfgang Richter.

This year’s event also played host to the London Deanery’s Annual DCP Conference, which featured several highly relevant lectures for dental care professionals on subjects such as risk management, decontamination and medical emergencies.

The turnout was high and the atmosphere electric. Practices around the country have already joined the scheme including the Devon Dental Centre of Excellence, the Plymouth Dental Centre of Excellence and other Devon based practices such as Totton’s Riverview Dental and Bovey Tracey’s Quality Dental Care. Of the 27 Marines that have taken up SmileStar’s offer we have currently managed to place 15 of them and are waiting for practices to come up in the following areas to place the other 12 Marines.

Newport
Portsmouth
Yeovil
Poole x3
Lympstone
Govent South Wales
Dover
Bournemouth
Taunton, Somerset
Mid Glamorgan, Wales

Interested practices can find out more or register by calling Sam Cutts, Smilestar at sam@mpc-ltd.co.uk or 01364654070.
**Dental visits considered ‘a luxury’**

Simplyhealth’s Annual Dental Survey 2011 shows that patients could be risking their dental health with over a quarter of the population viewing visits to the dentist as a ‘luxury’.

The survey of 10,000 UK patients has found that men are the worst offenders with more than a third considering dentist appointments ‘too expensive’ whereas almost 19 per cent stubbornly believe they can take care of their teeth themselves. However, women are no ‘tooth fairies’ either, with 45 per cent saying dentist visits are ‘too expensive’ compared to 55 per cent of men.

James Glover from Simplyhealth’s dental advisor, Michael Thomas, said: “It’s surprising that so many patients see visiting the dentist as a luxury. We’re not talking about a holiday, or a new car, or protecting your dental health, which is an everyday need.”

Younger patients place far less importance on their dental health, with almost a third (31 per cent) of 18-24 year olds saying dentist visits are ‘too expensive’, compared to only 71 per cent who have seen the dentist in the last year.

Practising dentist and Simplyhealth’s Annual Dental Survey 2011 shows that so many patients see visiting the dentist as a luxury. We’re not talking about a holiday, or a new car, or protecting your dental health, which is an everyday need.”

Younger patients place far less importance on their dental health, with almost a third (31 per cent) of 18-24 year olds saying dentist visits are ‘too expensive’, compared to only 71 per cent who have seen the dentist in the last year.

Practising dentist and Simplyhealth’s dental advisor, Michael Thomas, said: “Everyone wants nice, white teeth, but this won’t happen if people aren’t prepared to put any effort into caring for them. It’s really important that patients take the time to brush their teeth twice a day and regularly visit their dentist.”

This isn’t just important for the health of their teeth but also for other health issues for example, research suggests that poor oral health is associated with a greater risk of a stroke and heart disease.

“Dentists can provide so much information and guidance that people aren’t taking advantage of. For instance Simplyhealth’s research has found that only 34 per cent would think to speak to their dentist about identifying oral cancer.”

There’s also a contrast in patient’s attitudes to dental health. On one hand, two thirds say they wouldn’t date someone with bad teeth and more than 60 per cent have a greater risk of a stroke and heart disease.

Almost 50 per cent would rather take out the rubbish and 41 per cent would prefer to clean the toilet.

---

**Smiles top attractiveness poll**

A ‘smile’ has topped a poll assessing the most important physical features when it comes to attraction between men and women.

A smile was rated highly by 56 per cent of respondents, closely followed by faces (53 per cent) and eyes (51 per cent). Dress sense, body shape, hair and height were also measured, with the latter bringing up the rear on 25 per cent. Interestingly, it was a non-physical attribute – personality – which was the clear winner of the survey. Ninety per cent of respondents rated this human attribute most important when it comes to attraction.

The results have been published as part of the British Dental Health Foundation’s annual campaign – National Smile Month – now in its 55th year. This year the theme is ‘The Smile Factor’, which aims to remind people that their smiles, teeth and smile is fundamental to all aspects of their life – whether career, personality, relationships, attraction or all-round good health.

Despite the importance of smiles and teeth to everyday life, many people appear to have a poor image of the nation’s ‘Smile Factor’. The survey reveals that only 25 per cent believed that the nation had ‘good teeth’, and approaching half the population were not happy with their smile or teeth - stained or yellow teeth being the most common concern (57 per cent).

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, said: “As a nation we probably spend more time and money looking after our hair and the clothes we wear, rather than caring for our teeth. The survey is a great reminder that we should be giving greater attention to our teeth – not just because it improves oral health – but because it gives us the confidence to smile, which makes a major difference to our relationships, careers and overall image.”

“During National Smile Month, we hope everyone will consider what they can do to improve their Smile Factor. Hundreds of dental practices across the UK will be supporting the campaign and it’s an excellent time to seek their help and advice.”

---

**A ‘thank you’ that raised $1m**

Oscar-winning actor Michael Douglas, who was diagnosed with throat cancer last year, headlined a fundraiser for the Montreal Hospital, the hospital that first detected his disease.

During his speech at the event, Douglas recalled the devastation he felt when he was diagnosed with cancer and how Dr Saul Frenkel of Montreal’s Jewish General Hospital had requested a biopsy. Previously, several American doctors had failed to diagnose the cancer and had, according to reports, said Douglas was in good health; it was soon discovered that the cancer was at an advanced stage.

To show his gratitude for the Montreal Hospital, Douglas offered to help raise money for the McGill University–affiliated hospital by signing himself up as the honoured invitee for a $355-a-head gala dinner, with VIP tickets selling for $750. The money raised will be given to McGill University’s head and neck cancer fund.

Mixing with guests and having photos taken, Douglas was reported to appear energised.

According to reports, both Douglas and his wife, Catherine Zeta-Jones, put themselves up for auction: one such live auction was a golf outing, which was auctioned for $180,000. By the end of the night the charity event had raised more than $1 million.

---

**BDA museum close to major acquisition**

The BDA’s museum has its sights set on a rare oil painting as its next major acquisition. The Dentist, painted in 1929 by Sir John Lavery, features dentist Conrad Ackner in situ treating his patient, the artist’s wife Lady Lavery.

While funding has already been sourced through the Art Fund, the MLA/V&A Purchase Grant Fund, the BDA and private donations, a shortfall of £0.9 million remains before the list price can be met.

Head of BDA Museum Services, Jason Finch said: “The opportunity to purchase this unique painting is too good to miss and we are desperately close to our target.”

“The most valuable contribution to dentistry is its rightful home.”

Not only is the work historically significant in its rarity, it also provides us with an accurate depiction from which the dental profession and public can gain valuable insight into the history of dentistry.

“We are calling on all interested parties to help us keep this important work at the BDA permanently, in what, we believe is its rightful home.”

To make a donation, or for further information, individuals should contact Jason Finch by phone on 0207 555 5852, or by email at jason.finch@bda.org.
A-dec goes the extra mile for B2A

Teenage representatives from dental equipment manufacturer A-dec recently took on the challenge of the infamous Coast2Coast bike ride, and fighting arduous headwinds all the way, completed the 151 mile bike ride in three days!

Cycling from Whitehaven on the west coast to Tynemouth on the east coast, across the very hilly Lake District, the Pennines and the Northumberland moors, and despite the at-times daunting terrain, falls, bruises, punctures, sunburn, headwinds, and facing early retirement with a snapped derailleur, the team finished together in high spirits on the afternoon of Monday 2nd May.

Fuelled by energy drinks, flapjacks, oh-so-many bananas, pain relief and deep heat, not to mention the key ingredient (TEAMWORK), all 11 riders completed the challenge with an immense sense of achievement and pride.

The group is raising funds for Bridge2Aid, their partner charity who carry out amazing work in the Mwanza region of Tanzania and across the area, plus other UK charities which are close to the fund-raisers hearts.

Charlotte Cligg and her partner Ben, Jo Gamble, Stacey Roberts, Tracy McComb and her husband David, Brian Anderson and his wife Sarah, Ashley Woodruff, Garan Hynes and Charlie Cope – supported by Sarah Treble and Eugene O’Malley, aim to raise more than £7,000 for Bridge2Aid, NSPCC, MS Society, Breast Cancer Campaign and Leukaemia & Lymphoma Research.

To make a donation, please visit uk.virginmoneygiving.com/team/A-dec.

FEWER THAN ONE IN THREE PEOPLE HAVE MENTIONED BLEEDING GUMS TO THEIR DENTIST OR HYGIENIST.

With patients most likely to mention pain on a dental visit the early stages of gum disease may be ignored. The Corsodyl Campaign for Healthy Gums is designed to raise awareness of the risks of gum disease and the initial signs to look out for. For your free Gum Care Guidance Pack including a range of materials for you and your patients visit WWW.GSN-DENTALPROFESSIONALS.CO.UK

Product Information: Corsodyl Mint Mouthwash. Presentation: A colourless solution containing 0.2% w/v chlorhexidine digluconate. Indications: Please Inhibition: gingivitis; maintenance of oral hygiene; post-periodontal surgery or treatment; prophylactic application: in adults and children 12 years and over. Rinse with 10ml for 1 minute twice daily or prior surgery. Scale and root planing 10 minutes twice daily, treatment length: gingivitis 1 month; ulcers, oral candida 48 hours after clinical resolution. Do not use in children under 12 unless on advice of healthcare professional. Contraindications: hypersensitivity to chlorhexidine or any of the excipients. Precautions: Keep out of eyes and ears, do not swallow, separate use from conventional dentifrices (e.g. rinse mouth between applications). In case of natures, swelling or irritation of the mouth discontinue use of product. Pregnancy & lactation: no special precautions. Side effects: Supparative desquamation of tongue, teeth and tooth-coloured restorations, usually reversible; transient taste disturbances and burning sensation of tongue on initial use; oral desquamation; parotid swelling; irritative skin reactions; extremely rare, generalised allergic reactions, hyperventilation and anaphylaxis. Overdosage: Due to the alcohol content 2% ingestion of large amounts by children requires medical attention. Legal category: G5. Product Licence Number and RSP (exc. VAT): PL 00079/0312 300ml £4.17, 600ml £8.17. Licence Holder: GlaxoSmithKline Consumer Healthcare, Brentford, TW8 9GS, U.K. Date of preparation: February 2011.
O ral health campaigning, the British Dental Health Foundation, launched the National Smile Month at the Houses of Parliament on Thursday 12th May.

The annual event, held at Westminster, signalled the start of the UK’s largest oral health campaign, which this year celebrates its 55th anniversary.

Many leading figures from the world of dentistry were in attendance for the launch of the event which runs between May 15 and June 15 2011, going under the theme of the Smile Factor.

Hosted by Parliamentary sponsor the Rt Hon Sir Paul Beresford MP, the gathering included speeches from some of dentistry’s leading experts including the Foundation’s Chief Executive Dr Nigel Carter and his President Daniel Davis.

Dr Carter said on the launch of Smile Factor: “Many might underestimate it but a smile can be a very influential feature. It can shape our lives, our relationships and careers and be a very powerful show of who we are, yet no one has the confidence to do so.

“Those who are not happy or are self-conscious about their teeth, could be missing out on showing off their very own ‘Smile Factor’.

“Others are being held back by poor oral well-being and its impact on their general health. This year’s campaign is designed to challenge those perceptions and get you smiling again.

“Getting people to talk about their teeth and dental habits is vital in our goal of improving the state of oral health not only in the UK but worldwide.

“We have had a tremendous response to the latter, particularly in the last couple of years, but we must work harder to ensure this year’s National Smile Month Can build on that success.

“The launch is a super way to kick-start the month. It is an utterly marvellous setting of which to stage such an event.”

Sponsored by four giants of oral health care, Platinum Sponsors Oral-B, Wrigley and Listerine, along with first-time Silver Sponsor Macleans, the campaign will yet again provide an exciting opportunity for everyone to get involved in promoting good oral health.

During the course of the month, the Foundation will be looking to promote their three key oral health messages.

- Those who are not happy or are self-conscious about their teeth, could be missing out on showing off their very own ‘Smile Factor’.

- Others are being held back by poor oral well-being and its impact on their general health.

- Getting people to talk about their teeth and dental habits is vital in our goal of improving the state of oral health not only in the UK but worldwide.

The Forum plans to encourage wider adoption of the ‘Ten Steps’ and sharing of best practice with training and education programmes throughout the UK, to impart the principles and practical implementation of the Steps. Supporting those who work in the early years sector, including children’s centres and nurseries, will be a priority to help ensure all children get the best start in life.

For more information on the Infant & Toddler Forum and to download free resources, visit www.infantandtoddlers.org (healthcare professionals) and www.littlepeopleplates.co.uk (parents and carers).

Can volunteers make a difference?

B ridge2Aid are delighted to be hosting a number of events at this years’ BDA in Manchester, on the growing issue of corporate social responsibility and the long term value in volunteering.

Posing the question whether short term volunteers can make a long term difference, Friday’s 2pm seminar will see Bridge2Aid’s (B2A) Co-Chairman Julian Wilson, and CEO Mark Topley, talking about the difference volunteers have made to the provision of oral health care for the community in Tanzania.

Thursday will also see a Volunteering Forum chaired by Habib Bendjedid, past President of the FDI, at the FDI and Chris Holmgren from WHO, of which B2A are a co-sponsor.

B2A offer a very successful volunteer programme for dental professionals, known as the DVP (Dental Volunteer Programme). With 2010 feedback hailing the Bridge2Aid DVP programme as both “moving” and a “rewarding experience both professionally and personally”; this is both new to the dental profession.

Mark Topley, CEO, Bridge2Aid said: “Our Dental Volunteer Programme has not only made such an enormous difference to the lives of the people of Tanzania but also to our volunteer dentists and nurses, many of whom have made more than one DVP as well as lifelong friendships through the programme. Our Dental Volunteers feel they are contributing to something special and it reminds them why they got into dentistry. The DVP is focused on making a sustainable difference, not just a short term impact.”

To demonstrate the long term value of volunteering for B2A, this years’ BDA will see B2A announcing their partnership with the late Dr John Zamet, the founder of the FDI and a Past President Fellow at the UCL Eastman Dental Institute and a Past President of the British Society for Periodontology. Their considerable contributions to clinical periodontology have significantly improved the world.

For more information on the B2A seminars at BDA Conference visit www.bridge2aid.org. For further information on B2A volunteering programmes contact Ruth on 07748 645006 or email her at Ruth@bridge2aid.org. Visit www.bridge2aid.org to download an application form.

Prioritising toddler nutrition

T he Infant & Toddler Forum - experts in child health, nutrition and development - is stepping up its work for wider recognition and adoption of its ‘Ten Steps for Healthy Toddlers’ launched last year to address the lack of simple, consistent guidance on toddler eating habits.

P ublic health is high on Government’s agenda; those with an influence on early years’ nutrition have a significant role to play in preventing long-term health problems, yet clear guidelines are lacking. The recent School Food Trust report highlights an urgent need for Government and all stakeholders, including health practitioners and parents, to work together to address this need.

Britain is facing an entirely preventable epidemic of obesity and diet-related ill-health, with a generation set to die before their parents. Health agendas need to focus on supporting practitioners, parents and carers with effective tools to help change behaviour.

‘Ten Steps for Healthy Toddlers’, an easy-to-use guide on what to offer, what eating behaviours to encourage and how best to manage mealtimes, is the Infant & Toddler Forum’s contribution to help meet this need. Endorsed by the Pre-school Learning Alliance, Child Growth Foundation, National Obesity Forum and the British Dental Health Foundation, the ‘Ten Steps’ are designed to encourage positive changes to toddler feeding with small easy actions.

Dr Atul Sinhal, Chair of the Infant & Toddler Forum, said: “Since their launch last year, the ‘Ten Steps for Healthy Toddlers’ have been widely implemented in different settings by health and childcare professionals, parents and carers. As well as being a simple, extremely useful tool for those feeding toddlers at home, the ‘Ten Steps’ is a perfect resource to help implement the Government’s public health strategies.

“Continuing its work on early intervention through good toddler nutrition and eating behaviour, the Forum is developing activities to drive best practice where there’s a need for practical support and direction. Throughout 2011 we will continue to work with our partners to raise awareness and encourage implementation of the ‘Ten Steps’. In turn, we hope health and childcare professionals will adopt the expert advice as best practice and share it with the parents, carers and toddlers with whom they interact.”

Clinical periodontology research grant

T he Alpha Omega Charitable Trust has created a memorial prize in honour of the late Dr John Zamet, the founding Chairman of its London Chapter. Dr Zamet was an Honorary Consultant and Senior Research Fellow at the UCL Eastman Dental Institute and a Past President and Honorary Member of the British Society for Periodontology and its considerable contributions to clinical periodontology have significantly improved the world.

The annual grant of £3,000 will be granted to students who are:

• UK-based
• Studying a Masters degree or PhD
• Researching clinical periodontology

Applications must submit a covering letter, a letter of support from their supervisor and an abstract not exceeding 1,000 words (including background to project, aims, methods, relevance to clinical periodontology and start and completion dates). The successful applicant will also be invited to present their research to the Alpha Omega London Chapter.

Applications should be submitted as hard copy in triplicate, by 51st December 2011 to:

Professor Andrew Eder, Chair, The Alpha Omega London Charitable Trust, 2nd floor, 57a Wimpole Street, London W1G 8YP

And ALSO via email to: andreweder@restorative-dentistry.co.uk