A lot going on at BDA!

Dental Tribune recalls the product launches and profiles of the BDA conference and exhibition in Manchester

Quite apart from the events happening in the meeting rooms and main lecture hall of the BDA Conference, the exhibition was proving a great success. The number of new launches and notable news was staggering, especially bearing in mind the fragile nature of the UK economy at present.

Two companies were very prominent at the exhibition: Oral-B and Denplan. Oral-b, Diamond sponsors of the event, sponsored the plenary programme, the DCP theatre, the directional signage, delegate bags, catering areas and mass- sage areas. The company also hosted two conference seminars and an update lunch. With such prominence, it was clear that the company really had something to shout about.

And it really did – the professional launch of the company’s newest innovation – the Pro-Expert toothpaste. This product has been slowly coming to the profession’s attention since its ‘soft’ launch in January, but this was the first time that dental professionals at large were able to experience the paste for itself.

The all-in-one Oral-B Pro-Expert toothpaste derives its deliverable benefits against gum problems, plaque, carties, calculus formation, dentinal hypersensitivity, staining and bad breath from the evolution of its two main active ingredients: stabilised stannous fluoride and polyphosphate.

Dental professionals were able to try Pro-Expert for themselves in specially-provided booths dotted around the exhibition hall. Delegates were surprised by masked men in green lurking near the Denplan stand waiting for their chance to pounce!

Speaking at the company’s press launch, Managing Director, Steve Gates, commented: “Although the Denplan Ninjas campaign is a bit tongue-in- cheek, there is a serious message behind it. By demonstrating the principle of discreet, quality service, we want to communicate the additional benefits membership includes.

“This campaign also aims to demonstrate that as market leaders we are constantly pushing the boundaries while highlighting the ruthless efficiency that differentiates us from our competitors.”

Other companies highlighted their latest innovations too, including:

**BDA** - Practice management software reaches a new level with BDA Expert. Combining the content from such products as the Practice Compendium, Clinical Governance Kit, CQC Support Kit and Good Practice Scheme, BDA Expert is a real-time, constantly-updated solution saving time and resource in areas of practice management.

**Bridge2Aid** - The charity discussed the changes happening at its base in Tanzania, with founders Ian and Andie Wil- liam talking about the rebrand and returning to the UK after nine years, and the launch of a new logo and website designed to take the charity on to the next phase.

**Dental Directory/Prac- tice Plan** - the companies announced a re-launch of their partnerships that give Practice Plan members significant savings on their purchases from Dental Directory and a whole host of other benefits too!

**Dental Plan** - recognising a need for training in the business aspects of running a practice, the Dental Plan has launched the Dental Business Academy, a consultancy and training service to help practices do what they do best: give great patient care.

**Dentsply** - There was much excitement around the Dentsply stand as they showcased their latest innovation in endodontics: the Wave One single file endo system. This product is aimed at GDPs who are reluctant to do endodontics; and have been designed to help make the procedure easier to manage for GDPs.

**Nuview** - Dental professionals looking for way to improve their game, be it golf, rugby or pilates, need to look no further than Nuview, who has taken on board Under Armour’s performance mouthwear range. The range contains within the mouthpieces help to maintain optimal spacing between the skull and lower jaw, allowing wearers to train and compete at a higher level. Studies show the mouth- pieces help to maintain optimal levels and reduce impact. Just as an aside – great for driving in traffic!

**Oralign Ltd** - Founded by dentists Lester Ellman and Ross Hobson, the company provides ortho appliances designed to be a more affordable solution to straightening upper and lower teeth from three-three. With courses and study days planned across the country, this appliance is aimed at GDPs who want to provide something a little more affordable for their pa- tients.

**Phillips Sonicare** - At the breathtaking venue of Cloud 25 in Manchester’s Deansgate Hilton, Sonicare launched two new products: Airfloss and DiamondClean. Dubbed the ‘iPod for the bathroom’ Diamond- Clean is Sonicare’s latest in its sonic powerbrush range. Although the handle looks the part, it is the brush head which sports the real innovation - a new diam- mond-cut tulip form. The diamond bristle field has anchor free tufting, allowing for 44 per cent more bristles than Philips’ standard sized ProResults brush head, providing both superior plaque removal and whiter teeth. Airfloss is the company’s newest product to compliment the brush range, and features microburst technology – a rapid burst of air and water droplets to thoroughly fill up the interproximal area and force biofilm out. It also features an ergonomic handle and a slim angled nozzle designed for easy access to all areas of the mouth.

**Smile-on** - Discussing the latest educational and practi- cal resources in its portfolio, the team from Smile-on were on hand to help dental profession- als find a CPD solution right for them and their teams. The team were also available to discuss the educational bursaries available for its innovative flagship online MSC in Restorative and Aesthetic Dentistry, in partnership with The University of Manchester.

**Tandex** - The 80-year-old Danish company has launched the new adjunct to its flexi range of interdental brushes – the Flex- imax. With all the usual features of the flexi range of non-slip grip and ergonomic design, Flex- imax features a longer handle to make accessing hard to reach areas easier for those with mobility issues or orthodontic ap- pliances.

**Waterpik** - The company providing a more compact ergo- monic product more suited to British bathrooms and patients. Called Waterpik Nano Flosser, it is designed to be powered from a shaver socket and be smaller so it does not take up too much space; yet it still features the company’s two special tips and three pressure settings.

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