The properties of stability and good flow characteristics would be beneficial for impression materials. Because normally the rheological properties are important, Honigum received the best »clinical ratings« in the Dental Advisor's review. Among 50 VPS materials, it was praised for its performance.

The latest high-profile case is JR Ewing, a character from the hit series Grey's Anatomy, who was diagnosed with AIDS. The case has raised awareness about the importance of early detection and treatment.

In addition to any rights that the BDA and other organisations campaigns to educate patients about, there is a reminder of how deadly HIV is and how important it is to spread awareness and funding for research. The latest high-profile case of AIDS diagnosis in a celebrity, JR Ewing, is a reminder of how deadly it can be and how important it is to spread awareness and funding for research.

The dental market is also seeing a trend towards more people learning about their oral health and the importance of regular dental check-ups. This is helped by campaigns and awareness campaigns such as the 'Know your rights' initiative, which aims to help patients understand their rights before visiting their dentist.