“Bring more patients into practices”
An interview with Crown 24 Directors Rupa Shah and Sandy Shapira, London

Crown 24 UK has made a significant impact in the UK dental laboratory market since it started three years ago. Dental Tribune had the opportunity to speak with Rupa Shah and Sandy Shapira, directors of the company, about their unique marketing concept and how they manage to assure the highest quality at a significantly lower price.

Dental Tribune: With Crown 24 UK, you promise that dentists and patients are able to have dental prostheses fabricated at much lower costs. How do you achieve this price advantage?

Rupa Shah: Our concept is very simple. While we offer the premises of a fully equipped dental laboratory based in London, all the manufacturing is done in China. The production there allows us to offer a better price to dentists and patients. If the benchmark for the UK is £250, for example, we are able to provide laboratory work that is up to 60 per cent cheaper than comparable work done here in the UK.

How do you assure quality that is comparable to UK standards?
Sandy Shapira: Since Crown 24 UK is the daughter company of a business that started in Switzerland five years ago, our dental laboratory in London can offer proven Swiss standards of control.

Based on that, we have implemented a strict monitoring and evaluation process for each phase of manufacturing. The finished products sent from China are subject to final quality control inspection by our UK-based senior technicians registered with the General Dental Council.

This process allows us to provide a five-year guarantee to all our customers.

What kind of laboratory work does Crown 24 UK offer at present, and do you cover CAD/CAM too?
Rupa Shah: We currently carry out crown and bridge work, implantology and prosthetics. We even provide a CEREC machine free to dentists, so they can send us their digital data as they are used to.

What are the prospects for your business?
Rupa Shah: You probably know better than I that dentistry, particularly in the UK, is a struggling business. Many practices are having difficulties sustaining their business owing to the lack of patients. At Crown 24, we advertise to both dentists and prospective patients, so patients first contact us directly and we can then pass our information on to the dentists.

The general goal is to bring more patients into practices.

Thank you very much for the interview.

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UK spin-out launches crowdfunding campaign for no-drill tooth repair tech

By DTI

PERTH, UK: Teeth restored without drilling is the dream of almost every dental patient. A new approach developed in Britain that utilises an electrical current to remineralise the tooth promises exactly that. Reminova, the developer of the technology, has now announced the start of an equity crowdfunding campaign for UK and the US in an effort to raise £0.5 million to bring it to market.

It will be the first fundraising campaign of its kind to target shareholders in both countries simultaneously. If reached, the sum will be used to expand the company’s development and operational team and to seek strategic partnerships with dental companies interested in selling the technology. Reminova executives said initial clinical studies are also planned.

Reminova expects a potential market for the device of 700,000 dentists worldwide. In a press note released at the start of the campaign, the company said that individuals who are interested in becoming shareholders will have 60 days to contribute to the project.

The minimum investment is £1,000 for those from the UK or Europe and US$5,000 for Americans.

In return, they will help to get rid of drilling in dentistry and transform global dental health.

“With their help and investment, our tooth rebuilding treatment could be available to patients within three years,” predicted Reminova CEO Dr Jeff Wright.

According to Reminova, its technology prepares damaged tooth enamel in such a way that the ions of minerals required to remineralise the tooth, such as calcium and phosphate, can be pushed to the deepest parts of lesions faster. This remineralisation process is stimulated by short electronic pulses emitted by a specially developed instrument, which is estimated to cost less than £10,000 once it enters the market.

“With our treatment you can top-up your natural teeth enamel whenever you need, just as you’d service your car when it needs a bit of loving care,” Wright said.

Reminova claims to currently hold or to have applied for 17 patents for the technology, which was first presented to the public in 2014.

A King’s College London (KCL) spin-out, the company is based in Perth in Scotland and managed by tooth decay experts, including KCL Professor Nigel Pitts and dental Dr Chris Longbottom.

Left to right: Professor Nigel Pitts, Dr Chris Longbottom and Dr Jeff Wright of Reminova.
Ivoclar updates dentists about latest materials and treatment protocols

By DTI

Leicester, UK: For years, the International Centre for Dental Education from Ivoclar Vivadent has been offering dental education and training for dentists and dental technicians in the UK. At its anniversary celebration in June, over 200 came to Leicester to celebrate the Centre’s achievements and update themselves on the latest materials and treatment protocols, such as the company’s IPS e.max system.

Focusing on innovation in dental design, renowned dental technician and Ivoclar Vivadent Global Opinion Leader Oliver Brix from Germany presented a series of case reports involving the materials and ranging from single tooth restorations to full mouth rehabilitations. State-of-the-art protocols and critical steps to ensure long-term success were also presented by Dr Markus Lenhard from Switzerland.

Leading UK experts such as Chris McConnell, Rob Lynock, Alan Casson and Carl Fenwick, further provided live demonstrations to illustrate the revolutions that are taking place in composite dentistry with advanced products, such as the light-curing lab composite SR Nexco Paste, IPS e.max frameworks with the fully automated injection-mould-ing device Ivobase and the Tetric EvoCeram Bulk Fill system.

In addition to legal, ethical and practical issues surrounding the selection of patients for implants and the placement and management of the peri-implant site presented by dental hygienist Donna Shembri from Huddersfield, Oldham dental technician and Ivoclar Vivadent Opinion Leader John Wibberley addressed the aesthetic and functional needs of the patient when creating restorations, while he explored the principals and materials used in the customising of denture teeth, gingival contouring and gingival staining.

Following this, dental technician Phillip Reddington from Leeds further educated delegates on ‘high-performance polymers’ which are considered as a replacement for materials such as metal and zirconia in framework fabrication and are increasingly used to manufacture hybrid composite/ceramic restorations.

Since 2011, the ICDE has been offering education for dentists in its Leicester premises. Based close to the M1, the facility providers state-of-the-art dental surgery for live demonstrations and a fully equipped lecture theatre that can hold up to 40 participants. A full list of courses and seminars is available at the centre’s website.