NEC welcomes dental professionals to BDIA Dental Showcase 2015

By DTI

In October, the National Exhibition in Birmingham becomes the epicentre of all things dentistry in the UK again. This year’s show, which follows a highly successful edition in London, promises to set another milestone with suppliers of dental companies, dealers and service providers showcasing their portfolios of innovative products and solutions for dental practices and laboratories. Some of them will be available to dental professionals in the UK for the first time, such as the TS1 Tongue Sanitizer, a revolutionary device that simply fits onto the saliva ejector and effectively removes bacterial tongue coatings in just one minute.

On display will also be new and updated equipment such as handpieces, dental units, practice management systems or whitening solutions. Overall, up to 350 dental companies have registered for this year’s exhibition, which will run from 22–24 October at Britain’s largest convention and exhibition centre.

“Any non-compliant or counterfeit medical device is a risk to public safety”

An interview with MHRA investigator and BDIA Dental Showcase presenter Maxine Marshall, London

In response to an increase in counterfeit and unapproved dental products seized in the UK, the Medicines and Healthcare products Regulatory Agency (MHRA) launched an initiative in partnership with the British Dental Industry Association (BDIA) last year to make dental professionals aware of the dangers these products can pose to their own and their patient’s safety. Dental Tribune had the opportunity to speak with investigator Maxine Marshall, who will discuss the dangers of buying dental products online during her mini-lecture programme in Birmingham, about the outcome and what needs to be done to ensure the removal of these products from the market.

Dental Tribune: Last year saw a worrying number of counterfeit or unapproved dental goods being seized in the UK. Were the majority of these products purchased online?

Maxine Marshall: Most of them were. In the years 2013 and 2014, we seized about 12,000 individual pieces of dental equipment, with the majority being curing lights, dental handpieces, files, pliers and other equipment that dentists use. That was quite a large seizure for that year.

What is the estimated number of unknown cases?

Unfortunately, we do not know and this is one of reasons that we are continuing our work with the BDIA. This year, our main focus is to communicate to health professionals that they need to report to us if there is an incident with the equipment purchased or if they think it is not what they had bought, instead of disposing of it. They should submit a report. Any non-compliant or counterfeit medical device is a risk to public safety or patient safety. Our main objective is to try to stop such products coming into the UK at the port of entry, but we can only do that if we can trace the product back to the source from which it was purchased.

Purchases of critical devices can be made through various channels nowadays. What are the ones to be the most cautious of and what product categories are the most sought after?

Online purchases are made mainly through eBay or Google. There, one can simply search for handpieces or curing lights, for example, and from there be taken to the respective websites. The majority of the devices that we seize in the UK come from China via the ports and quite often through fulfilment houses. Of most concern are dental handpieces, especially those that run at very high speeds. If something happens in the patient’s mouth when using such a device, it can be quite nasty.

Together with the BDIA, you launched the Counterfeit and sub-standard Instruments and Devices Initiative last year to heighten awareness of these products among dental professionals. Have these efforts paid off in your opinion?

From 2014 to 2015, we have actually seen a reduction in the number of investigations we conducted. Our latest figures are from four weeks ago. We hope that much of it has to do with the work that we are doing with the BDIA. On top of that, the MHRA, General Dental Council and NHS England have formed a working group over the last 12 months and they regularly discuss the issue of dental equipment. All these organisations have also sent out messages to all health professionals through publications and general lines of communication to raise dentists’ awareness of the importance of buying from reputable sources.

Would you say that awareness among dental professionals has generally improved?

We hope it has, considering the amount of work we have put into this. This matter is something we want to focus on at the BDIA Dental Showcase. One of the things we need to do is to talk to dentists at our stand and ask them if they have seen anything we put out on this issue. Hopefully from that, we will receive positive feedback. I do believe the message is getting out there, if not initially to everyone, but we are getting there.

Thank you very much for the interview.
BDIA extends Showcase contracts

The British Dental Industry Association (BDIA) has signed new contracts with both the NEC in Birmingham and the ExCeL London Exhibition and Convention Centre in April to hold its Dental Showcase for another three years in each venue. Alternating between the two cities, the annual dental show attracts up to 10,000 visitors every year.

According to the BDIA, the contracts secure its partnership with ExCeL London for the upcoming shows in 2016, 2018 and 2020. The NEC, which will host this year’s edition, has agreed to host the event in 2017 and 2019.

With an overall space of 86,000 square metres, the NEC is Britain’s largest exhibition centre. It also hosts the Dentistry Show organised by CloserStill Media in Coventry every year in spring. The BDIA’s partnership with ExCeL London began in 2002. Last year’s show there saw an overall attendance by 350 exhibitors and 9,900 professional visitors, according to the association.

"It is not easy to find suitable venues for a show of this size so securing contracts with both ExCeL and the NEC that will give us stability for the next six years is a significant achievement for us," Executive Director of the BDIA Tony Reed said.

An ExCeL London representative commented that his company is committed to helping the event grow with further investment in the venue’s infrastructure in the years to come.

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Mini Lecture Programme
BDIA Dental Showcase

**Thursday, 22 October**

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Less complexity and more creativity with Essentia

As a family-owned Japanese company continuously improving its core competences and technologies, GC (Stand J15) strives to develop smart solutions for dentists’ daily challenges. This sometimes implies going against traditional concepts. In this respect, the company has announced to reveal a daring new approach to aesthetic dental restorations with Essentia at this year’s BDIA Dental Showcase in Birmingham, which was developed together with a group of experts in aesthetics.

Once more, GC conquers new frontiers and is offering an innovative solution for daily challenges, which perfectly blends versatility, simplicity and aesthetics in a smart solution—enabling dentists to just follow their intuition. Essentia does no longer rely on the traditional Vita colours but on a very simple assortment of seven shades, created to mimic natural teeth: at any patient’s age and offering dentists the maximum of creative freedom. GC pursued a long development process creating a very lean and simple colour scheme, including only seven different shades.

According to the company, this material is more than a real alternative to conventional shade systems, as it marks a paradigm shift in restorative dentistry. Shades are no longer named after the traditional ‘Hue’ (A, B, C) or commonly used systems, but instead following the chroma (intensity) and value (lightness) of teeth, in order to copy the best natural enamel and dentin build-ups. Therefore, the two enamels and three dentins could be characterised as being light, medium or dark.

By combining enamel and dentins, four main combinations following the patient’s age (Young, Junior, Adult & Senior) will make the shade selection become easier and will be sufficient to form the basis of any restoration, at any age. Thus, four different compositions were used to give specific properties to each shade, each of it best suited to their respective use: while enamels will present a high polishability and gloss retention, dentins display an amazing shade adaptation to the cavity and can be easily modelled. The Universal Shade will provide the best chameleon effect for mono-shade posterior restorations, and the Staining Liner with high opacity will offer an easy placement thanks to its injectable consistency. This makes Essentia a simple and re-use solution for all aesthetic restorations, and the perfect partner for dentists who are looking for a simplified, yet highly aesthetic system.

Certainly, this straightforward approach goes along with many advantages. Practitioners will primarily benefit from a simplified build-up process, allowing highly aesthetic restorations to be created in significantly less time, while patients will profit from a lasting gloss as well as a reduced risk of plaque accumulation and staining thanks to the optimised composition of the enamel shades.

In addition, even dentists willing to give more detailed characterisation to their restorations are gaining from Essentia. The four dedicated modifiers have been developed to satisfy various demands, such as the desire for an opalescent halo on the incisal border, fissure staining or mimicking white spots.

By boldly reducing the complexity of conventional shade systems, Essentia brings restorative dentis try to its essence and opens up the way to maximal creativity.
Essentia™ from GC
Open the door to simplification
Follow your intuition