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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 a plethora of dental companies, dealers and service providers showcasing their portfolio 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 T3i 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.

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 an alert. 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 manufacturer of the 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. 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 manufacturer of the device, it can be quite nasty.
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 186,000 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 9,500 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 year’s to come.

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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) of commonly used systems, but instead following the chroma (intensity) and value (lightness) of teeth, in order to copy the best the 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, of which it best suited to their respective use: while enamels will present a high polihability and gloss retention, dentins display an amazing shade adaptation to the cavity and can be easily modelled. The Universal Shade will provide the perfect chameleon effect for mono-shade posterior restorations, and the Stacking Liner with high opacity will offer an easy placement thanks to its injectable consistency. This makes Essentia a simple and reliable solution for all aesthetics 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 long-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 dentistry to its essence and opens the way to maximal creativity.

Glass Carborbers on display in Birmingham

Glass Carborber technology is the result of over a decade of scientific and clinical research from teams at Amsterdam University and Queen Mary College, London. In Birmingham, the products will be on display for visitors to see and discover at Stand B45.

According to GCP Glass Carborber represents a new generation restorative material developed from glass ionomers cemented to teeth with nano-flow/hydroxyapatite and silicium oil. This development provides enhanced remineralisation, hardness, flexural strength, reduced solubility properties coupled with excellent biocompatibility. GCP utilises biomimetic natural re-mineralisation processes to help rebuild the tooth to resemble its original structure. These are developed through mineral release from nano-sized particulate fluoride-aluminium silicate glass supported by liquid silica to provide greater stability and resistance to solubility.

Additionally, the materials contain fluoride/hydroxyapatite crystals as seeds upon which calcium and phosphate ions can concentrate and reinforce the restoration over time.

GCP bonds directly to tooth structure, providing excellent marginal adaptation, and is not sensitive to moisture. Its strength is optimised using light generated thermocure to accelerate the cross-linking of the polymer chains. The use of GCP Glass (liquid silica) prevents desiccation during curing and also to prevent adhesion to instruments, matrices and groved fingers.

Glass Carborbers come in pre-dosed capsules and are available in a number of formulations and shades for different restorative applications including GCP Glass Fill for permanent restoration of molar teeth and core build-up, GCP Glass Seal for effective fissure sealing, GCP Glass Crown Cement for direct fusion to both prep and crown, as well as GCP Glass Bridge Cement similar to Crown up but with extended working time.

GCP products are available from all major UK dental distributors. Further information are available online at www.gcp-dental.com.
Exhibitors list BDIA Dental Showcase 2015

COMPANY | BOOTH | COMPANY | BOOTH | COMPANY | BOOTH
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3DISC Imaging | M185 | DENTSPY | G135 | NASDAL | J175
3M Oral Care | I45 | Deppeera S | R70 | National Examining Board | M525
A Dec Dental UK Ltd | M525 | Design Medical S 200 | B185 | For Dental Nurses | N4148
Acteen UK | I155 | Designagents | D200 | Nichrominox | F755
Acura Med | I525 | Digital Dental Systems | I200 | Nominal Dental | H100
AMAM | D150 | Digital Dental Solutions | I250 | North Linghams Lights | M185
Amanda Alexandra | F215 | Direct All | A250 | Camera Corp | A45
Alkapharm UK Limited | F160 | Digital Orthodontic | A350 | NSK | K500.145
Alpha Delta implants Ltd | D125 | Digital Orthodontics | A350 | Norwell | K140
AMG Accountants Medical | M125 | Digital Orthodontics | A350 | Oasis Dental Care | O55
Anglian Dental | L165 | Dental Orthodontic | A350 | On Hold Communications | O115
AppointmrentOnline Booking (Welltime) | H5 | Dental Orthodontics | A350 | Optiloupe | M175
Arcast Dental | D175 | Dental Orthodontics | A350 | Oraflex | O15
Artisan Select Dental | BO65 | Dental Orthodontics | A350 | Ormco | B185
Assocatetion for Dental | Dental Orthodontics | A350 | Orthodontic National Group | D431
Implantology (ADI) | A215 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
British Association | Dental Orthodontics | A350 | Association (UK) | D431
of Dental Nurses | Dental Orthodontics | A350 | Orthodontic Technicians | D431
British Association | Dental Orthodontics | A350 | Orthodontic Technicians | D431
of Dental Therapists | Dental Orthodontics | A350 | Orthodontic Technicians | D431
British Dental | Dental Orthodontics | A350 | Orthodontic Technicians | D431
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British Dental | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Health Foundation | Dental Orthodontics | A350 | Orthodontic Technicians | D431
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Journal | Dental Orthodontics | A350 | Orthodontic Technicians | D431
British Orthodontic | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Society | Dental Orthodontics | A350 | Orthodontic Technicians | D431
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Society (UK) | Dental Orthodontics | A350 | Orthodontic Technicians | D431
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Society | Dental Orthodontics | A350 | Orthodontic Technicians | D431
British Society | Dental Orthodontics | A350 | Orthodontic Technicians | D431
of Periodontology | Dental Orthodontics | A350 | Orthodontic Technicians | D431
British Society | Dental Orthodontics | A350 | Orthodontic Technicians | D431
of Periodontology | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Biotec Direct | C85 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
BIXE | D165 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
BigBrish Ltd | C55 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Burtons | N125 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Medical Equipment Ltd | C65 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
C & C Microsystems Ltd | I95 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Carestream Dental Ltd | G15 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Catami Exam UK Ltd | D125 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Caver | F165 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Centrus | C180 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
CeramTek Systems Ltd | F25 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
CeramTec | F15 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Charles Russell Speechly LLP | F110 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Chrisal | F15 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Christian | D165 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
COVE Holistic | O65 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Colgate | G65, G95 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
COLTENE | G45 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Confident Clinical UK Ltd | D15 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
CoreCentres | E205 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
CSTS Dental Supplies | N10, N15 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Cusano Dental | T50 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Cusano Dental | T50 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Custom Dental and | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Medical Furniture Limited | N70 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Dentalcare | T55 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
Di Dent Dental | F185 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
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Denplan | M15 | Dental Orthodontics | A350 | Orthodontic Technicians | D431
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Information are subject to change.
List update was on 14th October, 2015.
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