British Dental Industry Association invites professionals to the annual Dental Showcase in London

Dental Tribune among 350 dental companies and dealers to exhibit at upcoming 2016 edition

By DTI

LONDON, UK: In only a few weeks, the Exhibition Centre London (ExCel) will be buzzing with activity again, when thousands of dental professionals from all over the UK are invited to attend the next edition of the BDIA Dental Showcase. Offering a wide array of exhibits from the industry as well as opportunities to get informed about the latest products and clinical techniques, the show promises again to become the epicentre of all things dentistry in the UK.

This year, the show is set to even exceed the previous edition in Birmingham with more dental companies and dealers showcasing their portfolio of innovative products and solutions for dental practices and laboratories. Among the many newcomers to London will be Dental Tribune, which for the first time is exhibiting its extensive portfolio of publications and events at booth N76. Visitors are invited to pick up the latest copy of Dental Tribune UK as well as inform themselves about other DT titles such as the specialist magazines for a variety of dental disciplines or the Journal of Oral Science and Rehabilitation, which was launched in 2009 in an effort to provide high-quality research and clinical papers in the fields of periodontology, implant dentistry, prostodontics and maxillofacial surgery. Information about the Dental Tribune Study Club, CME Master Courses or DT organised events such as the roots summit in Dubai will also be available.

Similar to other events and trade shows, Dental Tribune will also be offering daily coverage of the show again through its website and e-mail newsletters. Attendees can easily register for this service by visiting the website www.dentaltribune.co.uk. There they will also find news about the latest product launches, numerous interviews with experts and daily impressions from the show.

Visit us on stand G30
With more than 350 leading dental companies from global brands to newcomers, the Dental Showcase claims to have the widest selection of products under one roof in the UK. Every year, an increasing number of companies from Britain and outside the country decide to launch their innovations here, making it the place to “see it first.” Among other things, Philips will present its new Sonicare FlexCare Platinum electric toothbrush at the show this year, which promises a new level of connectivity with its user. In addition, the company has announced to launch a new teeth whitening initiative there.

Complete solutions for the dental practice will be presented by a number of large providers such as KaVo, Dentsply Sirona or Henry Schein, who have announced that their whole range of dental equipment will be on display, ranging from consumables and decontamination products to advanced digital technology, and servicing and practice software.

Along with the industry showcase, over 100 mini and on-stand lectures will be held over all three days, including product presentations and papers on clinical issues discussed by nationally distinguished experts. New this year is the Go Digital! Zone that aims to bring together the transformational technology in this area of dentistry, with sessions and demos from some of the best speakers and technicians in the business. At the Implant Zone, sponsored by the Association of Dental Implantology, attendees will be able to inform themselves how to start in this ever-growing field of dentistry. Sessions are generally free and can be found throughout the whole exhibition area. By attending these lectures, visitors are entitled to obtaining the certificates are provided on the show’s website.

“The science behind oral health products in the current market is immense,” the BDIA stated. “Our exhibition is the ideal opportunity to discover the very latest innovations that can improve the oral health of your patients. As well as networking with innovators and thought-leaders of modern-day dentistry, dentists will benefit from live demonstrations and hands-on interaction with every conceivable clinical and business product and service available today.”

The premier dental business event for the UK market, the BDIA Dental Showcase is held in the ExCel in London every two years. Every other year, the show moves to the National Exhibition Centre in Birmingham. Each of the last two editions saw over 12,000 professionals across the UK attending the exhibition.

More information about the show is available online at www.dentalshowcase.com.
Tethys H10 PLUS
4 stages in a single process.

1. **Decontamination**
   Reduction of the bacteria count on instruments.

2. **Washing with ultrasound**
   Removal of organic and inorganic residues from instruments.

3. **Thermal disinfection**
   Reduction of the number of live microorganisms on instruments.

4. **Hot air drying**
   Elimination of steam in the tank and residual moisture on instruments.

Maximum performance with minimum time and minimum space.

Tethys H10 Plus is an innovative device that complies with EN ISO 15883-1/2 standards and carries out the stages of decontamination, washing, thermal disinfection and drying as a single, automatic process. A single cycle that eliminates any risk to the operator and guarantees disinfected, perfectly dry instruments.
ClasenUNO: Combining two essential tools that dentists use

By DTI

LONDON, UK: ClasenUNO is a pioneering fusion of dental mirror and aspirator by German company Cleverdent. First introduced at the 2015 International Dental Show in Cologne and successfully launched on the German, Dutch and Italian markets so far, the award-winning dental device has received much interest from professionals in the UK, according to Cleverdent owner and dentist Dr Stephan Clasen.

Aiming to facilitate the chairside workflow, Clasen developed the patented ClasenUNO, together with a team of technical design and materials specialists. “Over the years working as a dentist, I have always considered multiple tools and hands in the patient’s mouth as detrimental to my work and also as an additional stress factor for my patients,” he explained. “That’s why I came up with the idea of an instrument that combines the two most important tools that dentists use to provide treatment, the mirror and aspirator.”

A newcomer in Britain, the company is now starting to introduce the device to UK customers. “The UK market is very attractive for the introduction of a new product like ClasenUNO,” Brand and Marketing Manager Heinz-Jürgen Gerdes told Dental Tribune. “We expect to achieve a high awareness of ClasenUNO among UK dentists and dental hygienists and to win new customers in the region.”

The ergonomically shaped instrument, made of robust polypropylene and with a lateral grip profile, is compatible with all common suction systems and available in two versions with different mirrors. Combining innovative practicability and appealing aesthetics, the device was recently given the iF DESIGN AWARD 2016 in the Medicine/Healthcare category.

“The award is a great recognition of our work. We made a determined effort to take ClasenUNO beyond functional qualities, to make it aesthetically attractive and a modern part of up-to-date dental practices. This is especially relevant in an industry in which aesthetics is increasingly becoming synonymous with health, quality and success,” Gerdes said.

More information about the product can be found online at www.clasen.uno. The company is currently in talks with distributors and plans to be more active in the UK market starting with the BDIA Dental Showcase in October.
Philips takes Showcase visitors on a voyage of discovery

By DTI

LONDON, UK: Philips continues to build on its legacy of clinical achievements and an ethos of perpetual R&D and innovation to introduce yet more technically advanced dental products to its portfolio at the BDIA Showcase in 2016.

This year it will be taking Showcase delegates on a voyage of discovery. The journey starts as they enter the Philips stand and will guide them through a quarter century of clinical advances which has changed the face of oral healthcare and tooth whitening. The journey also encompasses the breadth of the portfolio from tooth brushing, interdental and tongue cleaning technology through to tooth whitening.

Philips will also be signposting several new product launches and allowing delegates to get their hands on the products so that they can explore every facet for themselves with the help of their travel guides, the TBM team.

Passport to improved oral wellness

At the start of the Philips journey is the ubiquitous Sonicare, the innovation which initiated a whole new dental sector for sonic tooth cleaning and has become the sonic toothbrush most dental professionals worldwide recommend for good reason. Patients can choose either from the classic EasyClean, which is a recent study showed achieves significant plaque removal at an entry level price, to the designer DiamondClean that BBC Watchdog tested and reported was the best brush for plaque removal. This year saw the introduction of a new fashion forward colour choice for this premium product ensuring this multi award winning brush continues to go from strength to strength this year. There was also the launch of Sonicare for Kids Connected, and Showcase will see the Sonicare FlexCare Platinum take adults to an exciting new level of connectivity.

Sonicare brushes are even better when used with the pioneering AirFloss Pro interproximal cleaner, which sets the gold standard for exemplary oral care and improves gum health in two weeks. This, when coupled with TongueCare +, cleans areas of the mouth even devices cannot reach for the ultimate in fresh breath.

Helping dentists to see the light

Philips Zoom is the number one patient requested professional whitening treatment. It comprises Zoom Whitespeed, the only in-practice light-activated system with variable intensity settings to maximise patient comfort and a gel which includes amorphous calcium phosphate. The newest introduction to the tooth whitening portfolio is Zoom QuickPro with its paint on, brush off convenience, and four shade results in four days will be on show too at Dental Showcase.

A new Zoom whitening initiative will also be unveiled at the show.

To embark on a journey of discovery with Philips Oral Healthcare please visit Stand N40 at The BDIA Showcase or www.philips-cep.co.uk/Sonicare for new product launch information.

Disinfection will never be the same

By DTI

LONDON, UK: The Italian specialist company Mocom is aiming to revolutionise the world of disinfection table top units with its new Tethys H10 Plus. The device decontaminates, washes, thermally disinfects and dries instruments with hot air on a single process, automatically preparing them for subsequent packaging and sterilisation.

Thanks to this compact device, the reconditioning process is as simple as it is effective. Decontamination, ultrasound washing, thermal disinfection and hot air drying are completed in one single stage lasting just 35 minutes, releasing personnel from tasks that were previously time-consuming and risky.

Tethys H10 Plus complies with the EN ISO 15883-1/2 standard and attains extremely high thermal disinfection levels (A0 value can be set from 600 to 6000).

This data can be easily shown on the display, also prior to cycle selection. Once the programme has been set via the user-friendly colour touch screen, all the reconditioning stages are completed fully automatically. No intervention by practice personnel is needed, eliminating unnecessary risks while ensuring instruments are clean, disinfected and dry.

The compact Tethys H10 Plus fits any surgery and comes complete with everything. According to the company, it offers the same features, such as water softener, detergent reservoir, filling pump, discharge pump and aqua stop, as well as performance as traditional thermal disinfectors.

For more information please visit booth C60 at the BDIA Dental Showcase in London or visit www.mocom.it.
1. BRITISH MUSEUM
The world-famous British Museum exhibits the works of man from prehistoric to modern times, from around the world. Highlights include the Rosetta Stone, the Parthenon sculptures and the mummies in the Ancient Egypt collection. Entry is free but special exhibitions require tickets.

2. NATIONAL GALLERY
The crowning glory of Trafalgar Square, London’s National Gallery is a vast space filled with Western European paintings from the 13th to the 19th centuries. In this iconic art gallery you can find works by masters such as Van Gogh, da Vinci, Botticelli, Constable, Renoir, Titian and Stubbs. Entry is free but special exhibitions require tickets.

3. NATURAL HISTORY MUSEUM
As well as the permanent (and permanently fascinating!) dinosaur exhibition, the Natural History Museum boasts a collection of the biggest, tallest and rarest animals in the world. See a life-sized blue whale, a 40-million-year-old spider, and the beautiful Central Hall. Entry is free but special exhibitions require tickets.

4. TATE MODERN
Sitting grandly on the banks of the Thames is Tate Modern, Britain’s national museum of modern and contemporary art. Its unique shape is due to it previously being a power station. The gallery’s restaurants offer fabulous views across the city. Entry is free but special exhibitions require tickets.

5. THE LONDON EYE
The London Eye is a major feature of London’s skyline. It boasts some of London’s best views from its 32 capsules, each weighing 10 tonnes and holding up to 25 people. Climb aboard for a breathtaking experience, with an unforgettable perspective of more than 55 of London’s most famous landmarks—all in just 30 minutes!

6. SCIENCE MUSEUM
From the future of space travel to asking that difficult question: “who am I?”, the Science Museum makes your brain perform Olympic-standard mental gymnastics. See, touch and experience the major scientific advances of the last 300 years; and don’t forget the awesome Imax cinema. Entry is free but some exhibitions require tickets.

7. VICTORIA & ALBERT MUSEUM
The V&A celebrates art and design with 3,000 years’ worth of amazing artefacts from around the world. A real treasure trove of goodies, you never know what you’ll discover next: furniture, paintings, sculpture, metal work and textiles; the list goes on and on… Entry is free but special exhibitions require you to purchase tickets.

8. TOWER OF LONDON
Take a tour with one of the Yeoman Warders around the Tower of London, one of the world’s most famous buildings. Discover its 900-year history as a royal palace, prison and place of execution, arsenal, jewel house and zoo! Gaze up at the White Tower, tiptoe through a medieval king’s bedchamber and marvel at the Crown Jewels.

9. ROYAL MUSEUMS GREENWICH
Visit the National Maritime Museum - the world’s largest maritime museum, see the historic Queen’s House, stand astride the Prime Meridian at Royal Observatory Greenwich and explore the famous Cutty Sark; all part of the Royal Museums Greenwich. Some are free to enter; some charges apply.

10. MADAME TUSSAUDS
At Madame Tussauds, you’ll come face-to-face with some of the world’s most famous faces. From Shakespeare to Lady Gaga you’ll meet influential figures from showbiz, sport, politics and even royalty. Strike a pose with Usain Bolt, get close to One Direction or receive a once-in-a-lifetime audience with Her Majesty the Queen.

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