

# Dentistry Show sees record attendance in 2010

CloserStill Healthcare, organiser of the Dentistry Show, announced a record attendance of 2,836 at its two-day CPD training, education and sourcing event

**T**HE dedicated dental professional attendance rose 40 per cent to 2,836 as people took advantage of the Dentistry Show's six conference streams with dedicated programmes for aesthetic dentists, hygienists and therapists, NHS dentists, practice managers, technicians and nurses.

Dr Edward Lynch, professor at Queen's University, Belfast, one of



The Safababy dental products for babies and toddlers

the event's speakers, commented: "Everyone I've spoken to has loved the show. Delegates can explore technologies, equipment and materials through the clinical lectures and the live surgeries and workshops and then meet all the key suppliers in the exhibition afterwards – it leads to more informed buying."

Over 200 UK and international suppliers also reported brisk trading on the exhibition floor; according to Zaki Kanaan, of the London Smile Clinic: "There is a very distinct difference in quality with the Dentistry Show compared to other events...dentists are coming here in numbers and are serious about being here. A higher quality event all around."

The statistics support Dr Zaki's view, showing a near doubling of the number of practice managers

attending the show as well as a dramatic increase in practising dentists.

The Dentistry Show also featured the UK's first ever live theatre at such an event, which was sponsored by The Dental Directory and Clark Dental and in which leading dentists performed live procedures on the show floor. The theatre was packed for every session and well received by delegates and exhibitors alike.

The practical element of the show continued with hands-on workshops taking place on both days with key trainers exploring a range of issues in depth. More than 75 per cent of exhibitors have already re-booked for the 2011 show, which returns to the NEC in Birmingham from 4th March next year.

Here is just a taste of some of the interesting products on offer on the exhibition floor:

**Safababy** was showing the BabyBanana toddler training toothbrush and the BabyBanana teething toothbrush, both designed to encourage good dental hygiene from an early age but also offering gentle gum massage and help when teething. Both products were invented by a dental hygienist to help her own children and are recommended by dentists and hygienists in the UK.

The teething toothbrush is suitable for use from newborn up to around 12 months and helps to develop good oral hygiene habits from an early age. For toddlers from 12 months, the toddler training brush can be used with very small amounts of toothpaste.

**Dental Protection** held a special presentation about the indemnity available to dentists who perform adjunctive cosmetic procedures such as those involving botulinum toxin or dermal fillers. With regard to these procedures, which are what some would consider as "outside the practice of dentistry" the GDC is supporting a shared regulation approach developed by the Independent Healthcare Advisory Service (IHAS), incorporating a third-party registration scheme managed by CHKS [see page 6 in this issue].

Stephen Henderson, a dentist and full time dento legal advisor with Dental Protection, explained that



Dental Protection's Stephen Henderson

from 1st April a member dentist who is registered with CHKS/IHAS and who holds the IHAS quality mark and performs injectable cosmetic procedures including botulinum toxin and non-permanent dermal fillers in the face (excluding the neck) can be indemnified at no additional cost and without having to take out any separate cover from a third-party insurer, subject to certain conditions.

There were a wide range of products on the **Sirona** stand, among which the Sirolaser Advance proved a popular innovation.

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The live theatre was a popular innovation



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