

Vol. 1 • Issue 1/2012

# cosmetic

## dentistry \_ beauty & science

1 2012

| **industry report**

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Clinical Innovations 2012 - London





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# Dear Reader,



Lisa Townshend

—Welcome to the first issue of **Cosmetic Dentistry** for 2012. I hope you find it both informative and interesting.

One of the biggest problems facing many today is finance. Nowadays, more than ever, people have to justify what they spend and how they spend it.

This has been especially relevant for cosmetic dentistry, where anecdotally some high value treatments are not being taken up by patients due to cost implications.

This is where offering patient finance could help with treatment plan acceptance. Giving patients an option whereby they can break down the cost of treatment into manageable monthly payments can boost the level of treatments being accepted.

Turn to page 30 for a closer look at offering patients options for finance.

Also in this issue is a preview for the upcoming Clinical innovations Conference, to be held in London May 18-19. Now in its ninth year, this conference is the place to be to hear the latest thinking in the sphere of cosmetic and restorative dentistry. Go to pages 44-45 to read more about the speakers and topics to be covered at this premier event.

Hope to see you there!

Until next time...

Lisa Townshend

Group Editor  
*Cosmetic*



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# THE Clinical Innovations CONFERENCE 2012

18th and 19th May 2012  
Millennium Gloucester Hotel & Conference  
Centre, London Kensington

info@smile-on.com | www.clinicalinnovations.co.uk | 020 7400 8989

## Switch on to new ideas

### Speakers:

Prof Nasser Barghi

Dr Richard Kahan

Prof Gianluca Gambarini

Dr Wyman Chan

Dr John Moore

Dr Ajay Kakar

Ms Jackie Coventry

Dr Mona Kakar

Basil Mizrahi

Fraser McCord

Mhari Coxon

Amit Patel

Anthony Roberts



EARLY BOOKING DISCOUNT



# NOW Let's Cook

**BOS launches 'brace-friendly' recipe booklet featuring nutritional guidance** needs.

One of the activities of the 2011 National Orthodontic Week campaign was a recipe competition which encouraged people to submit their favourite brace friendly recipes. Now a collection of recipes has been compiled into a booklet featuring twenty six of the winning dishes.

Every recipe has been analysed by Juliet Reeves, who is Clinical Director of Perio-Nutrition, which offers nutritional advice specifically tailored for dental patients.

Along with the ingredients and method, each recipe features a full nutritional breakdown and advice from Juliette who also offers suggestion for ways the recipes can be altered to suit specific nutritional or oral health

NOW Let's Cook is a brightly illustrated booklet which features easy to read and following instructions for a range of starters, main courses and deserts as well as breakfast dishes and even drinks which can be prepared not only with the brace wearer in mind, but to suit the whole family, so parents don't need to make different food and the patient does not feel singled out.

NOW Let's Cook and the newsletter, Straight Talking, are both available from the British Orthodontic Society website – [www.bos.org.uk](http://www.bos.org.uk) and National Orthodontic Week website – [www.nowsmile.org](http://www.nowsmile.org) as free a free download. More information can be obtained by contacting Ann Wright, Administrator, British Orthodontic Society by calling 020 7353 8680 or emailing [ann.wright@bos.org.uk](mailto:ann.wright@bos.org.uk).

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## The ever changing tooth trend

**Changes in fashion happen all** the time in the fashion industry, but when it comes to 'teeth trends' the fashion can have a much more permanent effect.

In Japan, new tooth trends called "yaeba" in Japanese or "double tooth" gripped the fashion conscious women who were reportedly paying to have their straight teeth purposefully disarranged and made to look crooked. According to reports, the look was considered endearing and shows imperfection, making women more approachable.

Throughout the West, trends that have been popular with the fashion conscious have come in the form of tooth jewels, the famous Hollywood Smile and more recently 'gappy smiles', inspired by fashion icons such as Madonna, Anna Paquin and model Lara Stone. However, more recently tooth trends have taken a step away from the perfect Hollywood bright white smile and according to one report dentists are seeing a rise in request for a 'British' set of teeth.

Patients have reportedly been requesting for a happy medium when it comes to the appearance of their teeth, and are searching for that balance that lies somewhere between a set of crooked teeth and a noticeably perfect smile.

"The fad for filing teeth down for full veneers has gone," Harley Street dentist Dr Simon Darfoor said in an online report. "People are looking for a halfway point, they want a more attractive smile, but with a less destructive procedure."

Emilie Zaslow, an assistant professor of communication studies at Pace University in Manhattan, who has studied gender identity and beauty in consumer culture, noted that these ever changing trends often have one thing in common: a fixation with youth.

"The gapped tooth is sort of preorthodontic or early development, and the naturally occurring yaeba is because of delayed baby teeth, or a mouth that's too small," she said.

# Wow, what a meeting!

Author\_ Dr Philip Lewis



Fig. 1

I brought my receptionist and my dental nurse with me to the eighth annual meeting of the European Society of Cosmetic Dentistry (ESCD), which was held from 30 September to 1 October 2011 in Dubrovnik, Croatia. Experience has taught me how important it is to bring team members to meetings so that they gain the same enthusiasm as the dentists and co-operate fully when new ideas from the meeting are introduced into the practice.

The meeting was presented jointly with the Croatian Dental Chamber and opened with a warm welcome from the organisers. The outstanding scientific programme included state-of-the-art lectures, workshops and live dem-

onstrations! Prof Nasser Barghi from the US is a well-known master of cosmetic dentistry. His lecture concentrated on the reliable and correct use of porcelain, from preparation to cementation. He compared various porcelains, pointing out their advantages and limitations, and shared numerous tips to help general practitioners produce the very best results with this material.

The extended uses of porcelain were explored further by Dr Davor Seifert from Croatia, who explained how in selected cases porcelain can replace composite in minimally invasive dentistry, providing a better cosmetic and more durable result, in his view. His lec-

**Fig. 1**\_Dubrovnik, Croatia.

**Fig. 2**\_Dr Hrvoje Pezo, President of the Croatian Dental Chamber, and Dr Wolfgang Richter, President of the ESCD.

**Fig. 3**\_From left to right: Dr Gregory Brambilla (General Secretary and Certified ESCD Member), Dr Florin Lazarescu (Country Chairman ESCD Romania), Dr Wolfgang Richter (ESCD President), Dr Daniel Baketic (Country Chairman ESCD Croatia) and Igor Ristic (Country Chairman ESCD Serbia).



Fig. 2



Fig. 3



Fig. 4

Fig. 4\_Dr Bob Khanna.



Fig. 5

Fig. 5\_Dr Tif Qureshi.

ture was illustrated with examples of addition veneers and Class VI restorations skilfully crafted from thin sections of the material with impressive results.

Dr Bob Khanna from the UK looked at the place of facial aesthetic treatments using botulinum toxin and dermal fillers as part of comprehensive cosmetic care. He described therapeutic treatments like treatment of the gummy smile and masseteric hyperplasia. He stressed the importance of a thorough knowledge of anatomy when carrying out these treatments and left delegates with an appreciation of how everybody's wish to look their best can be satisfied by combined treatments.

Dr James Goolnik from the UK discussed Internet marketing. While we may all be familiar with Facebook and LinkedIn, dentists need to recognise the opportunities for promoting their practices using these new tech-

Fig. 6\_Prof Nasser Barghi (centre) is honoured by ESCD President Dr Wolfgang Richter (right) and Vice-President Dr Luca Dalloca (left).



Fig. 6

nologies. Smartphones and YouTube also allow us to promote our message in ways not even available a few years ago and Goolnik explained how to get the most out of these possibilities.

Friday's session ended with Prof Gerwin Arnetzl from Austria speaking on CAD/CAM and illustrating his lecture with a live demonstration. Saturday's programme was equally varied and opened with a live video link showing the placement of four implants in the edentulous jaw with immediate loading. Presented by Prof Pavel Kobler and Dubravko Jurisic from Croatia, the demonstration fascinated both those clinicians already placing implants and those who plan to do so.

Periodontist Dr Alain Romanos from Lebanon spoke on the prevention and treatment of recession in the aesthetic zone. Comparing the use of the AlloDerm implant (BioHorizons) to the more traditional connective tissue graft, he explained case selection, advantages, limitations, techniques and the range of uses of this microsurgical technique.

Dr Marco Martignoni from Italy looked at the restoration of the endodontically treated tooth. Stressing the importance of excellent endodontics as a starting point he went on to consider the use of fibre posts and various types of cement. Dr James Russell and dental technician Luke Barnett carried on the theme of minimal intervention using ceramics, and Profs Martin Jörgens and Marcel Wainwright from Düsseldorf looked at the latest in modern cosmetic dentistry from the use of lasers to ultrasonic surgery.

Drs Tif Qureshi and Lennart Jabobsen from the UK gave a two-part presentation on the concept of ABB – alignment, bleaching, bonding. With the use of the innovative Inman Aligner, the lecturers explained how simple, rapid tooth movement can be achieved in the aesthetic zone, allowing further treatment to be truly minimally invasive. Bleaching the teeth towards the end of alignment improves patient motivation. Any remaining edge defects or enamel problems can be corrected by bonding with the use of composite resin.

As an alternative to the afternoon lectures, delegates had the opportunity to attend workshops, at which Dr Romanos expanded on in his lecture on recession, Prof Barghi showed clinicians how to produce impressive com-



Fig. 7

posite veneers with a simple technique and Dr Khanna gave a live demonstration on the use of dermal fillers. Other highlights of the scientific meeting included the judging of the poster session, where once again very high standards were achieved, and the presentation of certification to an ESCD member, who had successfully submitted case reports and passed the oral examination required by the society.

Throughout the meeting, delegates could visit the excellent trade exhibition in the foyers, where a variety of products and services for the modern cosmetic practice were available.

### All work and no play?

Certainly not! ESCD meetings are well known for their social events and this year was no exception. From the ESCD and Friends' Party to the President's Party in a leading Dubrovnik restaurant, delegates had plenty of time to enjoy themselves to the full— with the more energetic partying on until late into the night!

How much do members enjoy these meetings? Well, to give you an idea, one member from France broke away from his honeymoon to bring his beautiful new wife to the event! ESCD meetings really are very good indeed. The standard of education is excellent, with worldclass lecturers regularly presenting. There is time to meet up with old friends and make many new ones. The discussions that go on outside the lecture halls can be as valuable as the lectures themselves as delegates from around the world share ideas that improve their practices. ESCD meetings are also very good value. The society tries to keep rates to



Fig. 8

a minimum to encourage all practitioners with a love of this area of dentistry to attend. Everyone attending an ESCD meeting for the first time typically can't wait for the next one! The next meeting really will be special! To be held in the Romanian capital Bucharest from 17 to 19 May 2012, the scientific meeting will be the best value yet. Why? Because it is FREE!

Thanks to the cooperation of the ESCD and the Romanian SSER, funds were raised from the EU and there will be no charge for the three-day tuition. Delegates will pay only for travel, accommodation, food and the social events. This offer is only open to ESCD members, so if you would like to benefit from it, join the society now by visiting [www.escdonline.eu](http://www.escdonline.eu). The annual membership fee of only €190 for dentists and less for team members is very affordable. The offer of the free meeting is strictly limited so you must act quickly if you want to attend.

Personally, I can't wait and hope to see you there!\_

**Fig. 7\_** The President's Dinner party.

**Fig. 8\_** Outside the lecture halls, there was much to enjoy.

Photographs courtesy of Magda Wojtkiewicz, Poland, and Dr Philip Lewis, UK.

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