



cosmetic

dentistry_ beauty & science

1 2013

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BACD Conference review

| opinion

Posterior Composites in General Practice

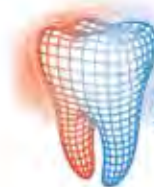
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Clinical Innovations Conference 2013

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Dear Reader,

_Welcome to the first issue of *Cosmetic* for 2013! I hope you find it both interesting and informative.

We have a variety of subjects covered in this issue. From posterior composites to white spot lesions, dentine hypersensitivity to resin-based dentistry, there should be something to interest everyone!

In addition we look back at one conference and forward to another. We review the British Academy of Cosmetic Dentistry's ninth Annual Conference, which was held November 2012 in Manchester. This was a great event and I would recommend going in 2013.

We are also looking forward to the 10th Annual Clinical Innovations Conference. Organised by Healthcare Learning: Smile-on in association with The Dental Directory, this is the conference to attend for the latest thinking in the areas of restorative and aesthetic dentistry. Take a look at page 44 for more information.

As always, we welcome your feedback. Contact me - lisa@healthcare-learning.com - with your comments.

Until next time

Lisa Townshend

Group Editor

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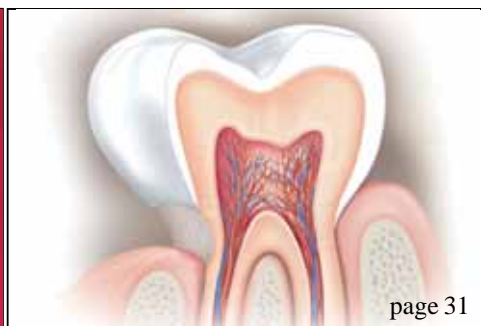
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Bringing it all together – the BACD Annual Conference 2012

22-24 November 2012, Manchester



_Delegates from across the UK braved the flood warnings and torrential rain to attend the BACD's 9th Annual Conference at the Manchester Central Convention Centre. Set over three days, the conference featured an outstanding line-up of national and international speakers including the likes of Dr Rafi Romano, Dr Basil Mizrahi, Dr Elliot Mechanic and Dr Michael Zybutz. The event also featured a trade show section, where delegates were able to visit stands featuring many of the industry's most prominent names.

Building on the success of previous years, the BACD successfully raised the bar for its 9th Annual Conference, offering delegates a strong blend of cutting-edge education from some of the world's leading speakers, combined with a trade exhibition, and excellent networking opportunities. At the cli-

max of the event, on the evening of the second day delegates were invited to attend a special charity fundraising event at Manchester City Football Club, which featured a stadium tour followed by a Gala Dinner and evening entertainment. Dr Qureshi made a President's Award that evening and dedicated it to one of the most influential clinicians of all time within minimally invasive dentistry, Dr Sverker Toreskog. Dr Chris Orr gave the acceptance speech on behalf of Dr Toreskog who is currently of ill health.

The incoming President of the BACD, Dr Julian Caplan was also welcomed into his position. Julian spent some time at the Annual dinner outlining his strategy for the year ahead within the BACD as well as entertaining the audience as a participant in Movember alongside other BACD board and com-



mittee members who together raised more than £3,000.

Changing perceptions

Founded in 2003 by a group of dentists keen to share their knowledge and passion with others, the BACD has fast grown to become one of the most significant dental organisations in the UK today. At the heart of the BACD philosophy is an ethos centred on education, and a commitment to dispelling many of the myths surrounding cosmetic dentistry that still exist within the profession even now.

These objectives were made no more evident than in the conference's opening ceremony, which included a welcome from outgoing President Dr Tif Qureshi. In his address, he reminded delegates of the BACD's core mission to "Establish and promote core strong principles of minimally invasive cosmetic dentistry", and showed how in the past year, the BACD had made great strides in this area, with particular progress working with many of the dental schools across the UK, as well as redeveloping the BACD website to wider platform and establishing a firm base for future growth.

Another area Dr Qureshi was keen to place focus on in his address was the BACD's prestigious Accreditation pro-

gramme. Designed to improve clinical skills across a range of different case types, Accreditation is one of the pillars of the BACD's programme, and is a fantastic way for clinicians to gain recognition for the outstanding work that they do. Just as dentistry itself has changed a great deal over the course of the last decade, BACD Accreditation has also evolved to reflect this fact, and has fast become one of the most prestigious accolades a cosmetic dentist or technician can attain.

Bringing it all together – the 9th Annual Conference

Following on from an extremely well-received welcome from the President, delegates were treated to 15 minutes of a light and dance show before the conference programme began.

First on stage was the renowned Dr Rafi Romano, who presented on Current Innovations in Aesthetic Orthodontics. In a talk designed to be accessible to all GDPs, not just those with a particular interest or speciality in orthodontics, Dr Romano encouraged delegates to "think outside the box" and adopt a wider view to treatment planning. In a detailed yet thoroughly engaging presentation, he outlined a number of cases that he was able to solve using minimally invasive approaches that in some instances fly in the face of conventional thinking. A



keen proponent of technology Dr Romano described a number of different systems that he sees as the future of treatment planning, and also gave tips on some innovative approaches he regularly takes in his own work. These include placing orthodontic wires without brackets, and using a vacuum-forming machine to produce "home-made" tray retainers.

Following on from lunch in the Exchange Hall, delegates were treated to an afternoon hosted by Drs Anas Aloum and Mamaly Reshad on the subject of Which Ceramic Should I Use? In a talk designed to shed light on what can to many seem a complex and confusing field, the two speakers presented their own simplified solution which classes ceramics under two main headings, from which clinicians can select materials based on the specific case requirements. This investigation also then covered the important issue of selecting materials, and thicknesses to avoid underlying discolouration showing through. Though a fine balancing act at times, with some careful planning, and the selection of the right materials for the right cases, delegates came away from the lecture with an enhanced understanding of exactly what ceramic to use, and when.

_Day two

With nine separate lectures to choose from on the second day at the BACD conference, delegates were hard pressed to choose precisely which of the many excellent lectures, they would attend. Among the many standout lectures to choose from were Smoothing Over the Cracks in Aesthetic Dentistry, Short Term Orthodontics for the General Dentist and Clinical Photography – Getting Started.

A particular highlight of day two was the two-part talk given by Dr Basil Mizrahi, who was speaking at the BACD conference for the very first time. In the first part of his talk he expanded upon the selection of ceramic crowns and outlined the best clinical approaches in order to achieve the long-term success of the restoration. He also paid particular attention to the selection of cementing material, and how cement also plays an important role in ceramic selection. Following a short break Dr Mizrahi then went on to address applications in more complex cases, with emphasis placed firmly on precision, and the steps and rationale needed to achieve this precision.

Following on from an extended lunch break that included the BACD Annual General Meeting, delegates were again treated to a wide selection of lectures covering a broad range of subjects. As well as the ever-popular Dr Elliot Mechanic, one of the highlights of the afternoon session was Aesthetics – It's Not Just About The Teeth presented by Dr Michael Zybutz.

A specialist in periodontology, Michael Zybutz is one of the few periodontists to be fully accredited by the

A close-up, high-resolution photograph of a woman's right eye, looking directly at the camera. The eye is dark and expressive, with long, dark eyelashes. The skin around the eye is smooth and fair. This image serves as a background for the text on the right side of the advertisement.

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