

DENTAL TRIBUNE

The World's Dental Newspaper • United Kingdom Edition

PUBLISHED IN LONDON

May 16-22, 2011

VOL. 5 No. 11

News in Brief

Recipe for success

Orthodontists recommend steering clear of certain foods which are likely to damage braces; however instead of looking at this negatively, the British Orthodontic Society challenged members of the public to come up with a range of delicious and nutritious brace friendly recipes in a competition run during National Orthodontic Week (NOW) in February. The booklet features 22 mouth-caring recipes and is helpfully split into sections; breakfasts, starters, main courses and desserts. Most of the entries show how food can be adapted so that it suits the whole family rather than having to create special meals just for a new brace wearer.

Stress linked to tumours

According to a study presented April 28 at the Society of Behavioral Medicine annual meeting in Washington, DC stress and depression are associated with tumour growth in head and neck cancer patients. Previous research indicated that stress affects the immune system and weakens the body's defence against infection and disease. Researchers at the Fox Chase Cancer Center in Philadelphia have now found that poor psychosocial functioning is associated with greater vascular endothelial growth factor (VEGF) expression, a signalling protein that stimulates tumour growth. However, it has been noted that the study cannot be used to determine any cause or effect between psychosocial issues and disease progression.

IADR Honours Professor

Professor Nikos Donos, Head and Chair of Periodontology and Director of Research at the UCL Eastman Dental Institute, has received the 2011 IADR/Straumann Award for Regenerative Periodontal Medicine, in recognition of his outstanding contribution to research in this specialist field. The prestigious award was presented at the 89th General Session of the International Association for Dental Research, which took place in March at the San Diego Convention Centre in California. The IADR/Straumann Award for Regenerative Periodontal Medicine was presented by Professor Ivan Darby, President of the IADR Periodontal Research Group, and Professor Michel Dard, Head of Preclinical Research at Straumann, the award's company sponsor.

www.dental-tribune.co.uk

News



Conference success
Smile-on plays perfect host at CIC 2011

▶ page 3

Money Matters



What came first?
David Brewer discusses savings, deposits and mortgages

▶ page 12

Practice Management



Wow your patients
Cathy Johnson offers some creative advice

▶ pages 18-19

Clinical



A new approach
A discussion of CEREC temporary crowns

▶ pages 20-21

Is something rotten in the state of GDC?

GDC Chair resigns amidst rumours of no confidence vote, divisions within the Council causing concern amongst dental professionals

In a move which has thrown open the deep divisions within the General Dental Council (GDC), Alison Lockyer, Chair of the GDC, has resigned both from the position of Chair and her seat on the Council.

With rumours circulating amongst dental grapevines that there was to be a vote of no confidence, Dr Lockyer issued the following: *It is with regret that I have decided to resign from my post as Chair of the General Dental Council, and also from my appointment on the GDC.*

It would not be appropriate at the moment for me to go into detail about my reasons for resigning, suffice to say that, over the last few months, there have been issues that have caused me concern.

I remain passionate about the importance of protecting the public through professional self regulation.

The situation at the GDC has

caused concern amongst many of the professional organisations in dentistry, who are calling for an explanation of the situation to restore confidence in the regulator.

A statement by the British Dental Association (BDA) said: *The BDA is seriously concerned at the suddenness of Dr Lockyer's resignation and the observation she has made in the statement. We are calling for the situation to be clarified as a matter of urgency.*

The profession's confidence in the regulator depends upon the integrity and robustness of the decisions it makes and it is important that the Chair is elected by the Council.

Dental Protection has also voiced its concerns at the situation. Kevin Lewis, Dental Director, said: "Dental Protection has been voicing its concerns for some time now that certain aspects of the GDC's work left a lot to be desired. The Fitness

to Practise procedures were a case in point, as recently confirmed by the largely critical CHRE report, while some of the recent policy decisions also suggested a fundamental lack of understanding of the dynamics of the profession and its relationship with the public.

"The dignified departure of Alison Lockyer as GDC Chair, and the measured but pointed terms of her public comments as she left office, should set alarm bells ringing that something profoundly disturbing has been happening at the GDC. It is clear that the departing Chair has formally raised concerns with the relevant authorities about the internal operation of the GDC at a senior level, and these concerns surely warrant thorough investigation if public and professional confidence is to be maintained. Divisions are self-evident between some of the lay and professional members, and also between some Council members and the GDC Executive and staff. This is

not good news for patients, and coincidentally it is not good news for the profession either at a time of such enormous challenge?"

The GDC is remaining tight-lipped about the current situation. A statement issued on behalf of the GDC said: *Alison Lockyer has resigned as Chair of the General Dental Council and as a member of the Council.*

We would like to thank Alison for her service as Chair since January 2010 and as a member of the Council since 2001 and we wish her well for the future.

The GDC will now consider the process for appointing a new Chair and any interim arrangements needed to ensure the continued smooth running of business.

According to reports, the GDC will meet this week to appoint an interim chair, with a successor to be elected at the Council's September meeting, when hustings will be held. **DT**

YOUR PATIENTS WOULD MENTION THIS...



Editorial comment

Unless you've been hiding under a rock for the past few days, you will have heard about the departure of Alison Lockyer as GDC Chair, and the rumours surrounding her departure.

In a job which can only really be akin to the England football manager's job in terms of popularity (or possibly the Chief Exec of the CQC), Dr Lockyer had the unenviable task of trying to balance her position as head of the regulator with her position as a GDP, something which must have not sat well on more than one occasion. I wish Dr Lockyer all the best

in getting back to the 'quiet' life of doing day to day dentistry.

I'm looking forward to seeing many of DT's readers at this week's BDA Conference and Exhibition in Manchester. The event is boasting to be the biggest and best, and the line-up does seem impressive. One piece of news to note is that at the time of going to

press, Secretary of State for Health Andrew Lansley's speech has been switched from Thursday 19th May to Friday 20th May at 11.15am.

Also, don't forget to come by Stand A18 and say hello, leave your feedback and maybe even leave your card to be asked to write an article or two for us! See you there... DT

Do you have an opinion or something to say on any Dental Tribune UK article? Or would you like to write your own opinion for our guest comment page?

If so don't hesitate to write to: The Editor, Dental Tribune UK Ltd, 4th Floor, Treasure House, 19-21 Hatton Garden, London, EC1 8BA

Or email: lisa@dentaltribuneuk.com

New vision for practice ownership

Dentists looking for an alternative way to own and manage a dental practice will have an opportunity to discuss the employee-owned practice concept at this week's BDA conference.

Being launched by Baxi Partnership Healthcare (BPH), a dedicated session is being held at the BDA Conference on Friday May 20th to set out the fundamental pillars of the mutual model and how it can work for UK dental practices.

BPH's mutual model aims to transform the provision of dental services by putting practice owners back in the clinical driving seat and freeing them up to deliver high quality patient care. Taking the best of what the corporate model has to offer, BPH's model for a mutual dental future aims to invest values of honesty, integrity and professionalism into its core ethos.

BPH is a collaboration between Baxi Partnership Ltd, a company already established in the field of employee ownership, and dentist Simon Gallier. Dr Gallier commented: "Our employee owned model aims to shift the fundamental dynamics of existing approaches to dental practice, pointing a way forward that improves the offer for patients as well as practitioners, and promises a bright new future for dentistry."

The concept has also drawn support from others in dentistry. Dr Amarjit Gill, outgoing BDA President said: "In a new age of low morale, this concept will suit dentists fed up of bureaucracy and who want to focus on good patient care". Dr Eddie Crouch, a dentist in Birmingham and secretary of Birmingham LDC, said: "This exciting new concept in the dental industry will appeal greatly to those who are disillusioned with the everincreasingburdenofrunninga dental practice and will allow them to enjoy treating patients again?"

To find out more about the 'third way' to manage a dental practice go to Charter Room 3 at the BDA Conference and Exhibition at 10.15 or visit www.baxi-partnership.co.uk DT

Colgate Total

Only one toothpaste gives non-stop 12 hour protection from bacteria...

Stannous fluoride toothpaste

12 hours after toothbrushing – significant bacteria regrowth

MOUTH SCAN: PLAQUE BACTERIA DENSITY
LOW HIGH

Colgate Total provides

72%

REDUCTION IN PLAQUE BACTERIA REGROWTH

12 hours after toothbrushing vs stannous fluoride toothpaste!

COLGATE TOTAL

12 hours after toothbrushing – reduced bacteria regrowth

MOUTH SCAN: PLAQUE BACTERIA DENSITY
LOW HIGH

*Dramatisation illustrating reduction of plaque bacteria 12 hours after toothbrushing with Colgate Total vs stannous fluoride toothpaste.

...and protects your patients from the most common dental problems:

- Plaque
- Sensitive Teeth
- Tartar
- Enamel Erosion
- Cavities
- Bad Breath
- Gum Problems
- Staining

For a healthy mouth recommend NEW Colgate Total.

Colgate YOUR PARTNER IN ORAL HEALTH

www.colgateprofessional.co.uk
www.colgate.ie

1 Furgang et al, J Dent Res. 2011; 90 (Spec Issue): Abstract 3073.

A call from the front line

Coming back to civilian life after leaving the services, not through choice but through disability caused in the line of duty, can be a challenging period for a former Royal Marine and the adjustment may be fraught with hurdles and disappointments. One example that has been receiving attention recently is the offer to the hundred or so medically discharged Royal Marines leaving annually, who have been kept dentally fit by the Armed Forces, a choice of free dental care in the community where they settle.

Now, sympathetic dental practices can join a national scheme, The C Group and SmileStar, formerly known as the Marine Dental Care Campaign, to help some of those

former Royal Marine personnel with free basic dental care for life. Already more than 60 practices around the UK are signed up to the scheme.

The inspiring scheme is being run by The C Group, a Royal Marines charity whose mission is to mobilise the business community to support the Royal Marines together with Smilestar Ltd, an organisation with charitable status based in Devon. Royal Marines applicants will be introduced to the scheme through the normal resettlement process and those who are interested will be passed through to SmileStar for appropriate administration and details of their nearest participating practice.

Colonel Hutton, the Chief

Executive of The C Group, who has supported the scheme from its inception, explained: "Coming home and trying to settle into normal life is harder than people imagine and routine procedures such as going to a dentist can be immensely daunting. What SmileStar and its network of supporting dentists are offering is choice. A man can decide whether to go with the NHS system or take the opportunity to receive basic private dental care for free. This is a great offer and will help those who live in areas where NHS surgeries are working at capacity or where travel requirements may be excessive. There are numerous reasons to help these men who have served their country so bravely. This scheme will offer an extra helping hand to aid their rehabilitation. Practices around the

country are signing up to the scheme to help in their area – we've been totally overwhelmed by the support the campaign is receiving already."

At the launch of the scheme, which will take place on June 22nd in Ashburton, presentations will be given by Colonel Jim Hutton of the Royal Marines. Sixty four practices around the country have already joined the scheme including the Devon Dental Centre of Excellence, the Plymouth Dental Centre of Excellence and other Devon based practices such as Totnes's Riverview Dental and Bovey Tracey's Quality Dental Care. Of the 27 Marines that have taken up SmileStar's offer we have currently managed to place 15 of them and are waiting for practice's to come up in the fol-

lowinarea's to place the other 12 Marines.

Newport
Portsmouth
Yeovil
Poole x3
Lymstone
Gwent South Wales
Dover
Bournemouth
Taunton, Somerset
Mid Glamorgan, Wales

Interested practices can find out more or register by calling Sam Cutts, Smilestar at sam@mpc-ltd.co.uk or 01364654070. [DT](#)



Eighth Clinical Innovations Conference Hailed A Success

Organised by health-care learning provider Smile-on, the AOG and the Dental Directory, the Clinical Innovations Conference 2011 impressed delegates yet again with its topical programme of lectures covering many of the latest developments in restorative and aesthetic dentistry.

More than 350 attendees gathered at the Royal College of Physicians for the two-day conference and exhibition which featured some of the leading names in dentistry today including the likes of Dr Julian Webber, Dr Eddie Scher, Dr Wyman Chan, Dr Tif Qureshi and Dr Wolfgang Richter.

This year's event also played host to the London Deanery's Annual DCP Conference, which featured several highly relevant lectures for dental care professionals on subjects such

as risk management, decontamination and medical emergencies.

The turnout was high and the atmosphere electric but nevertheless the conference's relatively small size made for a more personal experience, featuring several 'hands-on' lectures and a compact exhibitors' area where delegates could speak to suppliers in person.

Along with picking up plenty of valuable new skills and techniques, attendees were also able to receive up to 14 hours of verifiable CPD along the way.

For more information about the event call 020 7400 8989 or visit www.smile-on.com [DT](#)



Dr Wyman Chan presenting at the event

DENTAL TRIBUNE

The World's Dental Newspaper - United Kingdom Edition

Published by Dental Tribune UK Ltd
© 2011, Dental Tribune UK Ltd.
All rights reserved.

Dental Tribune UK Ltd makes every effort to report clinical information and manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International.

Group Editor
Lisa Townshend
Tel: 020 7400 8979
Lisa@dentaltribuneuk.com

Sales Executive
Joe Ackah
Tel: 020 7400 8964
Joe.ackah@dentaltribuneuk.com

Editorial Assistant
Laura Hatton
Laura.hatton@dentaltribuneuk.com

Design & Production
Ellen Sawle
Ellen@dentaltribuneuk.com

Advertising Director
Joe Aspis
Tel: 020 7400 8969
Joe@dentaltribuneuk.com

Dental Tribune UK Ltd
4th Floor, Treasure House, 19-21 Hatton Garden, London, EC1N 8BA

SO WHY DON'T THEY MENTION THIS?



Dental visits considered 'a luxury'

Simplyhealth's Annual Dental Survey 2011 shows that patients could be risking their dental health with over a quarter of the population viewing visits to the dentist as a 'luxury'.

The survey of 10,000 UK patients has found that men are the worst offenders with more than a third considering dentist appointments not essential. Yet almost 19 per cent stubbornly believe they can take care of their teeth themselves. However, women are no 'tooth fairies' either, with 43 per cent saying dentist visits are 'too expensive' compared to 35 per cent of men.

James Glover from Sim-

plyhealth said: "It's surprising that so many patients see visiting the dentist as a luxury. We're not talking about a holiday, or a new car, but protecting your dental health, which is an everyday health need."

Younger patients place far less importance on their dental health, with almost a third (31 per cent) of 18-24 year olds saying visiting the dentist is a luxury, not an everyday need. This may be why only half have seen a dentist in the last year. In contrast 25 per cent of over 55s see the dentist as a luxury, but 71 per cent have seen the dentist in the last year.

Practicing dentist and Sim-

plyhealth's dental advisor, Michael Thomas, said: "Everyone wants nice, white teeth, but this won't happen if people aren't prepared to put any effort into caring for them. It's really important that patients take the time to brush their teeth twice a day and regularly visit their dentist.

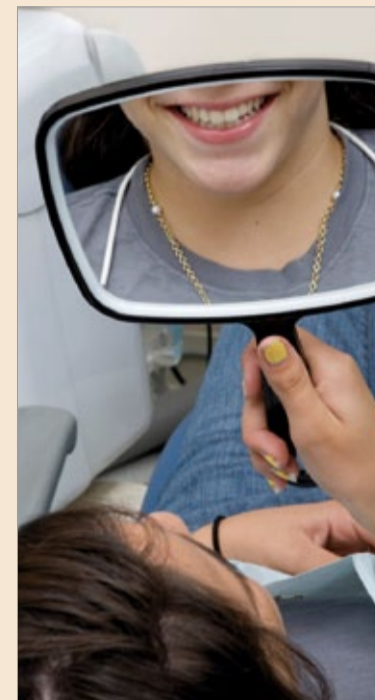
"This isn't just important for the health of their teeth, but also for other health issues for example, research suggests that poor oral health is associated with a greater risk of a stroke and heart disease.

"Dentists can provide so much information and guidance that people aren't tak-

ing advantage of. For instance Simplyhealth's research has found that only 34 per cent would think to speak to their dentist about identifying oral cancer."

There's also a contrast in patient's attitudes to dental health. On one hand, two thirds say they wouldn't date someone with bad teeth and more than 60 per cent believe good teeth can influence career progression. Yet, 41 per cent say they'd prefer to have dinner with the in laws than get their teeth checked.

Almost 50 per cent would rather take out the rubbish and 41 per cent would prefer to clean the toilet. **DT**



Dentistry shouldn't be a luxury

Smiles top attractiveness poll

A 'smile' has topped a poll of the most important physical features when it comes to attraction between men and women.

A smile was rated highly by 56 per cent of respondents, closely followed by faces (55 per cent) and eyes (51 per cent). Dress sense, body shape, hair and height were also measured, with the latter bringing up the rear on 25 per cent. Interestingly, it was a non-physical attribute – personality – which was the clear winner of the survey. Ninety per cent of respondents rated this human attribute most important when it comes to attraction.

The results have been published as part of the British Dental Health Foundation's annual campaign – National Smile Month – now in its 35th year. This year the theme is 'The Smile

Factor', which aims to remind people that their mouth, teeth and smile is fundamental to all aspects of their life – whether career, personality, relationships, attraction or all-round good health.

Despite the importance of smiles and teeth to everyday life, many people appear to have a poor image of the nation's 'Smile Factor'. The survey reveals that only 25 per cent believed that the nation had 'good teeth', and approaching half the population were not happy with their smile or teeth – stained or yellow teeth being the most common concern (37 per cent).

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, said: "As a nation we probably spend more time and money looking after our hair and the clothes we wear, rather than caring

for our teeth. The survey is a great reminder that we should be giving greater attention to our teeth – not just because it improves oral health – but because it gives us the confidence to smile, which makes a major difference to our relationships, careers and overall image.

"During National Smile Month, we hope everyone will consider what they can do to improve their Smile Factor. Hundreds of dental practices across the UK will be supporting the campaign and it's an excellent time to seek their help and advice. **DT**



Smiles topped attractiveness polls

A 'thank you' that raised \$1m

Oscar-winning actor Michael Douglas, who was diagnosed with throat cancer last year, headlined a fundraiser for the Montreal Hospital; the hospital that first detected his disease.

During his speech at the event, Douglas recalled the devastating moment when he was diagnosed with cancer and how Dr Saul Frenkiel of Montreal's Jewish General Hospital had requested a biopsy. Previously, several Ameri-

can doctors had failed to diagnose the cancer and had, according to reports, said Douglas was in good health: it was soon discovered that the cancer was at an advanced stage.

To show his gratitude for the Montreal Hospital, Douglas offered to help raise money for the McGill University-affiliated hospital by signing himself up as the honoured invitee for a \$375-a-head gala night, with VIP tickets selling for \$750. The money raised will

be given to McGill University's head and neck cancer fund.

Mixing with guests and having photos taken, Douglas was reported to appear energised.

According to reports, both Douglas and his wife, Catherine Zeta-Jones, put themselves up for auction: one such live auction was a golf outing, which was auctioned for \$180,000. By the end of the night the charity event had raised more than \$1 million. **DT**

BDA museum close to major acquisition

The BDA's museum has its sights set on a rare oil painting as its next major acquisition. The Dentist, painted in 1929 by Sir John Lavery, features dentist Conrad Ackner in situ treating his patient, the artist's wife Lady Lavery.

The painting is significant in terms of both dental and art history, being the only known accurate depiction of the early twentieth century dentist in a surgery, and by one of the leading portrait painters of the time.

A rare find, the painting is set in Ackner's Welbeck Street practice in London and reveals aspects of the clinical environment including an early x-ray machine and headlamp, examples of which are in the museum's collection.

Using the painting as a centre piece, plans are in place to mount an exhibition including a scrapbook compiled by Ackner's staff, which lists the King of Norway and actress Marlene Dietrich amongst his patients.

The first time the two items will be seen together, they will be a highlight on guided tours and be featured during events and as part of the museum's school programmes.

The BDA is appealing for donations to help acquire the painting so that it can be made a permanent part of its collection. Currently on loan and on display in the BDA's Information Centre, it has been independently valued at £60,000. While funding has already

been sourced through the Art Fund, the MLA/V&A Purchase Grant Fund, the BDA and private donations, a shortfall of £9,000 remains before the list price can be met.

Head of BDA Museum Services, Jason Finch said: "The opportunity to purchase this unique painting is too good to miss and we are desperately close to our target.

"Not only is the work historically significant in its rarity, it also provides us with an accurate depiction from which the dental profession and public can gain valuable insight into the history of dentistry.

"We are calling on all interested parties to help us keep this important work at the BDA permanently, in what, we believe is its rightful home."

To make a donation, or for further information, individuals should contact Jason Finch by phone on 0207 535 5832, or by email at jason.finch@bda.org. **DT**



The Dentist 1929 by Sir John Lavery

A-dec goes the extra mile for B2A

Thirteen representatives from dental equipment manufacturer A-dec recently took on the challenge of the infamous Coast2Coast bike ride, and fighting arduous headwinds all the way, completed the 151 mile bike ride in three days!

Cycling from Whitehaven on the west coast to Tynemouth on the east coast, across the very hilly Lake District, the Pennines and the Northumberland moors, and despite the at-times daunting terrain, falls, bruises, punctures, sunburn, headwinds, and facing

early retirement with a snapped derailleur, the team finished together in high spirits on the afternoon of Monday 2nd May.

Fuelled by energy drinks, flapjacks, oh-so-many bananas, pain relief and deep heat, not to mention the key ingredient (TEAMWORK), all 11 riders

completed the challenge with an immense sense of achievement and pride.

The group is raising funds for Bridge2Aid, their partner charity who carry out amazing work in the Mwanza region of Tanzania and across the area, plus other UK charities which are close to

the fund-raisers hearts.

Charlotte Cligg and her partner Ben, Jo Gamble, Stacey Roberts, Tracy McCulloch and her husband David, Brian Anderson and his wife Sarah, Ashley Woodruff, Ciaran Hynes and Charlie Cope – supported by Sarah Treble and Eugene O'Malley,

aim to raise more than £7,000 for Bridge2Aid, NSPCC, MS Society, Breast Cancer Campaign and Leukaemia & Lymphoma Research.

To make a donation, please visit uk.virginmoneygiving.com/team/A-dec. [DT](#)

BDA President

Dr Janet Clarke, Clinical Director of Birmingham Community Healthcare Trust Community Dental Service (CDS) and Honorary Clinical Lecturer at Birmingham Dental School, will become the 125th President of the British Dental Association (BDA) on Thursday, 19 May. She will be presented with her chain of office and make her inaugural speech as BDA President at the opening of the 2011 British Dental Conference and Exhibition at Manchester Central Convention Complex, Manchester.

Dr Clarke was awarded her Bachelor of Dental Surgery Degree by the School of Dentistry, University of Birmingham, in 1981, and a Master of Community Dental Health in 1989. As clinical director at Birmingham Community Healthcare Trust CDS, Dr Clarke manages an NHS dental budget of over £6 million. She oversees the provision of the community dental service for vulnerable patients in Birmingham, Sandwell, Dudley and Walsall.

Dr Clarke has significant experience of representing the dental profession. Locally, she has served as Chair of the BDA's West Midlands Division of the CDS Group, and as president of the BDA's Central Counties Branch. On the national stage, she chaired the BDA's Central Committee for Community and Public Health Dentistry (the forerunner of the current Salaried Dentists Committee) and successfully led the negotiations to introduce a new contract for salaried primary care dentists in 2007. Her contribution to dentistry is widely recognised. She was awarded an MBE in 2010 for services to dentistry, and two years earlier she was appointed by the Secretary of State to work alongside Professor Jimmy Steele in his Independent Review of NHS Dentistry. [DT](#)

FEWER THAN
ONE IN THREE PEOPLE
HAVE MENTIONED
BLEEDING GUMS
TO THEIR DENTIST OR HYGIENIST¹.



CORSODYL[®]

Corsodyl Mint Mouthwash
chlorhexidine digluconate
For the treatment of gingivitis

With patients most likely to mention pain on a dental visit¹ the early stages of gum disease may be ignored. The Corsodyl Campaign for Healthy Gums is designed to raise awareness of the risks of gum disease and the initial signs to look out for. For your free Gum Care Guidance Pack including a range of materials for you and your patients visit WWW.GSK-DENTALPROFESSIONALS.CO.UK

Product Information: Corsodyl Mint Mouthwash. **Presentation:** A colourless solution containing 0.2% w/v chlorhexidine digluconate. **Indications:** Plaque inhibition; gingivitis; maintenance of oral hygiene; post periodontal surgery or treatment; aphthous ulceration; oral candida. **Dosage & Administration:** Adults and children 12 years and over: Rinse with 10ml for 1 minute twice daily or pre-surgery. Soak dentures for 15 minutes twice daily. Treatment length: gingivitis 1 month; ulcers, oral candida 48 hours after clinical resolution. Do not use in children under 12 unless on advice of healthcare professional. **Contraindications:** Hypersensitivity to chlorhexidine or any of the excipients. **Precautions:** Keep out of eyes and ears, do not swallow, separate use from conventional dentifrices (e.g. rinse mouth between applications). In case of soreness, swelling or irritation of the mouth cease use of product. **Pregnancy & Lactation:** No special precautions. **Side effects:** Superficial discolouration of tongue, teeth and tooth-coloured restorations, usually reversible; transient taste disturbances and burning sensation of tongue on initial use; oral desquamation; parotid swelling; irritative skin reactions; extremely rare, generalised allergic reactions, hypersensitivity and anaphylaxis. **Overdose:** Due to the alcohol content (7%) ingestion of large amounts by children requires medical attention. **Legal category:** GSL. **Product Licence Number and RSP (excl. VAT):** PL 00079/0312 300ml £4.17, 600ml £8.17. **Licence Holder:** GlaxoSmithKline Consumer Healthcare, Brentford, TW8 9GS, U.K. **Date of preparation:** February 2011.

CORSODYL is a registered trade mark of the GlaxoSmithKline group of companies
Reference: 1. GlaxoSmithKline data on file, You Gov PLC, 2010.

 GlaxoSmithKline
Consumer Healthcare

Houses of Parliament stages NSM launch

Oral health campaigners, the British Dental Health Foundation, launched the National Smile Month at the Houses of Parliament on Thursday 12th May.

The annual event, held at Westminster, signalled the start of the UK's largest oral health campaign, which this year celebrated its 35th anniversary.

Many leading figures from the world of dentistry were in attendance for the launch of the event which runs between May 15 and June 15 2011, going under the theme of the Smile Factor.

Hosted by Parliamentary sponsor the Rt Hon Sir Paul Beresford MP, the gathering in-

cluded speeches from some of dentistry's leading experts including the Foundation's Chief Executive Dr Nigel Carter and its President Daniel Davis.

Dr Carter said on the launch of Smile Factor: "Many might underestimate it but a smile can be very influential feature. It can shape our lives, our relationships and careers and be a very powerful show of emotion, yet not everyone has the confidence to do so.

"Those who are not happy or are self-conscious about their teeth, could be missing out on showing off their very own 'Smile Factor'.

Others are being held back by poor oral well-being and

its impact on their general health. This year's campaign is designed to challenge those perceptions and get you smiling again.

"Getting people to talk about their teeth and dental habits is vital in our goal of improving the state of oral health not only in the UK but worldwide.

"We have had a tremendous response to the campaign, particularly in the last couple of years, but we must work harder to ensure this year's National Smile Month can build on that success.

"The launch is a superb way to kick-start the month. It is an utterly marvellous setting of which to stage such an event."

Sponsored by four giants of oral health care, Platinum Sponsors Oral-B, Wrigley and Listerine, along with firsttime Silver Sponsor Macleans, the campaign will yet again provide an exciting opportunity for everyone to get involved in promoting good oral health.

During the course of the month, the Foundation will be looking to promote their three key oral health messages.

Dr Carter added: "As far as day-to-day oral health goes, our three key messages of brushing your teeth for two minutes twice a day with a fluoride toothpaste, cutting down on how often you have sugary foods and drinks and visiting your dentist as of-

ten as they recommend, provide a firm base for a lifetime of good oral health.

"Remember, having the Smile Factor can improve your confidence, your attractiveness and your general health - so don't underrate it!" **DT**



The National Smile Month logo 2011

Prioritising toddler nutrition

The Infant & Toddler Forum - experts in child health, nutrition and development - is stepping up its work to encourage wider recognition and adoption of its 'Ten Steps for Healthy Toddlers' launched last year to address the lack of simple, consistent guidance on toddler eating habits.



Public health is high on Government's agenda; those with an in-

fluence on early years' nutrition have a significant role to play in preventing long-term health problems, yet clear guidelines are lacking. The recent School Food Trust report highlights an urgent need for Government and all stakeholders, including health practitioners and parents, to work together to address this need.

Britain is facing an entirely preventable epidemic of obesity and diet-related ill-health, with a generation set to die before their parents. Health agendas need to focus on supporting practitioners, parents and carers with effective tools to help change behaviour.

'Ten Steps for Healthy Toddlers', an easy-to-use guide on

what food to offer, what eating behaviours to encourage and how best to manage mealtimes, is the Infant & Toddler Forum's contribution to help meet this need. Endorsed by the Pre-school Learning Alliance, Child Growth Foundation, National Obesity Forum and the British Dental Health Foundation, the 'Ten Steps' are designed to encourage positive changes to toddler feeding with small easy actions.

Dr Atul Singhal, Chair of the Infant & Toddler Forum, said: "Since their launch last year, the 'Ten Steps for Healthy Toddlers' have been widely implemented in different settings by health and childcare professionals, parents and carers. As well as being a simple, extremely useful

tool for those feeding toddlers at home, the 'Ten Steps' is a perfect resource to help implement the Government's public health strategies.

"Continuing its work on early intervention through good toddler nutrition and eating behaviour, the Forum is developing activities to drive best practice where there's a need for practical support and direction. Throughout 2011 we will continue to work with our partners to raise awareness and encourage implementation of the 'Ten Steps'. In turn, we hope health and childcare professionals will adopt the expert advice as best practice and share it with the parents, carers and toddlers with whom they interact."

The Forum plans to encourage wider adoption of the 'Ten Steps' and sharing of best practice with training and education programmes throughout the UK, to impart the principles and practical implementation of the Steps. Supporting those who work in the early years sector, including children's centres and nurseries, will be a priority to help ensure all children get the best start in life.

For more information on the Infant & Toddler Forum and to download free resources, visit www.infantandtoddlerforum.org (healthcare professionals) and www.littlepeoplesplates.co.uk (parents and carers). **DT**

Can volunteers make a difference?

Bridge2Aid are delighted to be hosting a number of events at this year's BDA in Manchester, on the growing issue of corporate social responsibility and the long term value in volunteering.

Posing the question whether short term volunteers can make a long term difference, Friday's 2pm seminar will see Bridge2Aid's (B2A) founder, Dr Ian Wilson, and CEO Mark Topley, talking about the difference volunteers have made to the provision of oral health care for the community in Tanzania. Thursday will also see a Volunteering Forum chaired by Habib Benzian, public health manager at the FDI and Chris Holmgren from WHO, of which B2A are a co-sponsor.

B2A offer a very success-

ful volunteering programme for dental professionals, known as the DVP (Dental Volunteer Programme). With 2010 feedback hailing the Bridge2Aid DVP programme as both "moving" and a "rewarding experience both professionally and personally", it's not hard to see why 35 per cent of UK dental professionals rush back to do their second and third DVP's.

Mark Topley, CEO, Bridge2Aid said: "Our Dental Volunteer Programme has not only made such an enormous difference to the lives of the people of Tanzania but also to our volunteer dentists and nurses, many of whom have made more than one DVP as well as lifelong friends through the programme. Our Dental Volunteers feel they are contributing to something special and it reminds them why

they got into dentistry. The DVP is focussed on making a sustainable difference, not just a short term impact."

To demonstrate the long term value of volunteering for B2A, this year's BDA will see B2A announcing how the efforts of volunteers in the dental profession have enabled new steps to be taken for the charity towards tackling the bigger issues in Africa and to support them in their quest to free the world from dental pain.

For more information on the B2A seminars at BDA Conference visit www.bridge2aid.org. For further information on B2A volunteering programmes contact Ruth on 07748 643006 or email her at Ruth@bridge2aid.org. Visit www.bridge2aid.org to download an application form. **DT**

Clinical periodontology research grant

The Alpha Omega Charitable Trust has created a memorial prize in honour of the late Dr John Zamet, the founding Chairman of its London Chapter. Dr Zamet was an Honorary Consultant and Senior Research Fellow at the UCL Eastman Dental Institute and a Past President and Honorary Member of the British Society of Periodontology and his considerable contributions to clinical periodontology have significantly advanced the field.

The annual grant of £1,000 will be granted to students who are:

- UK-based
- Studying a Masters degree or PhD
- Researching clinical periodontology

Applicants must submit a covering letter, a letter of support from their supervisor and an abstract not exceeding 1,000 words (including background to project, aims, methods, relevance to clinical periodontology and start and completion dates). The successful applicant will also be invited to present their research to the Alpha Omega London Chapter.

Applications should be submitted as hard copy in triplicate, by 31st December 2011 to:

Professor Andrew Eder, Chairman, The Alpha Omega London Charitable Trust, 2nd floor, 57a Wimpole Street, London W1G 8YP

And ALSO via email to: andreweder@restorative-dentistry.co.uk **DT**



£30 each
for a yearly
subscription or
as a special offer
take all three titles
for just **£50**
per year

What's Missing?

Three global titles from the **Dental Tribune International** portfolio are coming to the UK. Published quarterly, each of these glossy, clinically-focussed titles aims to bring you the latest developments in the fields of implantology, endodontics and cosmetic dentistry in a clear, easy to read format



What's missing?
implants

Fill the gaps... **implants**, the international magazine of oral implantology, delivers the latest thinking in this fast-moving area of the dental profession. User-oriented case studies, scientific reports, meetings, news and reports, as well as summarised product information, make up an informative read



You got the look...
cosmetic dentistry

You got the look... **cosmetic dentistry - beauty & science** presents the most significant international developments in the world of cosmetic and restorative dentistry. With an editorial mix of speciality articles, clinical studies, case reports, industry reports, reviews, news, and lifestyle articles, **cosmetic dentistry** leads the way



Enjoy Endodontics?
roots

Down your canal... **roots** is the place to keep up with the latest developments in the endodontic arena. A combination of comment, studies, case reports, industry news, reviews, and news, those professionals with an interest in endodontics will find **roots** invaluable

For more information or to subscribe please call **Joe Aspis** on **020 7400 8969** or email joe@dentaltribuneuk.com

DENTAL TRIBUNE
— The World's Dental Newspaper - United Kingdom Edition —

A photo says a thousand words

Elaine Halley speaks about early mornings, comments, and those all-important clinical cases

Well – I guess this is the beauty of a distance learning course – I was planning a well needed trip to stay with friends in Malaysia over Easter when the deadline came in for the end of unit 4 assessment – right

in the middle of the holiday. Then I thought I had earned a reprieve when an extension was granted as some of the required reading had been difficult to access... to the day I was due back! So, the deadline is actually today as I sit writing this

in Malaysia, about to leave for the airport to begin the epic journey home via Amsterdam. My assignment is in – amongst all the other panic of leaving two practices for a fortnight when April is the last month of our financial year – I

managed to do some early morning stints and get the assignment in two weeks early. The assignment involved treatment planning for a restored dentition, including discussing the rationale for direct composites versus the alterna-

tives. This was a very apt assignment as of course, these are the subjects that we encounter on a day-to-day basis in practice.

Meanwhile, while I have been away, email alerts to tell me the remaining clinical cases from Unit 5 (Anterior Aesthetics) have been marked have been coming in thick and fast. This has been driving me mad as it costs me considerably in roaming charges to access the internet on my iPhone to log in and get the results. However, patience has never been my strong point and so I have succumbed to finding out. Luckily, all good so far. The examiners comments have been interesting and it again is probably a sign of my personality (control freak, used to being the boss etc) that it is just as well the examiners are anonymous, as I disagree with a few comments and if I knew who it was I would be on the phone! I have also 'tested' the system somewhat by sending in different case outcomes – some I would be proud to present in a lecture, others that were a compromise in some form or another. Notably, my Class III composite case I sent in a phobic patient with a high caries rate where the result was not aesthetically perfect in the first attempt. My justification in the write-up was noted and I gained a good mark. The key, as in so many exam processes, is in the photography. Good photography is essential to allow the examiners to see every detail of the case.

The other thing I have missed since being away is all of unit 5 (Complex Treatment) – and it seems that the level of lectures has increased dramatically. Again, a criticism is the short notice of the exact dates and times of the lectures. I am sure that Smile-on will sort this out – but it is frustrating as time could be blocked out to watch and participate live – but less than a week and it is impossible!

So I am looking forward on my return to some more early morning stints to catch up on hours of lectures on how to assess the complexity of a case, biological aspects of tooth loss, oral medicine update, diagnosis, treatment planning and letter writing plus consent, and medical emergencies. And I'm sure I saw something about an assignment due on the 7th May. Oh yes, and less than four weeks to go before I plan to run the Edinburgh Marathon – how many hours are in the day? ☺

About the author



Elaine Halley BDS DGDP (UK) is the BACD Immediate Past President and the principal of Cherrybank Dental Spa, a private practice in Perth. She is an active member of the AACD and her main interest

is cosmetic and advanced restorative dentistry and she has studied extensively in the United States, Europe and the UK.

A-dec 200

Durability. Performance. Assurance.

The latest addition to the A-dec range offers no compromise and real A-dec value.

Invest in reliability. Focus on the patient.

Express your style. From the people who build the most dependable dental equipment in the world, A-dec 200™ provides you with a complete system to secure a successful future.

Discover how you can gain assurance with A-dec 200. Contact your authorised A-dec dealer today.



a-dec
reliablecreativesolutions

Chairs
Delivery Systems
Lights
Monitor Mounts
Cabinets
Maintenance
Infection Control



To learn more, contact A-dec at 0800 233 285 or call your local authorised A-dec Dealer. Visit our website: www.a-dec.co.uk

A-dec Dental UK Ltd

Austin House, 11 Liberty Way, Nuneaton, Warks, CV11 6RZ. Tel: 024 7635 0901 Fax: 024 7634 5106 Email: info@a-dec.co.uk

©2011 A-dec® Inc.
All rights reserved.

Dental Awards 2011

Winners announced for national dental competition



Team of the year - Sweetcroft Dental Care

The lead up to the 2011 Dental Awards reached its grand finale on Friday 6th May at a glittering black-tie ceremony held at the exclusive Lancaster London Hotel. Dental Tribune was there and being accompanied by some of our contributors at our table it was, without doubt, a fantastic night!

The evening, which was organised by Purple Media Solutions Ltd and sponsored by The Dental Web, Dentsply, Software of Excellence, Waterpik and Wrigley, was a fantastic night full of laughter, great company and excellent food!

Teams and individuals from dental practices across the UK came together to celebrate the outstanding level of clinical care and patient service they provide at the 15th annual Awards. The ceremony was attended by many industry key opinion leaders and having been presented by celebrity compere, Hal Cruttenden, the evening was a fabulous and entertaining event. Guests and finalists from across the UK, including Liverpool, North Wales, London, Bristol and Manchester, enjoyed a gala dinner, with a champagne reception, four-course meal and awards ceremony.

The event, organised to showcase the best that the UK dental profession has to offer, saw winners walk away with a beautiful, specially designed glass trophy that can be displayed in the practice or laboratory for all to see. Shortlisted finalists also received a certificate.

For those of you who weren't there, the winners were as follows:

Dental Laboratory of the Year

Winner - Casterbridge Dental Studio - Dorset

Highly commended - Egan Dental Laboratory - North Yorkshire

Dental Therapist of the Year

Winner - Charlotte Wake - Southampton

Highly commended - Kevin Lawlor - Cumbria

Dental Nurse of the Year

Winner - Kerry Hensley - Apollonia Dental & Cosmetic Centre, Liverpool

Highly commended - Michelle Whitby - Sweetcroft Dental Practice, Middlesex

Dental Receptionist of the Year

Winner - Barbara Whittaker - Cahill Dental Centre, Bolton

Highly commended - Carly Frank - Thompson & Thomas, Sheffield

Practice Manager of the Year

Winner - Sharon Sweet - The River Practice Specialist Centre, Truro

Highly commended - John Stanfield - Cheshire

Best National Smile Month Event

Winner - Thompson & Thomas - Sheffield

Highly commended - Guidepost Dental Practice - Northumberland

Team of the Year (North)

Winner - Dental Mavericks - Sunderland

Highly commended - Thompson & Thomas - Sheffield

Team of the Year (South)

Winner - Sweetcroft Dental Practice - Middlesex

Highly commended - Maple Orthodontics - Berkshire

Practice Design and Interior

Winner - The River Practice Specialist Centre - Truro

Highly commended - Maple Orthodontics - Berkshire

Clinical Dental Technician of the Year

Winner - Andrew Barrs - Middlesex

Highly commended - Roderick Patterson - Nottingham

Commended - Lee Butler - Hampshire

Team of the Year (National)

Winner - Sweetcroft Dental Practice - Middlesex

Dentist of the Year

Winner - Donald Sloss - Clock Tower Dental Care, North Yorkshire

Highly commended - Roland Kouble - Woodseats Dental Care, Sheffield

Commended - The Berkeley Clinic, Glasgow

Outstanding achievement

Winner - David Phillips



Vision in Healthcare



Are you sitting as you should ?

Are you seeing all you should ?

Contact us The Dental Magnification Specialists for current offers and recommendations on how to meet these challenges.



D P Medical Systems Ltd
15A Oakcroft Road
Chessington
Surrey
KT9 1RH

tel 0208 397 1262
www.dpmedicalsyst.com

