

# MARKETPLACE

## Contacts count

020 7224 0999

[www.endocare.co.uk](http://www.endocare.co.uk)

Endocare aims to surpass patients' expectations. That's because the group of clinics believes in something better. Endocare believes that every patient is special and deserves to be treated with the same level of care that its team would expect to receive itself.

Endocare's light and airy practices are located across London and are equipped with the latest cutting-edge equipment designed to meet the needs of modern endodontic practice. Not only will patients receive the best care in a warm and friendly environment, but they will also receive treatment from recognised experts in the field.

Endocare's team of highly qualified specialist endodontists is committed to diagnosing and treating dental pain. Many of the specialists are widely known for their published work in the professional press.

For the best endodontic patient referrals, call the Endocare team today. Endocare prides itself on forming close working relationships with all their referring practices. It aims to become an integral part of the referring practice's team.

EndoCare



## Keeping it legal

0151 707 0090

[rng@goodmangrant.co.uk](mailto:rng@goodmangrant.co.uk)  
[www.goodmangrant.co.uk](http://www.goodmangrant.co.uk)


With a reputation of ensuring quality legal advice for the dental industry and a combined experience of more than 75 years, Goodman Grant solicitors offers excellence in its work when dental professionals want to buy or sell a practice.

A philosophy of service and dedication to its clients combined with 'unrivalled' experience, ensures that the company will understand and resolve legal issues pertaining to incorporating or restructuring or the sale and purchase of a practice.

When looking to acquire or dispose of a practice, expert advice should always be sought and Goodman Grant is able to assist in all areas. Legal advice is essential if one is looking to draft or amend a partnership agreement that will provide legal protection should conflict occur.

## Making smiles

[www.londonmile.co.uk/refer](http://www.londonmile.co.uk/refer)

thelondonmile:)clinic®



Refer orthodontic cases to the London Smile Clinic and watch patients' smiles and their loyalty to their original dental practice grow.

An award-winning centre of excellence, the London Smile Clinic utilises state-of-the-art equipment and minimally invasive technology to achieve stunning results.

With renowned specialists such as Dr Preet Bhogal (in orthodontics) and Dr Zaki Kanaan (in implant dentistry) leading an expert team of professionals, dentists can be sure that their patients will be in the best of hands.

Working as an extension of dentists' own team, the London Smile Clinic keeps the dentist informed and in control throughout the referred treatment. The clinic seeks approval and consent from the referring dentist at every stage and provides before and after clinical photographs. The clinic provides models to send to their own ceramist.

For a first class experience that will make patients smile and return for continued care, dentists can broaden the treatments they offer and contact the London Smile Clinic today.

## Straight and simple

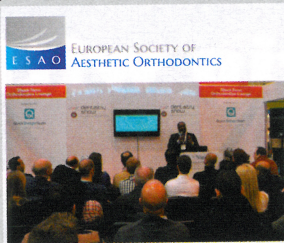
[esao.co.uk](http://esao.co.uk)[esao@esao.co.uk](mailto:esao@esao.co.uk)

Dr Daz Singh, secretary of the European Society of Aesthetic Orthodontics (ESAO) presented an insightful talk for delegates at the Dentistry Show 2014.

Discussing the benefits and advantages of aesthetically focused orthodontics for every GDP, he explored in detail one of the treatments available, what it involves and how it works. He emphasised the need for clear communication and managing realistic patient expectations throughout the treatment process.

Dr Singh's presentation included examples of case studies that utilised specific cosmetically focused orthodontic techniques of varying complexity. He was keen to stress the importance of addressing a patient's chief complaint and knowing when to refer to an orthodontic specialist.

The ESAO offers GDPs and nurses the opportunity to expand their knowledge around aesthetically focused orthodontics and has a philosophy toward providing minimally invasive smile solutions in an unbiased and ethical way. Visit the website today to find out how the practice and patients can benefit by offering these reliable and popular treatments.



## Implant World

0800 371652

[www.fmc.co.uk](http://www.fmc.co.uk)

Implant World in Manchester takes place 23 May 2014 at the Hilton Hotel in Deansgate.

After the successful launch of GDP Implant World in London, the return of the popular event is set to be the biggest implant meeting in the north west.

Attendees on the day will enjoy an exhibition with more than 45 companies showcasing services and products, all in the implant dentistry field.

All attendees will receive three hours of free verifiable CPD as well as goodie bags and vouchers to spend in the show.

Attend mini lectures on legalities and ethics to help spruce up on implant dentistry knowledge and speak to the representatives behind the products and equipment.

Attendance is free. Simply visit [www.gdpimplantworld.co.uk](http://www.gdpimplantworld.co.uk) to register.



## Mr Fixit

01253 404774

[www.mc repairs.co.uk](http://www.mc repairs.co.uk)

With more than 25 years' experience in the dental handpiece repair industry, MC Repairs offers a reliable, efficient and competitively-priced handpiece repair service. It has a 24-hour turnaround in most cases.

MC Repairs is confident that it is the best value repair centre in the UK.

Manufacturer trained, its team of repair technicians has experience of repairing handpieces, motors, scalers and couplings from all the major manufacturers including Bien Air, Castellini, Kavo, MK Dent, NSK, Star, Lares, Sirona and W&H. The team also repairs handpieces from other manufacturers too. MC Repairs offers a freepost service and free no obligation quotations on all their repairs, so it does not cost the practice a penny until they accept the quote. All repairs are quoted the day they are received and the vast majority are returned within 24 hours of acceptance. There is no need for the instrument to be away from the surgery a minute longer than necessary. Visit the website to download a freepost label and also see the various equipment items the company offers for sale.



## Figure it out

[www.figurit.co.uk](http://www.figurit.co.uk)

By changing from a sole trader to a limited company dentists could end up seeing tax savings of up to 25%. However, the process is not always simple and there are potential pitfalls and stumbling blocks to navigate.

Figurit is a tax solution that's exclusively for dentists. It offers a specialist service that provides expert guidance on everything from the best time to incorporate and tie up the loose ends of self-employment to making the ownership decisions that maximise tax benefits.

Qualified in such business transitions and well-suited to provide dentists with the knowledge and advice necessary for a smooth conversion, Figurit can help determine if incorporation is the right choice. The Figurit solution also includes a range of helpful services from an online calendar to insurance against the cost of a HMRC inspection.

Seeking advice from experienced tax advisers can ensure the maximum tax benefits will be received. Call Figurit today to arrange a free tax review. This offer is valid until 30 June 2014.



figurit  
THE TAX SOLUTION YOU CAN COUNT ON

## Clearing crowds

0845 366 5477

[www.inmanalignertraining.com](http://www.inmanalignertraining.com)[www.clearsmilealigner.com](http://www.clearsmilealigner.com)

The Inman Aligner is a cosmetic orthodontic appliance that enables GDPs to straighten anterior teeth safely and quickly.

It is now one of three options available from Intelligent Alignment Systems (IAS), who provides hands-on training for all the appliances.

Dr Andrew Wakefield is a partner at Apolline House Dental Practice in London. He is impressed with Spacewize, the digital diagnostic and treatment planning tool available from IAS to aid case success. He said: 'To determine whether Inman Aligner treatment is feasible, Spacewize - a powerful but user-friendly piece of software developed by the pioneers of the Inman Aligner, can be used to accurately measure the amount of crowding present. The Spacewize assessment and alginate impressions of a patient's teeth can then be sent to the laboratory, which returns a 3D printed model of the predicted end result of treatment.'

ias

Intelligent Alignment Systems



## The oral suspects

01689 881788

[www.panadent.co.uk](http://www.panadent.co.uk)

Orablu Oral Lesion Marking System is a useful adjunct for screening suspected oral cancer lesions.

Commonly known as toluidine blue, the stain can accelerate the decision to biopsy, and possibly save lives with a timely diagnosis by catching oral cancer as early as stages one or two.

Orablu Oral Lesion Marking System consists of one bottle net 3.0ml containing 0.5% toluidine chloride solution, one bottle net 6.0ml containing 1% acetic acid solution, and 30 individually packaged applicator swabs and can be used to up to 10 applications plus full instructions for use.

The Orablu Oral Lesion Marking System is a three component swab system intended to be used by a dentist, physician or oral specialist after oral lesion or patch identification based on a clinical oral examination in incandescent light ideally with further screening light device such as the Microlux/DL adjunct. References are available.



## Fancy being a super-hero?

0800 0567

[philipsoralhealthcare@philips.com](mailto:philipsoralhealthcare@philips.com)[www.sonicare.com](http://www.sonicare.com)

Philips is launching a challenge to find the nation's dental super-hero. The contest is being run between mid-May and mid-June during National Smile Month in collaboration with The British Dental Health Foundation, as Philips is a sponsor of this year's campaign.

To coincide with the launch of its newest toothbrush - the Philips Sonicare for Kids (that features a caped super-hero on its box), Philips and the BDHF are asking dental professionals to don fancy dress costumes in order to engage with young (and not so young) patients and to upload a photograph showing them in costume to the National Smile Month Facebook page [www.facebook.com/nationalsmilemonth](http://www.facebook.com/nationalsmilemonth).

The winning dentist or practice will be awarded three Philips Sonicare for Kids and three Philips Airfloss to dispense to patients. Philips has also created an oral healthcare bundle of products for dental practices to enable them to offer families they treat extra help during National Smile Month. The promotional package (available from April) includes a new Sonicare for Kids, a Sonicare Flexcare Platinum and an Airfloss that they can offer patients for an all-in price.