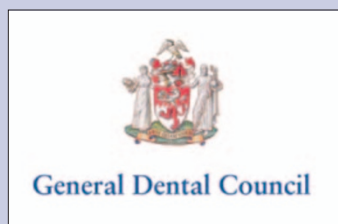


The BDJ News section accepts items that include general news, latest research and diary events that interest our readers. Press releases or articles may be edited, and should include a colour photograph if possible. Please direct your correspondence to the News Editor, Arveen Bajaj at the BDJ, The Macmillan Building, 4 Crinan Street, London N1 9XW or by email to [bdj@bda.org](mailto:bdj@bda.org)

## New look online for GDC

The General Dental Council (GDC) has relaunched its website at [www.gdc-uk.org](http://www.gdc-uk.org). The site features a new look as well as improved structure and navigation. It has a new search facility, site map and A-Z subject list, to help visitors find the information they need quickly and easily. There are now dedicated micro sites for four main GDC audiences: current registrants, potential registrants (applicants), the general public, and partner organisations.

The site also contains new information, including details of forthcoming and recent disciplinary hearings and the online registers of dentists, dental hygienists and dental therapists are also now updated daily. The GDC also plans to introduce a restricted access section in the future, where current registrants will be able to update their details and pay their annual retention fees.



## Interactive programme wins award



Healthcare applications developer Smile-on Ltd has won the award for 'Interactive Multimedia Publishing' given by the International Visual Communication Association (IVCA) at its recent awards dinner. It was recognised for its DNNET dental nurse training package, a CD-based interactive multimedia programme which covers all fourteen modules required by the NVQ level 3 in Oral Health and the National Certificate, providing dental nurses with a flexible way of studying. The IVCA represents the corporate visual communication industry and awards leaders in effective and ethical business and public sector communications. The judges said that the programme broke the large curriculum down into easily accessible sections which were presented with simplicity and clarity. Pictured from left to right, Smile-on's Michael Seriki (Commercial and sales director), Noam Tamir (Chief Executive Officer) and Pat Cannon (Chief Operating Officer).

## Clever cells could banish gum disease

A simple treatment involving skin cell injections may be used to treat common complaints including gum disease, stretch marks and baldness, according to a study in *Chemistry & Industry* magazine. The process uses fibroblast cells taken from the dermal layer of skin which are extracted, multiplied in-vitro and then injected into the area to be treated.

Fibroblasts control levels of the proteins collagen and elastin, which are found in skin, bones and other connective body tissue. The treatment has been used for several years to rejuvenate the

ageing face, but scientists at Texas-based biotech company Isolagen also want to use it to combat periodontal disease. Bob Sexauer, Vice President of Corporate Development at Isolagen says that in phase I and II clinical trials, fibroblast injections consistently succeeded in regenerating gum tissue and that anecdotal evidence suggests that bone is also being regenerated. The process could also be used cosmetically to fill in or even up the gum-line and a phase III trial is due to start in London soon. For more information see [www.chemind.org](http://www.chemind.org).



Top: gums before treatment  
Bottom: gum-line filled in after treatment with the Isolagen process

# Modern oral health designs awarded

Innovative designs for toothbrushes featuring air pumps, rubber bristles and handles that can be moulded into different shapes in warm water were some of the winning designs in the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA) Design Directions Awards 2005.

There were two winners in the Design for Oral Health Care category, sponsored by GlaxoSmithKline and the annual awards aim to showcase the best British and European upcoming designers. Previous winners include Jonathan Ive, creator of the iPod and Andy Clark, designer of the Heathrow Express train.

The Design for Oral Healthcare brief challenged students to design toothbrushes for a modern audience who are looking for stylish and functional products with unique features.

David Robinson of Northumbria University won the Glaxo-SmithKline internship worth £7,500 for his toothbrush designs which encompassed different oral health concepts.

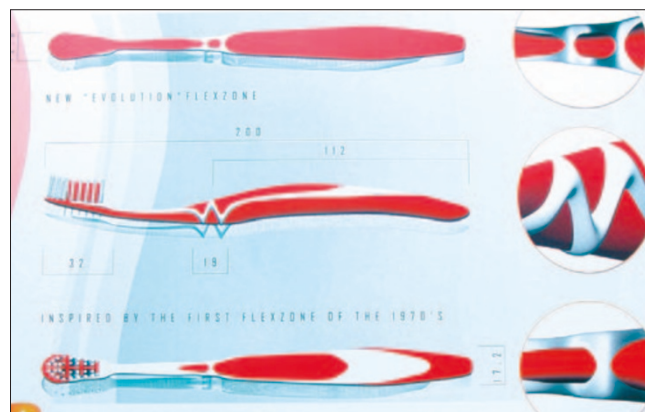
'Aquafresh' dispenses toothpaste, visible through a transparent window, via a rubber button on the handle. This displaces air and forces toothpaste out from a small rubber tip at the brush's head. It is time to buy a new brush when the toothpaste runs out, preventing people from using a brush for too long. The minimal packaging consists of a plastic cover to protect the bristles while the brush stands on its end when not in use to prevent toothpaste spillage.

'Everclean' has bristles moulded into the rubber, which prevents them from bending, but maintains flexibility. This helps prevent the 'shaggy heads' found on other brushes after prolonged use. A children's brush called 'Fudge' has a handle that can be bent or moulded when warmed in water, enabling the child to personalise it by twisting or squeezing, or shaping it to fit their hand.

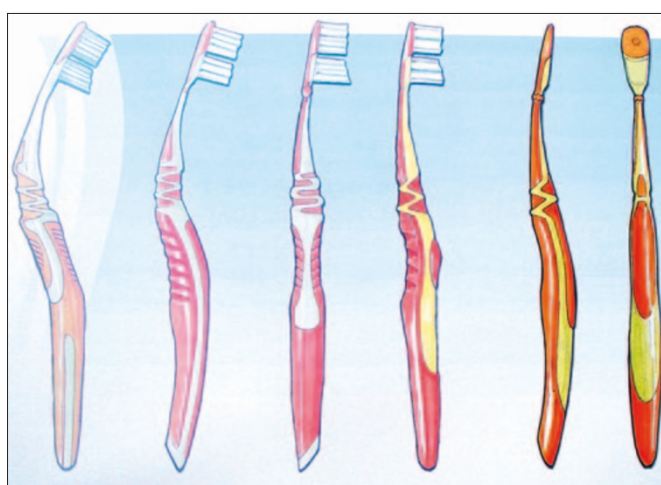
'Pug-Flex' has a neck which can be adjusted so that the angle of the brush's head suits the user's preference. It also has a tongue scraper moulded into the head. The bristles of 'Air-Flex' are moulded on to a thin membrane filled with air. This allows individual flexibility between each group of bristles for better teeth cleaning. An air filled membrane on the handle gives a larger, more comfortable cushioned grip. 'Inflate-Flex' is a concept which includes a pump that inflates small balloon shaped elements to protrude above the bristles which can be used to massage gums.

Second winner David Deacon of Kent Institute of Art and Design won an RSA Travel Award worth £500 for his design. 'Evolution' Flexzone is the toothbrush for tomorrow inspired by the first Flexzone brush of the 1970s. On the new brush the shape of the head has been changed and is wider at the top and narrower where it joins the handle. Specially positioned bristles reach deep between teeth and stimulate the gum line and multi-length bristles target all areas of the teeth to ensure total cleaning. Soft rubber polishers located in the head increase the brush's stain removal capabilities and aid encourage blood flow to the gums. The handle which has been ergonomically designed is larger than usual to guarantee comfort whilst brushing.

In order to develop his design, David researched how electronic toothbrushes work. The essence of the 'Evolution' toothbrush is its simplicity, as the handle and soft rubber polishers are part of a single two-shot injection moulding process. The core of the toothbrush is cellulose acetate, and the outer skin is rubber. He said that the style of the brush was playful yet serious to engage people and make them re-think what a toothbrush should and can be.



David Deacon's design, Evolution Flexzone



The Evolution Flexzone toothbrush is designed for modern oral health needs



David Robinson designed a range of innovative toothbrushes



The 'Aquafresh' toothbrush design dispenses toothpaste which is visible through a transparent window



# DIARY

## June 2005

14th International Scientific Congress CNIC 2005

Date: 27-30.06.05

Venue: Havana, Cuba

Contacts: [seminario@cnic.edu.cu/feria@cnic.edu.cu](mailto:seminario@cnic.edu.cu/feria@cnic.edu.cu)

[www.cnic.edu.cu/14Congreso/Bienvenida.htm](http://www.cnic.edu.cu/14Congreso/Bienvenida.htm)

## July 2005

Royal Air Force Dental Branch 59th Annual Dinner and Clinical Day

Date: 01.07.05

Venue: Royal Air Force Halton

Contact: Wing Commander Elliot Rhodes

Tel: + 44 (0) 1296 656123

Email: [dda-8halsdento@defence.mod.uk](mailto:dda-8halsdento@defence.mod.uk)

Royal Air Force Dental Branch 75th Anniversary Celebration

Date: 02.07.05

Venue: Royal Air Force Halton

Contact: Wing Commander Elliot Rhodes

Tel: + 44 (0) 1296 656123

Email: [dda-8halsdento@defence.mod.uk](mailto:dda-8halsdento@defence.mod.uk)

## August 2005

FDI World Dental Congress 2005

Date: 24-27.08.05

Venue: Palais de Congrès, Montréal

Email: [congress@fdiworldental.org](mailto:congress@fdiworldental.org)

[www.fdiworldental.org](http://www.fdiworldental.org)

## September 2005

Oral health through public health: Professor Aubrey Sheiham, A Celebration of his work

Date: 5-6.09.05

Venue: University College London

[www.ucl.ac.uk/dph](http://www.ucl.ac.uk/dph)

12th Biennial Congress of the European Society of Endodontology

Date: 15-17.10.05

Venue: Dublin

Tel: +353 1 6799144

Fax: +353 1 6486197

[www.esedublin2005.com](http://www.esedublin2005.com)

## November 2005

2nd European Congress on the Reconstruction of the Periodontally Diseased Patient

Date: 25-27.11.05

Venue: Radisson SAS Scandinavia Hotel, Copenhagen

Email: [kongress@quintessenz.de](mailto:kongress@quintessenz.de)

[www.quintessenz.de/ecrp](http://www.quintessenz.de/ecrp)

## Maxilla sheds new light on early humans

An ancient fragment of a maxilla in Torquay Museum, Devon, could be the oldest example from a modern human yet found in Europe. The bone, which has been in the museum for the past 80 years, was excavated by the Torquay Natural History Society in 1927 from Kent's Cavern, and has only three teeth.

The maxilla is currently the oldest dated fragment of a modern human in Britain and the second oldest in Europe. Radiocarbon dating had previously dated it to about 31,000 years ago, but now scientists have discovered that it is more than 6,000 years older than previously thought.

Dr Roger Jacobi of the British Museum, and Dr Tom Higham from the Oxford Radiocarbon Accelerator Unit found that the jawbone had been strengthened by the addition of paper glue probably sometime soon after discovery, thus contaminating the specimen and making its current radiocarbon age of 31,000 years ago suspect.

Their research involved the radiocarbon dating of samples of animal bones from the sediments of the cave just above and below the area where the jawbone was found. The research indicated that this layer dated to between 37,000 and 40,000 years ago, making it much older than previously thought.

The jawbone was originally identified as an anatomically modern human by anatomist Sir Arthur Keith in the 1920s. But the new date puts Sir Keith's work in a new light. The result poses fresh questions because if the jaw is anatomically modern, from the Cro-Magnon period as Sir Keith believed, then these people spread across Europe reaching Britain far earlier than is currently thought.



If, however, Sir Keith was wrong and the jaw is from a Neanderthal, this will be the first direct evidence of Neanderthals on mainland Britain.

It is hoped that the issue will be resolved by extracting DNA from one of the teeth. The fossil is currently on display in Torquay Museum.

## Queens awards invite applications

Successful companies from the medical and healthcare sector are being invited to apply for a chance to win a Queen's Awards for Enterprise – an award for business-related achievement.

The call for entries for the 2006 Queen's Awards targets successful firms from all sectors across the UK. The Awards are open to any organisation with two or more people, which has excelled in any of three categories – international trade, innovation or sustainable development. The deadline for applications is October 31st. Winners will attend a reception at Buckingham Palace and are also entitled to use the Queen's Award Emblem as a recognised 'badge of success' throughout their marketing and operations, for five years.

Application forms are available at [www.queensawards.org.uk](http://www.queensawards.org.uk) or call 08705 13 44 86. In addition to the business awards, nominations are also being sought for The Queen's Award for Enterprise Promotion – a new award for individuals which recognises people who have played a significant role in encouraging the growth of enterprise and/or entrepreneurial skills and attitudes in others.

To nominate an individual for this award, visit [www.queensawards.org.uk/individual](http://www.queensawards.org.uk/individual).



## Focus on surgical specialist lists

The inaugural meeting of the new committee of the Association of British Academic Oral and Maxillofacial Surgeons was recently held in Dundee.

The association's policy on specialist lists was discussed and a consensus document for the group has now been approved.

Professor Peter Robinson, President of the Association, said, "Our members are very keen to contribute to the current debate concerning the future of the

dental surgical specialist lists. In particular, we are keen to ensure that our unique academic training pathway is retained, as it has been extremely successful in producing clinical academics for our dental schools".

Academic departments throughout the UK have representatives on the committee. For more information about the Association contact Dr Richard Oliver, secretary of the Association at [richard.j.oliver@manchester.ac.uk](mailto:richard.j.oliver@manchester.ac.uk).

## Self-assessment under spotlight

Clinicians are over-scoring themselves in self-assessments, according to a study to be published in the *BDJ*. The objective of the study was to see if poor self-assessment of surgical performance during removal of mandibular third molars was influenced by self-deception (lack of insight) and impression management (trying to convey a favourable impression). The study, 'The influence of self-deception and impression management upon self-assessment in oral surgery' looked at 50 surgeons surgically removing a lower third molar tooth at one UK dental school over a two year period.

The surgeons' surgical skills were assessed by two assessors and self-assessed using a check-list and global rating scales. Post-operatively, surgeons completed validated deception questionnaires which measured both self-deception enhancement (lack of insight), and impression management (the tendency to deliberately convey a favourable impression).

The research found that most of the surgeons scored themselves higher than their assessors did for surgical skill in removing a single mandibular third molar tooth and that impression management may have contributed to a surgeon's inaccurate self-reporting of performance. The authors speculate that pressure to provide evidence of good performance may be encouraging surgeons to manage their image and over-score themselves and that lack of insight appeared to be much less important as a contributing factor.

One of the authors of the study Ann Evans, senior lecturer at the Eastman Dental Institute commented, "It would be interesting to see if similar results were obtained in other specialties as we don't believe that oral surgeons are necessarily unique in this respect. There is a need to encourage the development of a no-blame culture in which mistakes can be freely acknowledged and lessons learnt".



## New Emeritus Professor appointed

Professor Aubrey Sheiham has been appointed Emeritus Professor of Dental Public Health at University College London (UCL). He is the past President of British Association for the Study of Community Dentistry and of the Oral Health Promotion Research Group. He is also Doctor Honores Causa of The University of Athens and has received a gold medal from the Sociedad Estomatologi Preventiva y Comunitaria. His main research interests are in the development of methods of assessing dental needs, socio-dental indicators of oral health, how the mouth affects quality of life and diet and preventive strategies. His colleagues at UCL are organising a special conference of celebration to mark his appointment. For more information visit [www.ucl.ac.uk/dph](http://www.ucl.ac.uk/dph).



Professor Aubrey Sheiham