

NEW PRODUCTS AND FOCUS ON AESTHETIC DENTISTRY

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UNIQUE ADVERTISING IN YOUR COMMUNITY

Car Quids connects dental practices with their local communities by branding cars belonging to individuals who regularly drive in busy areas in the local town or city. It's a new form of advertising that sparks conversations and drives new patient registrations.

One dental practice, Dental Concepts, is working with



Car Quids to engage with the local community and raise brand awareness in Andover – an area without many alternatives for outdoor advertising such as billboards. By spotting a car, Andover residents can win prizes such as a free tooth whitening.

The cars can be booked easily using Car Quids' unique online dashboard which also instantly provides information such as estimated views, costs and availability by location.

Car Quids has cars in over 100 cities and towns in the UK. All of the major cities are well covered and they have a member fleet of close to 10,000 cars.

You can find out more, book a campaign or have a chat with Car Quids by visiting <http://www.carquids.com/>.

BOTOX TRAINING CLUB

Why might you want to expand your clinical skill-set to offer facial aesthetics? Well, it is a growing field and it appears to be recession-proof. In 2005, in the UK £720 million was spent on treatments such as Botox. By 2010 this had reached £2.3 billion and it is speculated that last year £3.6 billion was paid for non-surgical rejuvenation.

But how do you get started? Created by aesthetician and dentist Dr Harry Singh, the Botox Training Club offers dentists the opportunity to attend accredited clinical workshops. In addition, one free team member is allowed to attend per delegate as an observer, to help further your pursuit of facial aesthetics success.

Worth 6.5 hours of verifiable CPD, delegates can expect to learn how to treat the three areas most commonly requested by patients – the forehead (frontalis), frown lines (glabellar) and eyes (lateral canthal lines).

Offering support before, during and after the workshop, you can be sure that everything will be in place to allow you to concentrate on treating facial aesthetic patients.

For further information on the Botox Training Club and to download the video 'Getting Started In Facial Aesthetics' free of charge, visit www.botoxtrainingclub.co.uk. Alternatively, email harry@botoxtrainingclub.co.uk or call 07711 731173.

UNIQUE ONE-POSITION-ONLY PLACEMENT

OsseoSpeed Profile EV from Dentsply Sirona is a unique implant specifically designed to follow the existing bone in sloped ridge situations, maintain soft tissue aesthetics and help reduce the need for bone augmentation.

It's known that crestal bone resorbs after tooth extraction or loss, and is often pronounced on the buccal side, resulting in a lingual-to-buccal sloped ridge. This can occur even if a standard implant is immediately placed in the extraction socket. Because bone-to-implant support is three-dimensional it is important to have 360° marginal bone support around the entire implant.

When standard implants are placed level with the lingual bone the implant neck is exposed buccally, compromising soft tissue aesthetics. Implants placed level with the buccal bone means unsupported

lingual marginal bone is lost.

OsseoSpeed Profile EV is placed level with both buccal and lingual marginal bone, preserving soft tissue aesthetics and helping reduce the need for bone augmentation. This unique one-position-only placement makes the entire treatment procedure simple and predictable, from implant placement to connection of the final abutment.

To find out more about OsseoSpeed Profile EV contact Dentsply Sirona on 01932 838 346 or visit <https://www.dentsply.com/en-uk>.

