

CARE OF BABIES' TEETH A TOPIC AT PRIMARY CARE CONFERENCE

Bickiepegs, a committed supporter of babies' oral care since 1925, partnered with Melonie Prebble, leading dental hygienist, with a presentation on babies' oral health and weaning at the Primary Care Conference hosted at the NEC in Birmingham in May 2018.

Presenting to over 150 children's health care professionals including midwives, nurses, paediatricians and GPs, Melonie talked through the BSPD's Dental Check by One (#DCby1) campaign. Bickiepegs supports the #DCby1 campaign which encourages babies to have a dental check before their first birthday.

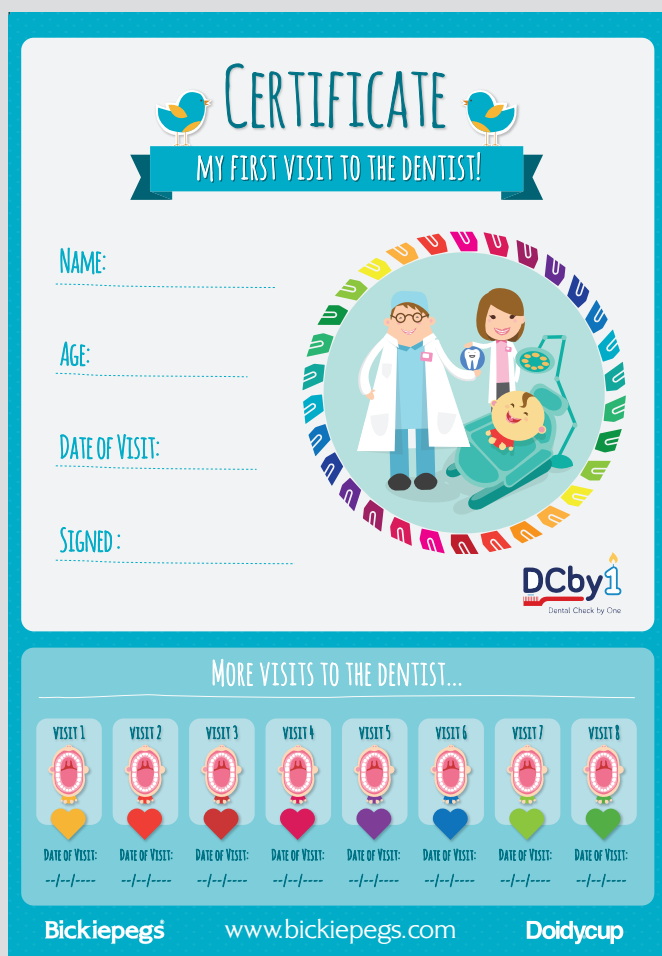
The Bickiepegs Certificate, which is being issued by NHS England to 8,500 dentist practices for them to give out to babies on their first appointment, was gratefully received by the professionals.

Regular use of the Bickiepegs Finger Toothbrush & Gum Massager, which is suitable for babies of 0-18 months, is a great way to introduce a baby to having their teeth and gums cleaned.

It is double-sided with soft bristles to ensure that new teeth are kept clean, and then a dimpled reverse-side offers gums a soothing massage, ideal for when a baby is teething. Melonie highlighted to the audience the benefits of the famous Bickiepegs Natural Teething Biscuits with their unique ribbon and finger-shaped length that, unlike traditional teethingers, offer comfort to teething molars right at the back of the mouth. Melonie made the point that it is important to clean teeth from the moment they erupt.

The subject of weaning was also covered by Melonie who explained the importance of an open weaning cup to support good oral health and jaw development. The Doidy Cup's unique slanted open top was shown as a good example of how to encourage children to drink independently from as early as 3 months of age and the benefits it brings in avoiding the introduction of a teat or spout.

Bickiepegs Finger Toothbrush & Gum Massager, Bickiepegs Natural Teething Biscuits and Doidy Cup are available via wholesalers, or to buy direct, please contact Bickiepegs for a health professionals' price list – enquiries@bickiepegs.co.uk



WE NEED TO TALK ABOUT THE NHS

The Office of the Chief Dental Officer (OCDO) will be at the annual Dental Showcase, from the 4th to the 6th October, and Sara Hurley, Chief Dental Officer for England, will be talking each morning about the development and provision of NHS dental services. The Thursday morning session will be available to dental societies only, but Friday and Saturday are open to all on a first come, first served basis. You can give your input into what's needed and where money should be prioritised with discussions at the CDO Zone. This is your chance to provide feedback! It's also an opportunity to celebrate the achievements of one of the nation's most loved institutions, and to appreciate the vital role that the NHS dentistry plays in preventing and treating

dental disease.

Dental Showcase gives you a chance to catch up on valuable CPD. The Dental Update Study Day has a fascinating mix of speakers including John Milne, senior national dental advisor of the CQC and Steve Hawkins, BA's Chief Training Pilot, who will be comparing the aviation and dental industries in his fascinating lecture entitled 'Lessons from the Cockpit'.

Dr Phil Eisenberg, from Sparklysmile in Blackheath is planning to take his whole practice. 'A day out for the staff at Showcase is always fun,' he commented. 'Not only do we get to see the latest products and equipment coming out but, also, it is a perfect chance to get 'hands on' with many new gadgets. It's great to have my team

along as they can be involved in making decisions on how the practice is going to be run for the next year. A little bit of ownership goes a very long way. Seeing the company representatives in a different setting is enjoyable too. Being out as a crowd is also good for team spirit and who wouldn't want to spend a day with this lot!'

Dental Showcase is free to attend and gives you an opportunity to learn about new products and trends. It will stimulate new ideas as you will have access to so many retailers; it would take you the best part of a year if you invited them for an appointment between patients.

Dental Showcase is at Excel in London. To register, or for more information, visit <http://www.dentalshowcase.com>