

# Dental products and services

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## Oral health and wellbeing campaign launched

Oral hygiene brand TePe has launched a campaign to raise awareness of the link between good oral health and overall wellbeing, and educate consumers about the importance of maintaining a healthy smile.

The 'Behind Your Smile' campaign comes after a new survey revealed that less than half (48%) of UK adults are aware that poor oral hygiene is linked to long-term health conditions.

As part of the campaign, TePe has teamed up with a panel of health experts, including GP Dr Sarah Jarvis, gut health expert Dr Megan Rossi and Amanda Sheehan, Dental Therapist & Clinical Support Specialist at TePe, to highlight how a healthy smile can contribute to the health of the rest of the body.

The experts have worked with TePe to create a downloadable toolkit packed with information and advice about good oral health and its link to conditions such as heart disease, diabetes, poor gut health, arthritis, and mouth cancer.

To inform the campaign, TePe surveyed a nationally representative sample of UK adults to uncover the nation's smile habits. As well as highlighting a lack of understanding about the relationship between a healthy smile and healthy body, the survey revealed that over half (59%) of UK adults feel self-conscious about their smile, with three-quarters (74%) blaming it on the appearance of their teeth.

For more information, visit: <https://www1.tepe.com/uk/behind-your-smile//>.

## An outstanding headline speaker planned



The Eighteenth Annual Conference from the British Academy of Cosmetic Dentistry (BACD) is going to be packed with stimulating lectures and educational resources. The highlight of the day will be the speaker line-up, with the outstanding Dr Frank Spear attending as the headline speaker.

Dr Frank Spear (pictured) continues to be renowned as one of the premier educators in aesthetic and restorative dentistry in

the world. His lecture, titled 'Integrating Minimally Invasive Concepts in Complex Treatment Plans,' will delve into topics that are vital for all dental professionals to consider.

Dr Spear said: 'Typically, when we think about minimally-invasive concepts, we think about tiny burs or no-tooth preparation. But I'm not going to be talking about that, instead I'm taking the overall concept that drives minimally-invasive dentistry.'

'It's going to be a really fun day for me to present and I look forward to seeing you all at this year's event!'

Dr Spear's lecture really sets the tone for the overall event, so be sure to book your place. The dates are 10–12 November 2022 at the International Convention Centre (ICC) in Wales.

For further enquiries about the British Academy of Cosmetic Dentistry, visit [www.bacd.com](http://www.bacd.com).

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