

## Influential entrepreneur to speak at Birmingham

Steven Bartlett, the influential entrepreneur and speaker, is set to feature at this year's British Dental Conference & Dentistry Show at the NEC Birmingham.

As a young and accomplished entrepreneur and investor, Bartlett brings a wealth of knowledge in social media, digital marketing, business growth, leadership and team culture.

His session, a fireside chat, is anticipated to spark innovative ideas and strategies among dental professionals, blending entrepreneurship, technology, and healthcare into actionable insights for modernising dental practices.

Alex Harden, Portfolio Director at CloserStill Media, emphasises the significance of Bartlett's participation, stating, 'It's a key part of making the event unmissable'.

The show aims to be a hub of innovation and learning, providing attendees with the tools to transform their practices and approach to business.

Set for 17-18 May at the NEC Birmingham, the event represents a commitment to integrating business acumen with dental expertise, offering a unique opportunity for professional growth and inspiration.

Don't miss this chance to engage with the intersection of dental expertise and entrepreneurial insight.

Bartlett's fireside chat is scheduled for 18 May at 11.50 am in the BDA Theatre.

For more details and registration, visit <https://birmingham.dentistryshow.co.uk/>.



## Brighter smiles make for happier patients

For a natural solution that delivers extraordinary smiles to your patients, consider options from the 100% Natural Baking Soda Toothpaste range from Arm & Hammer.

Clinically proven to whiten teeth in three days, this toothpaste features baking soda in order to rebalance oral pH with the aid of its alkaline properties. With a return to neutral, patients can avoid demineralisation of their enamel, and maintain an aesthetic and protected smile.

Stain removal is superior with the 100% Natural Baking Soda Toothpaste range when compared to other products that do not contain baking soda, gently lifting stains for a noticeable result.

Patients can choose from toothpastes that are tailored to whitening or gum protection, meaning they can find the solution that suits their needs the most.

To learn more about the toothpaste that can effortlessly reinvigorate your patients' smiles, contact the team today.

For more information about the carefully formulated Arm & Hammer toothpaste range, visit <https://www.armandhammer.co.uk/> or email: [ukenquiries@churchdewright.com](mailto:ukenquiries@churchdewright.com).

Arm & Hammer oral healthcare products can now be purchased from Boots, Amazon, Superdrug, ASDA, Sainsbury's, Tesco, Morrison's, Waitrose & Partners and Ocado.



## Restoring patient self-confidence

Composite dental restorations represent one of the many successes of modern biomaterials research.<sup>1</sup> Brilliant Crios from COLTENE is a reinforced composite bloc for the fabrication of permanent, indirect restorations using a CAD/CAM grinding process.

Available in a total of 15 shades and three translucencies (and two sizes), it offers a broad spectrum of solutions for aesthetic single-tooth restorations and is ideal for use in both the anterior and posterior regions.

Because it is reinforced, Brilliant Crios boasts high flexural strength and tooth-like modulus of elasticity for a shock-absorbing effect and pleasant bite feeling.

Discover how Brilliant Crios can enhance your patients' restorations by visiting the website today!

For more on COLTENE, visit [www.coltene.com](http://www.coltene.com), email [info.uk@coltene.com](mailto:info.uk@coltene.com) or call 0800 254 5115.

### References

1. Cramer N B, Stansbury J W, Bowman C N. Recent advances and developments in composite dental restorative materials. *J Dent Res* 2011; **90**: 402-416.

