SUSIE AT THE PALACE

Susie Sanderson, Chair of the British Dental Association (BDA) Executive Board for the past six years, received her OBE from Prince Charles in a ceremony at Buckingham Palace on 15 May.

'Lovely day today. Very special,' commented Susie on Twitter.

THE ROBBED THAT SMILES, STEALS SOMETHING FROM THE THIEF

A smile is an important, universally recognised sign, and is as much in the eyes as in the movement of muscles at the corner of your mouth, but what makes an aesthetically pleasing smile in terms of tooth size and dental attractiveness? New research published in this issue of the *British Dental Journal* aims to answer this question, focusing on the perception of smile aesthetics of dentists, technicians and patients toward maxillary central incisor height-to-width ratio.

Cooper *et al.*¹ devised three different sets of digitally modified images of 'ideal' smiles to present to 32 dentists, 32 prosthodontic technicians and 32 patients, who then individually ordered them from most to least attractive. Only the height of the maxillary central incisor varied, while incisor width and other aspects remained constant. After the initial ordering process, each participant was asked to repeat their selection again after at least ten minutes had passed to test the reliability of the data collected.

Interestingly, perceived smile aesthetics differed greatly between the groups of participants, particularly between patients and the dental professionals, who cared more about tooth wear and dental appearance. The majority, however, perceived the higher end of the spectrum of width-to-height ratios of maxillary central incisors as more attractive.

Whilst there was more agreement regarding the least attractive smiles, the most attractive images varied with personal taste. Over-treatment should be avoided in patients and this study suggests that it is important to gain an understanding of a patient's ideal aesthetic outcome for procedures, rather than just relying on the dentist's own perception.

1. Cooper G E, Tredwin C J, Cooper N T, Petrie A, Gill D S. The influence of maxillary central incisor height-to-width ratio on perceived smile aesthetics. *Br Dent J* 2012; **212**: 589-599.

By Laura Pacey

CAUSE FOR APPLAUSE

Genix Healthcare is donating considerable support to hundreds of African children this year. In April Genix flew one of its top dentists to Durban in a bid to assess the dental hygiene situation at two schools and an orphanage. It will subsequently provide the necessary tools to allow them to begin a long term dental care programme. Genix has also partnered with Lionsraw, a UK based movement which takes football fans to World Cup events and European championships while doing charitable work during their stay.

The BDA Benevolent Fund has revamped its website at www.bdabenevolentfund.org.uk. The site is linked to www.justgiving.com/bdabenevolentfund.

DENTSPLY has donated glass ionomer materials to the Teeth for Life project organised by DENTAID and Christian Relief Uganda. The Teeth for Life project runs

free dental pain relief clinics in Uganda.

Dr Surinder Hundle has donated a home teeth whitening package worth over £350 to Food Relief International, a charity helping the poor in disaster-stricken areas around the world. The package was used as a prize in a charity auction.

Henry Schein UK donated 50 oral health care travel packs to International Health Partners (IHP), for distribution to healthcare professionals in developing countries around the world. Each pack consists of an assortment of 35 lines of essential dental supplies to treat those in need.

DIARY

100th FDI Annual World Dental Congress

Date: 29 August – 1 September 2012
Location: Hong Kong
www.fdicongress.org

IAAFA Conference 2012

Date: 31 August – 1 September 2012
Venue: Royal Society of Medicine, London; Bollywood Charity Ball at the Portman Radisson Hotel
Telephone: 01344 891235
Email: info@iaafa.net
www.iaafa.net

17th World Congress on Dental Traumatology Science and Art: Overcoming the Limits of Knowledge

Date: 10-22 September 2012
Venue: Rio de Janeiro, Brazil
www.iadt-dentaltrauma.org
www.sbtld.org.br

Optimising Outcomes in Restorative Dentistry

Date: 20 September 2012
Venue: Symposium Hall of the College, The Royal College of Surgeons of Edinburgh
Email: h.anderson@rcsed.ac.uk
Telephone: 0131 6689239
<https://ubis.rcsed.ac.uk/courses/coursedetails.aspx?diaryId=1027>

Current Concepts in Hard Tissue Grafting for Accelerated Implant Reconstruction

Date: 21-22 September 2012
Venue: Spectrumsmiles, Jersey
Telephone: 01534 743849
Email: info@spectrumsmiles.co.uk
www.courses4implants.com

DDU-Eastman Dento-Legal Conference

Date: 28 September 2012
Location: London
Email: edi-cpd@ucl.ac.uk
www.the-ddu.com

BDTA Dental Showcase

Date: 4-6 October 2012
Venue: ExCeL London
www.dentalshowcase.com

A day with Dr Pascal Magne: no post no crown restorative dentistry: a biomimetic approach

Date: 26 October 2012
Venue: Novotel St Pancras, London
Telephone: 020 7563 4590
www.bda.org/seminars