

Celebrity endorsements: are they worth the money?

A recent oral health foundation investigation has found that celebrity endorsements are no longer worth as much as brand power when it comes to buying habits. A nationwide poll found less than one in 20 (4%) said they were influenced in their oral health buying habits by celebrity endorsement – this was ten times less than those who bought based on brand power (41%).



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The other things people considered influential included cost (24%) and recommendations by a dental professional (23%).

Dr Ben Atkins, dentist and Trustee of the Oral Health Foundation, said: 'Instagram feeds, YouTube channels and Facebook pages are often filled with celebrity endorsements for products so it's very interesting to understand just how this is influencing behaviour.

'There is no doubt that by using a celebrity's profile, products can get a helping hand in reaching more people. Over recent years, I have certainly seen a growth in my own dental practice of patients seeking my advice about new products, which they have seen backed by a celebrity endorsement.'

New classification of periodontal and peri-implant diseases and conditions

A new global classification system for periodontal health, diseases and conditions, as well as peri-implant diseases and conditions, was announced on 21 June 2018 at the EuroPerio9 congress. The comprehensive classification was based upon the most contemporary evidence and includes a staging and grading system for periodontitis, indicating severity and extent of disease, accounting for lifetime disease experience and taking into account the patient's overall health status.

Professor Iain Chapple, EFP Secretary General and Co-Chair of Group 1 of the workshop, commented, 'This was a huge undertaking but one of vital importance, ensuring that an international language for clinical care, research and education is established,

Dates for the diary

British Orthodontic Conference

The British Orthodontic Conference will take place from 27–29 September 2018 at Queen Elizabeth II Conference Centre, London. This year the Allied Health Professionals Programme is broken down into two separate days. Friday 28 September is aimed at orthodontic therapists while Saturday 29 September is for orthodontic nurses.

Workshop for new authors and peer reviewers

This year's all day workshop for new writers and peer reviewers will include talks on author guidelines, writing, peer review and ethics, and will be chaired by Ken Eaton and Stephen Hancocks. The workshop will take place at the British Dental Association, 64 Wimpole Street, London, W1G 8YS on Tuesday 23 October 2018 and will begin at 11 am. The cost is £40 (£20 for full-time students) to include lunch and refreshments and will attract five hours of CPD. Further details are available from Stephen Hancocks (stephen.hancocks@bda.org).

Dental conference on mentoring

The 2018 dental conference on mentoring will include interactive workshops, lectures and a Q&A and panel discussion chaired by Janine Brooks. It will take place at the British Dental Association, 64 Wimpole Street, London, W1G 8YS on 20 October 2018 from 9 am to 5 pm. There are discounts for BDA members. For further details go to <https://www.eventbrite.co.uk/e/2018-dental-conference-mentoring-tickets-46649686468> or contact conference@dentalcoachingacademy.co.uk.

British College of Aesthetic Medicine Annual Meeting update

The BCAM Conference 2018 will take place at Church House, Westminster, London on 22 September 2018. The conference will include educational & business focused lectures comprising of live demos, expert speakers & topical talks providing you with vital information in aesthetics. To register for the event please visit <https://bcam.ac.uk/registration/> or contact info@bcam.ac.uk.