

# Dental products and services

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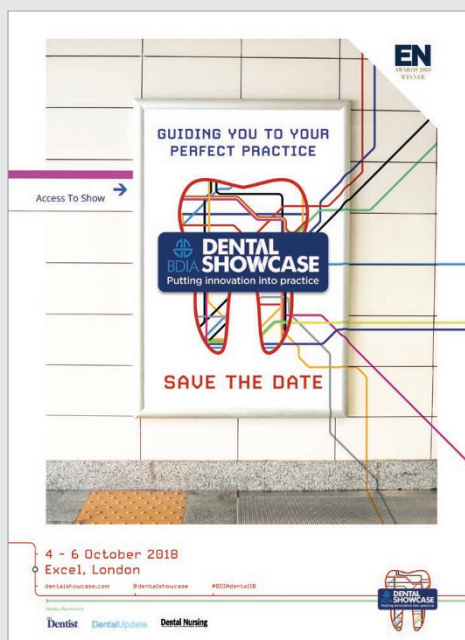
## It's back, and better than ever

This October Dental Showcase returns to London's ExCeL Arena for what will be the industry's best show to date. The logo for this year's event features the famous London Underground, and just as the tube gives London the mobility it needs to give it the edge, Dental Showcase will provide you with the knowledge and insight you need to keep abreast.

The lecture programme at this year's *Dental Update* Theatre, chaired by the charismatic Professor Trevor Burke, will cover various topics, with leading academics exploring the latest research and techniques. *Dental Update* is synonymous with pragmatic education, so you can be sure that what you learn will be relevant to what you practice, day-to-day in your surgery.

Running concurrently with the *Dental Update* lectures will be live demonstrations in the new Digital Practice Theatre. The application of technology is core to these lectures, and as its moniker suggests, this event will utilise revolutionary new technology,

introducing an interactive element to the live demonstrations taking place each morning. It's 'wet fingered' dentistry by proxy! The afternoon sessions will give



you a look into 'tomorrow's world' with discussions and reviews of the latest technology accessible to dentistry. Pioneers

and practitioners will talk you through its evolution and application.

If you want to get 'up close and personal' with those influencing government policy then you won't get a better opportunity than hearing Sara Hurley, Chief Dental Officer (CDO) for England, talking each morning about the development and provision of 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. It is anticipated that these briefings will engender much debate which can be continued at the CDO Zone, where panel discussions will run throughout the three days.

Aside from the lectures, the main attraction for many visitors is to peruse the latest trade innovations under the convenience of a single roof. There will be over 350 exhibitors at this year's Show, many of them choosing to launch new products at the event. If you like to 'try before you buy', and be sure you've thoroughly researched all possibilities, this is your ideal opportunity.

To register, or for more information, visit [dentalshowcase.com](http://dentalshowcase.com).

## New CPD module available online

A new CPD accredited module is available online now. The module focuses on dentine hypersensitivity (DH) and the clinical support for Sensodyne Rapid Relief. Offering the opportunity to gain up to 1.5 hours of verifiable CPD, the module is available for completion at your convenience at [www.gsk-dentalprofessionals.co.uk](http://www.gsk-dentalprofessionals.co.uk).

The module is engaging and interactive with a mix of videos and clinical SEM images to bring DH, as

well as the product mode of action, to life. Sensodyne Rapid Relief contains a balance of active stannous fluoride and facilitating polymer which accelerates the dentine tubule occlusion process by providing improved bio-adhesion.



According to Kirsten Nehr, Expert Marketing Manager, Sensodyne, of the 11 million people in the UK who suffer with DH, nearly 60% do not use a specialist toothpaste. There is therefore a huge opportunity to help sufferers who are not managing their sensitivity pain. Sensodyne Rapid Relief may be ideal to recommend to patients who have been recently diagnosed with DH, as it offers fast relief from sensitivity and long lasting protection with twice daily brushing.