The contest is for Bulgarian dentists and dental technicians with best achievements in the field of dental esthetics. The participants will be assessed by a 15 members’ jury, chaired by Dr. David Winkler – a British doctor with internationally renowned authority in the sphere of dental esthetics. Smile of the Year is an exclusive opportunity for dental professionals to demonstrate their outstanding achievements and to friendly compete with their colleagues in their professional field. The participants take part in the six categories of the competition with their professionally taken pictures of medical cases from their practices. The categories are Complex esthetic reconstruction, Composite reconstruction, Ceramic reconstruction, Red esthetics, Orthodontic case, Implantological case. The jury broadcasts a winner in each of the six categories and among the six award winners one is distinguished as the Big winner of the contest. The discussion and assessment of the participants and their cases is anonymous and the jury learns the names of the professionals behind each case during the ceremony.

The big winner of the contest will automatically be nominated for participation in the world’s Dental Tribune Awards 2012, organized by the international media group Dental Tribune International, which holds the license for the publishing of the Bulgarian Dental Tribune newspaper.

Especially for the event in Bulgaria will come Torsten Oenius - CEO of Dental Tribune International. He, together with the chairman of the jury Dr. David Winkler will bestow the award to the big winner of the contest.

The invited official guests of the event are the Health Minister Desislava Atanasova, the Chairman of the Bulgarian Dentists’ Association Dr. Borislav Milanov and the Chairman of the Bulgarian Medical Association Dr. Tsvetan Raichinov.

The contest is supported by the Bulgarian Dental Association and all the professional organizations in the field of dental esthetics in Bulgaria.

On the occasion of the anniversary of the contest the organizers will present a poster exhibition of all the winners and their achievements throughout the years. The exhibition will be located in one of the halls of the Inter Expo Center and will represent the four-year long history of the contest Smile of the Year.

For more information: www.usmikanagodinata.com