Philips stand in Birmingham hive of technical innovation

Visitors have chance to try out and take home newly launched Sonicare toothbrush

The British Dental Association Conference and Dentistry Show from 18 to 20 May will form the backdrop for the latest product launch by Philips Oral Health-care. The company is aiming to bridge the gap between price perception and recommendation. It also recognises that personal experience plays a vital role in encouraging the switch from a manual toothbrush, so 1,000 visitors of the show will have the opportunity to get their hands (and mouths) on the newly launched Sonicare toothbrush. After trialling it first in one of six brushing booths on stand K30, they can take home the new device.

Philips is also encouraging visitors to attend three lectures which it is supporting during the two day event. All the lecturers will also be on the Philips’ stand between main stage performances to answer delegates questions and share their personal experiences on a one to one basis.

Dr Ben Atkins will be joined by Dental Hygienist Anna Middleton to present the findings of a country-wide trial into the new Sonicare toothbrush being launched at the show. They will be demonstrating the strengths of Sonicare technology and what this means for the continued improvement of patients’ oral hygiene. Dr Atkins runs oral healthcare initiatives amongst patients from all walks of life, including homeless individuals, and very high needs patients, and so accessibility is at the heart of all he does. His award-winning Revive group of dental practices in the north west of England has developed a traffic light scheme to identify patients who need to tackle their oral health status and they are encouraged to adopt a better oral health routine by being provided with Sonicare brushes at cost price —because in the opinion of Dr Atkins “You can’t put a price on good oral health and I am not looking for a means of profiting from patients’ improved oral status”.

Dr Tif Qureshi, a past President of the British Academy of Cosmetic Dentistry and Clinical Director of the IAS Academy will share his expertise of the ABB (Align, Bleach, Bond) process. ABB is growing in popularity as it offers a minimally invasive and affordable option for achieving a natural smile. Each step in the process is key, however the focus of his Dentistry Show lecture will be on the bleaching element and he will showcase the gold standard results which can be achieved with products from the Zoom portfolio. He will also be joined on the stand by BACD President Emeritus Dr Zaki Kannan.

A third lecture supported by Philips will feature the dual talents of Dental Hygienists & Therapists Melanie Prebble and Victoria Wilson, who will jointly present ‘Systemic Health and Us—the role we play in health beyond the mouth’ highlighting the pivotal role for dental hygienist and therapist to play in translating the links between systemic health and oral health on a daily basis. Their presentation will review the current research behind the key risk factors and explore ways to integrate it in patient conversations. They will also demonstrate tools which assist in challenging conversations, and systems which enable patients to take responsibility for their overall health and wellbeing.

Philips is a technology-focused company and stand K30 will be a hive of new technological firsts including an incubator space, a play table and an interactivity whitening table. For those that miss out more information is available at www.philips.co.uk/dentalprofessional or by calling 0800 0567 222.

Powerfully effective, yet remarkably gentle

Philips Sonicare Power Toothbrushes

A superior clean you can see and your patients can feel

Experience the Sonicare difference for yourself. Join us on the Philips stand where we will unveil our latest technology, offering you the chance to be one of the first Dental Professionals in the UK to try and take away our NEW Power Toothbrush for FREE.*