



# COSMETIC DENTISTRY UK

## 2013

An Intensive 6 Day "Hands-On"  
Interdisciplinary Approach  
To Aesthetic Success

**Manchester**  
Starts Spring 2013

35  
VERIFIABLE  
CPD HOURS

*LIMITED ATTENDANCE – 20 PLACES ONLY*

This 6 day hands-on course is designed to create the foundations for consistently successful routine dental and cosmetic cases. It will challenge your traditional approach to everyday tasks and introduce new products and techniques in a coherent fashion to take your dentistry to new heights.

**Call: 0800 371652 Click: [www.fmc.co.uk/events](http://www.fmc.co.uk/events)**





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An Intensive 6 Day "Hands-On"  
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by Dr Rahul Doshi, Dr Phil Broughton and Dr Andrew McLean

The pursuit of perfection is not only one of the most rewarding aspects of our profession, this leads to patient satisfaction, personal growth, practice success and financial rewards.

In this ever-changing world of dentistry, we offer you an ever-changing interdisciplinary course, packed full of great new ideas and information, and delivered with relentless enthusiasm.

This 6 day course is designed to create the foundations for consistently successful routine dental and cosmetic cases. With the focus on a "hands-on" approach, we hope to challenge your traditional approach to everyday tasks and introduce new products and techniques in a coherent fashion to take your dentistry to new heights.



### TOPICS COVERED:

#### Digital Dental Photography, Case Presentation and Documentation

Delivering predictably excellent images, both pre- and post-operatively is the key to communication and the foundation for personal professional development. This intense hands-on day will teach the fundamentals in dental photography, offering you a remarkable tool for clinical and financial success. You will appreciate the workings of a camera and will take portrait, extra-oral, retracted, intra-oral, occlusal and mirrored shots. As well as this you will learn fast and efficient techniques for downloading, storing, presenting and forwarding your photos to your colleagues, your patients and your laboratory.

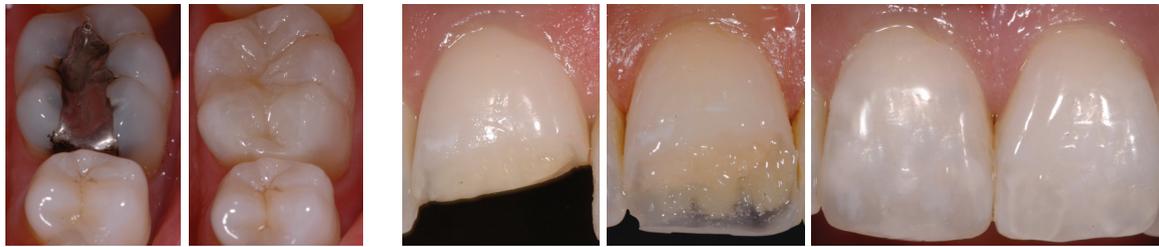
#### Aesthetic Anterior and Posterior Composite Restorations

Using the very latest resin-bonding and incremental stratification techniques, this hands-on day is designed to clarify the mystique surrounding dentine and enamel adhesion, and give you, the clinician, the confidence to deliver beautiful direct aesthetic restorations, with confidence and predictability. The practical session includes anterior and posterior restorations, with great attention to unrivalled aesthetic results.

#### Crown Preparation Excellence

Though often taken for granted, this simple dental exercise can make all the difference between the "acceptable" and excellence. The aim of this practical day is to separate you from the maddening-crowd, and ensure your laboratory replicates your exceptional attention to detail. Some revolutionary approaches guaranteed.





FAILED AMALGAM

DIRECT COMPOSITE

FRACTURED INCISOR

INCREMENTAL LAYERS

FINAL RESTORATION

### Bridge Preparation and Design

A thorough appreciation of fixed partial dentures is fundamental to confidently delivering comprehensive treatment options to your patients. This practical preparation session will cover the very latest techniques and materials for predictable long term stability, including predictable pontic site formation.

### Laboratory Communication

Including the principles of occlusion for routine dentistry, face-bow registration and accurate articulation. This essential topic is one of the most demanding on the course, and it really is a must do for predictability in all restorative cases.

### Smile Design, Veneers and Onlays

In no other dental discipline are our clients becoming more knowledgeable. In no other discipline is “second best” perceived so readily as failure. This hands-on day is designed to give you the tools to approach cases with confidence and skill.

### Laser Dentistry

Experience using soft and hard tissue lasers in treating cosmetic cases and learn to use a piece of equipment that is probably as important as the fast hand piece! Revolutionise, transform and modernise your practice, with the use of laser dentistry and benefit your patients by achieving ideal gingival outlines to create better looking smiles.

### Exceptional Temporisation

Create final restorations that are predictable aesthetically and functionally. “WOW” your patients with their temporaries (“the trial smile”). Learn how to ensure you get accurate and precise laboratory wax-ups to make the clinical case much easier.

### Stress Free Cementation

Cementation principles designed for predictable and simultaneous placement of multiple units. Review which materials give the most predictable results and become completely confident in seating veneers by doing your own cases and watching other cases. Learn a technique that is predictable and will not let you down!

### Resin Bonding

Using the very latest resin-bonding techniques, this hands-on end to day 1 is designed to clarify the mystique surrounding dentine and enamel adhesion, and give you, the clinician, the confidence to provide your patients with beautiful direct and indirect aesthetic restorations, with self-assurance and predictability.

### Multi-disciplinary Treatment Planning

One of the hardest skills in dentistry is accurate diagnosis and comprehensive treatment planning. Only through these talents can you satisfy your clinical demands and the needs of your patients.

So many cases break down as a result of poor evaluation and communication; learn the keys to simplifying the complex into the manageable, for patients and dentists alike.

### Profit and Growth

#### Marketing – Attracting the right patients

Learn about cost effective and successful marketing strategies by marketing correctly to attract the patients most suited to your practice. Learn about the importance of setting an annual budget with a detailed Marketing Plan and plan to increase your turnover by up to 20%.

#### Case Presentation – learn the art of communicating with your patients

Improve your Case Acceptance by helping your patients choose the ideal treatment option for them based on their budget and priorities.

Learn the art of non-pressurised integrity selling...the technique that ensures you maintain an ethical approach and act only in the best interests of your patient. Learn about the four personality traits (which will significantly improve your communication with each patient).

### The Future in Aesthetic Dentistry

A look to the future, with the most recent developments, for success, excellence and simplicity in cosmetic dentistry. Plan to become the leading and the most advanced dentist/practice in your area. Advances in materials, techniques, equipment and even dental practice will be showcased.



# SPECIAL OFFER!

## BOOK ON THE 6 DAY COURSE

**£2100**

+VAT

## OR ATTEND DAYS OF YOUR CHOICE

**£450 PER DAY**

+VAT

## COURSE DATES:

### NORTH - MANCHESTER

Day 1	8 March 2013
Day 2	9 March 2013
Day 3	19 April 2013
Day 4	20 April 2013
Day 5	17 May 2013
Day 6	18 May 2013

**35 VERIFIABLE  
CPD HOURS**

Cost per dentist  
**£2100 plus VAT**  
for 6 day course

8 MARCH

### DAY 1

- Welcome and introduction
- Digital photography lecture and practical sessions
- Patient communication and case presentation - the digital way
- Cost effective marketing and the patient journey
- Successful and predictable resin bonding.

9 MARCH

### DAY 2

- Aesthetic composite restorations, lecture and hands on
- Polychromatic layering lecture and practical sessions
- Finishing and polishing techniques lecture and practical session

19 APRIL

### DAY 3

- Aesthetic anterior and posterior crowns, lecture and hands on
- Crown preparation (posterior and anterior) – lecture and practical sessions
- Predictable impressions techniques
- Facebow, records and articulators - lecture and practical sessions

20 APRIL

### DAY 4

- Smile design principles
- Veneers, onlays and bridges, lecture and hands on
- Understanding different ceramic materials
- Direct post and core lecture and practical sessions

17 MAY

### DAY 5

- Temporisation lecture and practical sessions
- Laboratory communication
- Occlusion overview
- Soft tissue laser/ Electrosurgery - lecture and practical session

18 MAY

### DAY 6

- Stress free cementation of multiple restorations
- Direct veneers lecture and practical session
- Interdisciplinary treatment planning and case studies
- The art of patient communication and verbal skills
- Profit and growth
- Principles of successful marketing

All materials will be supplied, delegates must bring own laptop, digital camera, memory card, card reader or leads to download images to laptops.

 Dedicated Facebook page for social network support including mentoring, questions and discussions with instructors and attendees

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**SAVE  
£600** WHEN  
YOU  
BOOK  
FULL  
COURSE!

**Manchester Facility**



**Dare,  
1 Booth Street,  
Manchester,  
M2 4DU**

**COSMETIC  
DENTISTRY UK  
2013**



**Manchester Facility**

The facility, surrounded by shops, bars and restaurants is an integral part of the hustle and bustle of Manchester, making it a great place for dentists and their staff to visit.

The brand new centre is the perfect location for course providers and dental companies looking for an ultra-modern dental training facility in a spacious and friendly environment.

The facility extends over three floors, boasts five working surgeries and a 3,000 foot dedicated education facility, with provision for hands-on training for 20 clinicians.

This hands-on approach to learning reflects DARE's attitude towards high quality yet relaxed dental education.



**Dr Rahul Doshi**  
**BDS (Lond.) LDSRCS (Eng.)**

Rahul is the director and founder of The Perfect Smile Studios and The Advanced Training Institute, where he teaches Interdisciplinary Comprehensive Hands-On Dentistry. He is also a renowned inspirational and life-changing speaker who lectures nationally and internationally on Cosmetic Dentistry, Occlusion, Treatment Planning, Laser Dentistry, Leadership and Practice Management. He also works as a Consultant Business Strategist for Dental WEALTH Builder.

Dr Rahul Doshi has an in-depth knowledge of working with the media as he has been widely featured in the National Media including *BBC, ITV, The Times, Daily Mail, The Guardian, Evening Standard, Marie Claire, Tatler* and international and national dental press. He has a keen interest in Cosmetic Dentistry and has changed many lives especially working on Extreme Makeover UK.

Well respected in the dental profession, Dr Rahul Doshi is the Clinical Director of *Premium Practice Dentistry* and has been invited on numerous occasions to participate on the judging panel for the national Private Dentistry Awards.



**Dr Phil Broughton BDS and Dr Andrew McLean BDS**

Phil and Andy have lectured together for over four years, most recently gaining accolades for their flagship restorative courses.

Their relentless enthusiasm and overwhelming desire for every one of their delegates to achieve, makes their inspirational style so appealing.

With numerous published articles in managerial and clinical techniques, they were delighted to have secured "key speaker status" at last year's BDA annual conference, the Royal College of Physicians and The Dentistry Show.

DARE (Dental Advancement Refinement Education) is a fully equipped training centre located just off Manchester's vibrant Albert Square.

**35 VERIFIABLE  
CPD HOURS**  
**Cost per dentist  
£2100 plus VAT  
for 6 day course**

## Booking information:

**For further information or to book**  
freephone **0800 371652** or visit **www.fmc.co.uk/events**

### Delegate details

Dr/Mr/Mrs/Miss/Ms:	Full Name:
Job Title:	GDC Number:
Practice Address:	
Postcode:	
Daytime Phone:	Mobile Number:
Email:	

### Course options

- I would like to book onto the full 6 day course
- I would like to book on to individual days at a cost of £450 + VAT per day
- DAY 1  DAY 2  DAY 3  DAY 4  DAY 5  DAY 6

### Payment methods

- I enclose a cheque for £ \_\_\_\_\_ payable to FMC.
- Please debit my  VISA  Mastercard  Maestro  AMEX for £ \_\_\_\_\_

**(Please note there is a 2.5% credit card charge. Payment plans available upon request. Please call freephone 0800 371 652.)**

Card number:	/	/	/	/
Start Date:	/	Expiry Date:	/	
Security Number:	Issue Number:			
Date:	Signature:			

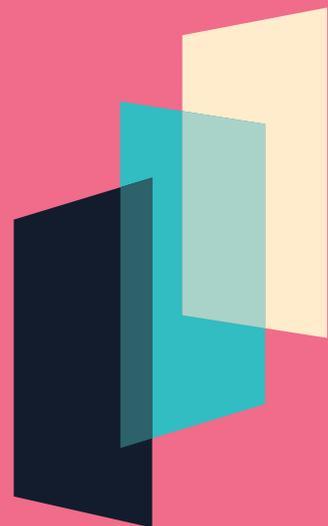
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- From time to time, FMC will provide details to carefully screened companies whose products and services we feel would be of interest to you. If you do not want to receive correspondence from these companies, please tick this box.

The organisers reserve the right to postpone or cancel events at short notice and cannot be held responsible for any expenses incurred. For all terms & conditions, please visit [www.independentseminars.com](http://www.independentseminars.com)



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**‘This course was excellent and I feel that my dentistry has changed and the way I look at things is very different now’**

**Prayesi, Dentist**

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