

ORGANISED BY:



The Landmark
LONDON

MEDIA PARTNER:

Aesthetic
Dentistry
TODAY

Aesthetic Dentistry Awards 2018

Entry Guide

Recognising excellence in
UK aesthetic dentistry



Thank you to our partners:



2017 Winners

'We were amazed. We never expected this. We are delighted, absolutely delighted. The venue is beautiful, we had a great night. It's a great idea because it challenges you to get a nice case together, get some good photos and really look at the case and see how I can do a good job. We all love to see clinical cases and there were some excellent cases tonight.'

Best Aesthetic Dentist 2017 Kevin O'Regan - Ace Braces Orthodontics



Thank you to our partners:



AWARDS OBJECTIVES

The Aesthetic Dentistry Awards were created to recognise excellence in the delivery of aesthetic dentistry in the UK.

The winners and finalists represent clinicians, technicians and practices who ultimately provide a higher calibre of treatment and patient experience.



How to enter

Entering the awards has never been easier. All we need is a written submission about the case/entry and supporting pictures. Details about the submission guidelines will be sent to you once you have entered.

Orthodontics Adult Fixed

- This category is for dentists or orthodontists
- The majority of the treatment was carried out using a fixed orthodontic appliance(s)
- The patient was over 18 years of age at the start of treatment
- Minor adjunctive restorative treatment (eg, whitening, recontouring and composite edge bonding) may also have been carried out as part of the treatment plan.

Orthodontics Child/Teenager Fixed

- This category is for dentists or orthodontists
- The majority of the treatment was carried out using a fixed orthodontic appliance(s)
- The patient was under 18 years of age at the start of treatment
- Minor adjunctive restorative treatment (eg, whitening, recontouring and composite edge bonding) may also have been carried out as part of the treatment plan.

Orthodontics Removable

- This category is for dentists or orthodontists
- The majority of the treatment was carried out using a removable orthodontic appliance(s)
- Minor adjunctive restorative treatment (eg, whitening, recontouring and composite edge bonding) may also have been carried out as part of the treatment plan.



Orthodontics Invisalign

- This category is for dentists or orthodontists
- The majority of the treatment was carried out using the Invisalign product
- Minor adjunctive restorative treatment (eg, whitening, recontouring and composite edge bonding) may also have been carried out as part of the treatment plan.

Tooth Whitening

- This category is for dentists
- The primary aesthetic treatment was tooth whitening
- Very minor orthodontic pre-alignment or very minor restorative treatment may have been carried out during the execution of the treatment plan, but the major change in the smile will result from the bleaching. Cases with anything more than very minor adjunctive treatment should be entered in another category.



Restorative Single Tooth Ceramic

- This category is for dentists or technicians
- The majority of the treatment was one or two crowns or veneers with adjacent natural dentition. Minor orthodontic pre-alignment may have been carried out before the restorations were placed but the major change in the smile will result from the ceramic restorations.

2018 categories

Restorative Single Tooth Composite

- This category is for dentists
- Minor orthodontic pre-alignment may have been carried out before the restorations were placed but the major change in the smile will result from the composite restorations.

Restorative Single Arch

- This category is for dentists or technicians
- The majority of the treatment employed crowns or veneers or bridges (or any combination) to treat teeth in a single arch
- There was little or no restoration of the opposing arch
- Minor orthodontic pre-alignment or periodontal plastic surgery may have been carried out before the restorations were placed but the major change in the smile will result from the composite restorations. Implants may have been placed, but were not the major component of the restorative treatment.

Restorative Full Mouth Rehabilitation

- This category is for dentists or technicians
- The majority of the treatment employed crowns or veneers or bridges (or any combination) to treat the majority of teeth in the maxilla and mandible. Minor orthodontic pre-alignment or periodontal plastic surgery may have been carried out before the restorations were placed but the major change in the smile will result from the composite restorations. Implants may have been placed, but were not the major component of the restorative treatment.

Restorative Dentures (Full or Partial)

- This category is for dentists or technicians

- The majority of the treatment involved a denture or dentures to replace missing teeth
- Tooth-supported or implant-supported overdentures may be entered here
- Partial dentures retained by crowns may also be entered in this category.

Restorative Conservative Smile Makeover

- This category is for dentists or technicians
- A case where maximum effort was made to achieve the desired changes as conservatively as possible
- The case will involve the restoration of multiple teeth but probably no more than six teeth, using either composite or ceramic
- Minor orthodontic pre-alignment or periodontal plastic surgery may have been carried out before the restorations were placed but the major change in the smile will result from the restorations.

Restorative Minimal Intervention Dentistry



- This category is for dentists
- A case where minimally invasive (MI) techniques were used. This must include resin infiltration (Icon) and/or micro abrasion and/or MI composite restorations, or a combination
- Bleaching and/or minor orthodontic realignment may also have been carried out in addition to one or more of the other treatments.

Interdisciplinary Team Orthodontic - Restorative

- All members of the team - dentist, orthodontist and technician should enter together. All clinicians and technician

Thank you to
our partners:



included in the entry will be awarded

- The treatment was carried out by more than one clinician, working as a team
- Periodontal plastic surgery may have been carried out before the restorations were placed but the major change in the smile will result from the orthodontic treatment and/or the restorations.

Interdisciplinary Team Orthodontic - Surgical

- All members of the team - orthodontist, surgeon (plus other clinicians) should enter together. All clinicians included in the entry will be awarded
- The treatment was carried out by more than one clinician, working as a team
- The treatment must include orthodontics and an osteotomy
- Minor restorative treatment may have been carried out but the major change in the smile will result from the surgery and the orthodontic treatment. Implants may have been placed, but were not a major component of the treatment plan.

Implant Single Tooth

- This category is for dentists or technicians
- If a dentist is entering alone, the technician should be named on the entry form - both the dentist and technician will be awarded. If different clinicians provided the surgical and restorative stages of the treatment, all should be named in the entry
- The treatment involved replacement of one or two anterior teeth using implants to support restoration.

Implant Multiple

- This category is for dentists or technicians
- If a dentist is entering alone, the technician should be named on the entry form - both the dentist and technician will be awarded. If different clinicians

provided the surgical and restorative stages of the treatment, all should be named in the entry

- Treatment involved replacement of multiple teeth using implants to support restoration
- Implant-supported overdentures should be entered into the denture category.

Best Aesthetic Practice

- This category is for the dental practice to enter, you **must** enter at least one clinical category, or have been shortlisted in a clinical category in the 2015, 2016 or 2017 awards
- This category recognises the efforts of an entire team from procedure to aftercare, focusing on practice investment as well as the clinical outcomes achieved and patient satisfaction.

Patient Choice Award

- This should be supplied by a patient who is delighted with the clinical outcome
- Any form of treatment.

Facial Aesthetics Botulinum Toxin

- This category is for dentists
- The case will involve botulinum toxin treatment.

Facial Aesthetics Dermal Filler Peri-oral

- This category is for dentists
- The case will involve any dermal filler treatment
- A combination of the entire perioral region will be allowed.

Facial Aesthetics Full Facial Treatment

- This category is for dentists
- The case will involve full face
- A combination of treatments will be allowed for submission.

2017 Winners

'It's the pinnacle of my career. It's just put the entire lid on it, it's fantastic. I can hardly put it into words. The whole atmosphere is super, it's like a BAFTA Awards for dentistry. It's probably the best thing I've ever been to. You've got to be in it to win it!'

Facial Aesthetics Dermal Filler Peri-Oral
Ruth Brady - Dental Excellence Harewood



Thank you to our partners:



NOW EVEN EASIER TO ENTER!

1. Pre-register

Choose the categories and enter online at www.aestheticdentistryawards.com or you can call the awards team on **+44 (0)1923 851779** or email awards@fmc.co.uk.

*Entry is free until Thursday 31 August 2017.

2. Submit

Start compiling your entry – but remember to follow the guidelines for each category.

Online

We suggest using fmcawards.wetransfer.com or Dropbox.com. If you prefer to submit via email, use the address awards@fmc.co.uk.

Postal

Upload your entry on to a USB stick and post to Aesthetic Dentistry Awards, FMC, Hertford House, Farm Close, Shenley, Hertfordshire WD7 9AB.

We're here to help! Got a query or need to get in touch? Tweet us @FMCPro or contact us below.

+44 (0)1923 851779 awards@fmc.co.uk www.fmc.co.uk
Awards T&Cs apply, visit www.aestheticdentistryawards.com

3. Celebrate

Book your tickets to attend the prestigious award ceremony on 23 March 2018 at The Landmark, London. Each individual ticket to the ceremony includes a drinks reception, a delicious three-course meal, the awards ceremony itself and evening entertainment. The ceremony is the perfect opportunity to bring the whole team along and celebrate your achievements in true style!

4. Benefit

Winning or even getting shortlisted for an Aesthetic Dentistry Award is very powerful for your practice! Make sure you include it in your patient marketing.

SAVE THE DATE
Ceremony on Friday
23 March 2018

The
Landmark
LONDON

**BOOK YOUR
TICKETS TODAY!**
Call our event team on
01923 851 771

*Register for free until Thursday 31 August 2017.
Standard fee is £50+VAT per category from 1 September 2017.

Aesthetic Dentistry Awards 2018

Thank you to our partners:



ORGANISED BY:



MEDIA PARTNER:

**Aesthetic
Dentistry**
TODAY