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The Landmark
LONDON



Aesthetic Dentistry Awards 2019

ENTRY GUIDE

Thank you to our partners:



2018 WINNERS



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Aesthetic Dentistry Awards 2019

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 register.

2019 CATEGORIES

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.

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.

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.

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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.

2019 CATEGORIES

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ZOOM!**

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.

Restorative Single-Tooth Composite

- This category is for dentists
- The majority of the treatment was one or two composite restorations 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 composite restoration.

Restorative Composite Smile Makeover

- This category is for dentists
- A case where composite resin was applied to multiple teeth to improve the smile. 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.

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Restorative Resin Infiltration/ Microabrasion

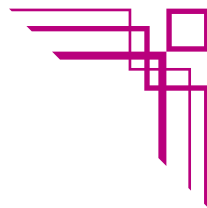
- This category is for dentists
- A case where either resin infiltration (ICON) and/or micro abrasion or a combination, with or without other techniques. Note that in this category, 'microabrasion' means techniques typically using an acid slurry and abrasion used to treat fluorosis or other superficial discolouration, not the use of a sandblaster. Cases which do not include resin infiltration (ICON) and/or

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micro abrasion should be entered into a different category

- Bleaching, composite bonding and / or minor orthodontic realignment may also have been carried out in addition to one or more of the other treatments.

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 and partial dentures supported by crowns should also be entered in this category.

Restorative Ceramic Smile Makeover

- 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
- Entrants should demonstrate how they have kept invasiveness to a minimum
- 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.

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 restorations. Implants may have been placed, but were not the major component of the restorative treatment.

Interdisciplinary Team Orthodontic - Restorative

- All members of the team – dentist, orthodontist and technician should enter together. All clinicians and technicians included in the entry will be awarded
- The treatment was carried out by more than one clinician, working as a team. The orthodontist and restorative dentist **must**

2019 CATEGORIES

be different clinicians

- 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 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
- Implant-supported overdentures should be entered into the denture category.

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.

Best Aesthetic Practice

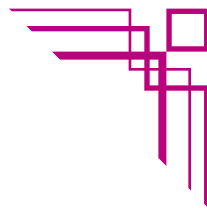
- This category is for the dental practice to enter, you **must** enter at least one clinical category, or have been shortlisted in a clinical category in the 2016, 2017 or 2018 awards
- This category recognises the efforts of an entire team from procedure to aftercare, focusing on practice investment as well as the clinical outcomes achieved and patient satisfaction.

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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 the full face
- A combination of treatments will be allowed for submission.

Facial Aesthetics Full Facial Treatment (Thread lift)

- This category is for dentists
- The case will include a combination of two or more treatments, including

a resorbable thread lift plus botulinum toxin, dermal fillers and / or platelet rich plasma (PRP).

Facial Aesthetics Skin Rejuvenation

- This category is for dentists
- The case should describe an assessment of the skin and the problems presented. It should explain how the skin condition was treated and could involve the use of chemical peels, micro-needling, PRGF, medical devices such as IPL, radio-frequency, high frequency ultrasound, skin booster fillers and skincare products
- Overall and close-up before and after photographs of the skin should be included.

**FREE
ENTRY
EXTENDED**
**28 SEPTEMBER
2018**

2018 WINNERS



Patient Choice Awards, Restorative - Minimal Intervention Dentistry and Implant - Single Tooth
Thomas Sealey (Dentist)



Orthodontics - Adult Fixed
Jigar Patel (Dentist)



Orthodontics - Invisalign
Catherine McCanny (Dentist)



Restorative Dentures (Full or Partial)
Luke Hutchings (Dentist)

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Interdisciplinary Team -
Orthodontic-Surgical
Maria McNally (Dentist)



Restorative - Single Arch and
Best Aesthetic Practice
Riveredge Cosmetic Dentistry



Interdisciplinary Team -
Orthodontic-Restorative
Peter Buchan (Dentist)
Wayne Flack (Technician)



Facial Aesthetics -
Dermal Filler Peri-Oral
Sarah Takroni (Dentist)

2018 WINNERS



'I'm overwhelmed by how well the event has been organised and I have to say it's been a fantastic evening. The award is a great marketing tool and at the same time builds my personal confidence. To be judged by your peers and told the case was outstanding makes me feel good and means I'm delivering the best possible care to my patients.'

Ashish Soneji, Winner - Tooth Whitening

Restorative - Single-Tooth Composite, Restorative - Single-Tooth Ceramic, Best Aesthetic Dentist and Best Aesthetic Technician 2018
Dipesh Parmar (Dentist) - Hiten Parmar (Technician)



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NOW EVEN EASIER TO ENTER

1. 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 deadline: **MONDAY 3 DECEMBER 2018**

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](https://www.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 help to help! Got a query or need to get in touch? Tweet us [@FMCPro](https://twitter.com/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 22 March 2019 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.

ENTRY DEADLINE
Monday
3 December 2018

CEREMONY
Friday 22 March 2019

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*Register for free until Friday 28 September 2018.
Standard fee is £50+VAT per category from
1 October 2018.

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