

Wow, what a meeting!

Author_Dr Philip Lewis, UK



Fig. 1

Fig. 1_Dubrovnik, Croatia.

Fig. 2_Dr Hrvoje Pezo, President of the Croatian Dental Chamber, and Dr Wolfgang Richter, President of the ESCD.

Fig. 3_From left to right: Dr Gregory Brambilla (General Secretary and Certified ESCD Member), Dr Florin Lăzărescu (Country Chairman ESCD Romania), Dr Wolfgang Richter (ESCD President), Dr Daniel Baketić (Country Chairman ESCD Croatia) and Igor Ristić (Country Chairman ESCD Serbia).

I brought my receptionist and my dental nurse with me to the eighth annual meeting of the European Society of Cosmetic Dentistry (ESCD), which was held from 30 September to 1 October 2011 in Dubrovnik, Croatia. Experience has taught me how important it is to bring team members to meetings so that they gain the same enthusiasm as the dentists and co-operate fully when new ideas from the meeting are introduced into the practice.

The meeting was presented jointly with the Croatian Dental Chamber and opened with a

warm welcome from the organisers. The outstanding scientific programme included state-of-the-art lectures, workshops and live demonstrations!

Prof Nasser Barghi from the US is a well-known master of cosmetic dentistry. His lecture concentrated on the reliable and correct use of porcelain, from preparation to cementation. He compared various porcelains, pointing out their advantages and limitations, and shared numerous tips to help general practitioners produce the very best results with this material.



Fig. 2



Fig. 3

The extended uses of porcelain were explored further by Dr Davor Seifert from Croatia, who explained how in selected cases porcelain can replace composite in minimally invasive dentistry, providing a better cosmetic and more durable result, in his view. His lecture was illustrated with examples of addition veneers and Class VI restorations skilfully crafted from thin sections of the material with impressive results.

Dr Bob Khanna from the UK looked at the place of facial aesthetic treatments using botulinum toxin and dermal fillers as part of comprehensive cosmetic care. He described therapeutic treatments like treatment of the gummy smile and masseteric hyperplasia. He stressed the importance of a thorough knowledge of anatomy when carrying out these treatments and left delegates with an appreciation of how everybody's wish to look their best can be satisfied by combined treatments.

Dr James Goolnik from the UK discussed Internet marketing. While we may all be familiar with Facebook and LinkedIn, dentists need to recognise the opportunities for promoting their practices using these new technologies. Smartphones and YouTube also allow us to promote our message in ways not even available a few years ago and Goolnik explained how to get the most out of these possibilities.

Friday's session ended with Prof Gerwin Arnetzl from Austria speaking on CAD/CAM and illustrating his lecture with a live demonstration.

Saturday's programme was equally varied and opened with a live video link showing the placement of four implants in the edentulous jaw with immediate loading. Presented by Prof Pavel Kobler and Dubravko Jurisic from Croatia, the demonstration fascinated both those clinicians already placing implants and those who plan to do so.

Periodontist Dr Alain Romanos from Lebanon spoke on the prevention and treatment of recession in the aesthetic zone. Comparing the use of the AlloDerm implant (BioHorizons) to the more traditional connective tissue graft, he explained case selection, advantages, limitations, techniques and the range of uses of this microsurgical technique.

Dr Marco Martignoni from Italy looked at the restoration of the endodontically treated tooth. Stressing the importance of excellent endodontics as a starting point he went on to consider



Fig. 4



Fig. 5

the use of fibre posts and various types of cement.

Fig. 4_Dr Bob Khanna.

Fig. 5_Dr Tif Qureshi.

Dr James Russell and dental technician Luke Barnett carried on the theme of minimal intervention using ceramics, and Profs Martin Jörgens and Marcel Wainwright from Düsseldorf looked at the latest in modern cosmetic dentistry from the use of lasers to ultrasonic surgery.

Drs Tif Qureshi and Lennart Jacobsen from the UK gave a two-part presentation on the concept of ABB—alignment, bleaching, bonding. With the use of the innovative Inman Aligner, the lecturers explained how simple, rapid tooth movement can be achieved in the aesthetic zone, allowing further treatment to be truly minimally invasive. Bleaching the teeth towards the end of alignment improves patient motivation. Any remaining edge defects or enamel problems can be corrected by bonding with the use of composite resin.

Fig. 6_Prof Nasser Barghi (centre) is honoured by ESCD President Dr Wolfgang Richter (right) and Vice-President Dr Luca Dalloca (left).



Fig. 6



Fig. 7



Fig. 8

Fig. 7_The President's Dinner party.

Fig. 8_ Outside the lecture halls, there was much to enjoy.

Photographs courtesy of Magda Wojtkiewicz, Poland, and Dr Philip Lewis, UK.

As an alternative to the afternoon lectures, delegates had the opportunity to attend workshops, at which Dr Romanos expanded on in his lecture on recession, Prof Barghi showed clinicians how to produce impressive composite veneers with a simple technique and Dr Khanna gave a live demonstration on the use of dermal fillers.

Other highlights of the scientific meeting included the judging of the poster session, where once again very high standards were achieved, and the presentation of certification to an ESCD member, who had successfully submitted case reports and passed the oral examination required by the society.

Throughout the meeting, delegates could visit the excellent trade exhibition in the foyers, where a variety of products and services for the modern cosmetic practice were available.

All work and no play? Certainly not! ESCD meetings are well known for their social events and this year was no exception. From the ESCD and Friends' Party to the President's Party in a leading Dubrovnik restaurant, delegates had plenty of time to enjoy themselves to the full—with the more energetic partying on until late into the night!

How much do members enjoy these meetings? Well, to give you an idea, one member from France broke away from his honeymoon to bring his beautiful new wife to the event!

ESCD meetings really are very good indeed. The standard of education is excellent, with world-class lecturers regularly presenting. There is time to meet up with old friends and make many new ones. The discussions that go on outside the

lecture halls can be as valuable as the lectures themselves as delegates from around the world share ideas that improve their practices. ESCD meetings are also very good value. The society tries to keep rates to a minimum to encourage all practitioners with a love of this area of dentistry to attend. Everyone attending an ESCD meeting for the first time typically can't wait for the next one!

The next meeting really will be special! To be held in the Romanian capital Bucharest from 17 to 19 May 2012, the scientific meeting will be the best value yet. Why? Because it is FREE! Thanks to the cooperation of the ESCD and the Romanian SSER, funds were raised from the EU and there will be no charge for the three-day tuition. Delegates will pay only for travel, accommodation, food and the social events. This offer is only open to ESCD members, so if you would like to benefit from it, join the society now by visiting www.escdonline.eu. The annual membership fee of only €190 for dentists and less for team members is very affordable. The offer of the free meeting is strictly limited so you must act quickly if you want to attend.

Personally, I can't wait and hope to see you there!_

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