

# Mission: Passion, ethics and professionalism

Letter from Dr Luca L. Dalloca, new President of the European Society of Cosmetic Dentistry



**\_Dear ESCD members, friends,**

I am honoured and proud to have been elected to serve the European Society of Cosmetic Dentistry (ESCD) as its president. In assuming this role, I have looked back at the great achievements of our previous president, Dr Wolfgang Richter, from whom I have learned a great deal. I will do my best to achieve at least the same level of competence. I have also revisited the original goals and visions that we have had since the foundation of the society and I have found new inspiration to continue the growth of our society from a didactic point of view, while maintaining the friendly and pleasant atmosphere for which the ESCD is so well known.

The biggest challenge for me as the new president will be the annual meeting of the ESCD in 2013, which will be held in Verona. We have already begun to work

on the programme and I can promise you an outstanding calibre of speakers. The venue for the congress is a wonderful historic building—Verona itself being one of the most romantic cities in the world.

This year's meeting was held in Bucharest along with the ninth International Congress of Esthetic Dentistry, organised by the Society of Esthetic Dentistry in Romania. It was an amazing meeting, with over 1,200 participants and 32 speakers from all around the world, and three days of intensive learning and the exchange of experiences. A review of this fabulous event will be published in the next issue of **cosmetic dentistry**.

I have the pleasure of announcing that starting from June this year **cosmetic dentistry** will become the official magazine of the ESCD. The other great news for our members is that from now onwards they will receive **cosmetic dentistry** at their homes. I would like to encourage all our members to share their experiences and submit articles suitable for this publication.

The next project that we are working on is our Internet presence. Soon, we will be launching a new, more user-friendly website, which will be of great benefit to the members and the public. We are aware of the language barriers that many members might experience and have decided to create local websites in several languages for this reason. For the same reason, we are going to provide simultaneous interpretation in various languages at our international meetings. In the future, all the newsletters and other communications will also be translated to local languages.

In addition, we are considering holding at least one regional meeting (study club) each year in all the European nations in which the ESCD has a presence. If you are a member of the ESCD and wish to become involved, please contact your country chairpersons. If we do not yet have a country chairperson for your country and you are interested in becoming involved, please do not hesitate to contact us.

Let us all keep moving the ESCD forward as a beacon for our young colleagues, to become the greatest aesthetic dentists and technicians in Europe in order to better serve our profession.

## Join the ESCD and you'll get:

### *A regular newsletter*

Featuring the latest in cosmetic dentistry, upcoming events, news from members and much more. Got an interesting article you'd like published? News you think other members would like to hear about? Send it to us and we'll almost certainly include it!

### *Study clubs*

Starting in 2012, we'll be arranging regional meetings all over Europe. An ideal place to meet other members from your district, obtain a little education and enjoy the company of like-minded professionals.

### *Special offers when attending our superb annual meeting, featuring internationally acclaimed speakers and fabulous social events*

ESCD meetings are legendary! Consistently excellent speakers from all over the world offering top-class education to what many people agree is the friendliest dental society!

### *Your personal membership certificate*

Hang it proudly on your wall. Membership of the ESCD demonstrates that you're serious about dental education and do everything to provide your patients with excellent service.

### *Listing on our website*

Patients looking for a cosmetic dentist will find your details on our website. If you hold certification by the ESCD, they will have the confidence of knowing your work has been approved by your peers and is of a high standard.

### *The opportunity to obtain the valued ESCD Certificate in Cosmetic Dentistry*

Certification by the ESCD demonstrates that you've completed a number of clinical cases to a very high standard and

have been examined on your knowledge of cosmetic dentistry. The opportunity to obtain certification is a valuable one, and all members should aim for certification. It provides great professional satisfaction and can help develop your practice.

### *The opportunity to meet dentists from all over the world and share in their professional experience*

ESCD members love meeting each other! Exchanging views and comparing working practices in different countries is one of the most valuable benefits of membership. On top of that, everyone has a wonderful time!

### *Special subscription rates for your assistants, hygienists and other staff*

We all work better as a team. That's why the ESCD encourages all members of the practice to join. Attending lectures with team members greatly improves the implementation of new ideas when you return to work.

### *Membership of a truly international group that always places members' interests first*

The ESCD does everything it can to support its members. If you have questions about clinical dentistry, practice management or any other dental issue, ask our team and we'll find someone to help. Send your questions to [info@escd.info](mailto:info@escd.info). We're always open to suggestions about how we can improve the society and always try to act on our members' comments.

**Superb value!** Annual individual membership of the ESCD costs only €190.00 for dentists and €95.00 for dental team members! **The ESCD** really is for everyone. We're passionate about cosmetic dentistry. We know it's what more and more of our patients are asking for, so we're determined for our members to get the best possible support and education to be able to offer excellent services to the public. Whether you're completely new to cosmetic dentistry or whether you're already an experienced practitioner, the ESCD is for you. Join now at [www.escdonline.eu](http://www.escdonline.eu)!





The congress will be held at the spectacular Palazzo della Gran Guardia \*

ESTHETICS  
MEETS  
AESTHETICS



VERONA

ITALY • May 31- June 1, 2013

\*Venue subject to change

save the date

In Cooperation With

