

Aesthetic Dentistry

Awards 2021

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LANCASTER
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ENTRY GUIDE

ENTRY DEADLINE
9 April 2021

CEREMONY
10 September 2021

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Aesthetic Dentistry Awards 2021

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, hygienists, therapists 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 evidence. Details about the submission guidelines will be sent to you once you have registered.

2021 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 (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 fixed orthodontic appliance(s)
- The patient was under 18 years of age at the start of treatment
- Minor adjunctive restorative treatment (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 removable orthodontic appliance(s)
- Minor adjunctive restorative treatment (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 an Invisalign product
- Minor adjunctive restorative treatment (whitening, recontouring and composite edge bonding) may also have been carried out as part of the treatment plan.

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Implant Multiple

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

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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 multiple teeth using implants to support the restoration
- Implant-supported overdentures should be entered into this category.

Implant Single Tooth

- This category is for dentists and/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 the restoration.

Tooth Whitening

- This category is for dentists or hygienists/therapists
- 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.

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Restorative Single-Tooth Ceramic

- This category is for dentist and/or technician, as appropriate to the category. If a dentist or technician is entering alone, the other people involved should be named on the entry form – both the dentist and technician will be awarded
- 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 restoration.

Restorative Single-Tooth Composite

- This category is for dentists and/or technicians, as appropriate to the category. If a dentist or technician is entering alone, the other people involved should be named on the entry form – both the dentist and technician will be awarded
- 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 Resin Infiltration/Microabrasion

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- This category is for dentists and/or technicians and therapists as appropriate to the category. If a dentist, technician or therapist is entering alone, the other people involved should be named on the entry form – both the dentist, technician and therapist will be awarded
- Dental therapists may also enter the resin infiltration/microabrasion category
- 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 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.

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2021 categories

Restorative Composite Smile Makeover

- This category is for dentists and/or technicians, as appropriate to the category. If a dentist or technician is entering alone, the other people involved should be named on the entry form – both the dentist and technician will be awarded
- A case where direct composite resin was applied to multiple teeth to improve the smile. The composite should be directly applied into the mouth, not made via CAD-CAM. 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 Dentures

- This category is for dentists and/or technicians, as appropriate to the category. If a dentist or technician is entering alone, the other people involved should be named on the entry form – both the dentist and technician will be awarded
- 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 and/or technicians, as appropriate to the category. If a dentist or technician is entering alone, the other people involved should be named on the entry form – both the dentist and technician will be awarded.
- The majority of the treatment employed indirect restorations (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. Indirect composite smile makeovers should be entered here

- 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 and/or technicians as appropriate to the category. If a dentist or technician is entering alone, the other people involved should be named on the entry form – both the dentist and technician will be awarded
- 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.

Interdisciplinary Team Orthodontic - Surgical

- This category is for all members of the team – dentists, surgeons, technicians and orthodontists as appropriate to the treatment undertaken. All team members 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 an orthodontic component and an orthognathic surgery element
- The orthodontist and orthognathic surgeon must be different clinicians

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- Some restorative dentistry may be included depending on the case – implants, periodontal plastic surgery, ceramic / composite restorations may have been carried out, but the major change in the smile will result from the orthodontic treatment and the orthognathic surgery.

Interdisciplinary Team Orthodontic - Restorative

- This category is for all members of the team – dentists, surgeons, technicians and orthodontists as appropriate to the treatment undertaken. All team members 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 an orthodontic and a restorative component. **The orthodontist and restorative dentist must be different clinicians**
- Implants, periodontal plastic surgery and other adjunctive treatment may be included depending on the case, but the major change in the smile will result from the orthodontic treatment and/or the restorations

Facial Aesthetics Botulinum Toxin

- Any clinician providing facial aesthetic treatments
- The case will involve botulinum toxin treatment in the upper or lower face.

Facial Aesthetics Dermal Filler Peri-oral

- Any clinician providing facial aesthetic treatments

- The case will involve treatment of the lips or nasolabial region and marionette region, or a combination of the entire perioral region.

Facial Aesthetics Full Facial Treatment

- Any clinician providing facial aesthetic treatments
- The case will involve full face treatment, involving a combination of two or more treatments, including botulinum toxin, dermal fillers and / or platelet rich plasma (PRP).

Facial Aesthetics Full Facial Treatment (Thread lift)

- Any clinician providing facial aesthetic treatments
- The case will involve full-face treatment, involving 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

- Any clinician providing facial aesthetic treatments
- 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.

Dental therapist categories

Only dental therapists should enter these categories.

Note that therapists may also enter the bleaching and resin infiltration/microabrasion categories.

Dental Therapist Anterior Composite

- This category is for dental therapists
- The majority or all of the treatment was one or two composite restorations with adjacent natural dentition.

Dental Therapist Posterior Composite

- This category is for dental therapists
- The majority or all of the treatment was one or two composite restorations with adjacent natural dentition.

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2021 categories

Best Aesthetic Practice restorative

- This category is for the practice as a whole to enter and not an individual clinician. Entries must be supported with a portfolio of 6-8 clinical cases demonstrating the work undertaken at the practice. No more than 24 clinical images per case and the description of each case **MUST** fit on one A4 page.
- This category recognises the efforts of an entire team from procedure to aftercare, focusing on practice environment as well as the clinical outcomes achieved and patient satisfaction.

Best Aesthetic Practice orthodontic

- This category is for the practice as a whole to enter and not an individual clinician. Entries must be supported with a portfolio of 6-8 clinical cases demonstrating the work undertaken at the practice. No more than 24 clinical images per case and the description of each case **MUST** fit on one A4 page.
- This category recognises the efforts of an entire team from procedure to aftercare, focusing on practice environment as well as the clinical outcomes achieved and patient satisfaction.

Best Aesthetic Practice interdisciplinary

- This category is for the practice as a whole to enter and not an individual clinician. Entries must be supported with a portfolio of 6-8 clinical cases demonstrating the work undertaken at the practice. No more than 24 clinical images per case and the description of each case **MUST** fit on one A4 page.
- This category recognises the efforts of an entire team from procedure to aftercare, focusing on practice environment as well as the clinical outcomes achieved and patient satisfaction.

Best Aesthetic Practice facial aesthetics

- This category is for the practice as a whole to enter and not an individual clinician. Entries must be supported with a portfolio of 6-8 clinical cases demonstrating the work undertaken at the practice. No more than 24 clinical images per case and the description of each case **MUST** fit on one A4 page.
- This category recognises the efforts of an entire team from procedure to aftercare, focusing on practice environment as well as the clinical outcomes achieved and patient satisfaction.

Best Aesthetic Practice

- This category is for the practice as a whole to enter and not an individual clinician. Entries must be supported with a portfolio of 6-8 clinical cases demonstrating the work undertaken at the practice. No more than 24 clinical images per case and the description of each case **MUST** fit on one A4 page.
- This category recognises the efforts of an entire team from procedure to aftercare, focusing on practice environment as well as the clinical outcomes achieved and patient satisfaction.

Patient Choice Award

- A patient who is delighted with their clinical outcome
- In this category we ask the patient to nominate their dentist who, through improvements to the patient's smile, has made a big difference to the patient's life. The form of treatment is not important – it is the patient's opinion that counts!

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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: **Friday 9 April 2021**

2. Submit

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

Online

We suggest using fmcawards.wetransfer.com. If you prefer to submit via email, please send your entry to awards@fmc.co.uk

Postal

Upload your entry onto a USB stick and post to:

Aesthetic Dentistry Awards, FMC,

1 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 10 September 2021 at The Royal Lancaster 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.

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