

# British Dental Bleaching Society is launched at WAC 2008

A new dental association has been launched in response to the increasing public demand for teeth whitening. The British Dental Bleaching Society (BDDBS), was launched at the World's Aesthetic Congress on Friday by Linda Greenwall, editor-in-chief of Aesthetic Dentistry Today and a specialist in prosthodontics and restorative dentistry



Dentists could be forgiven for wondering why yet another dentists' association was needed, but the current controversy surrounding tooth-bleaching products and the ongoing provision of tooth bleaching services calls for a definitive, authoritative industry response.

There is widespread confusion throughout the profession regarding permitted products, and exactly who is entitled to administer them, which demands urgent resolution in the interests of both practitioners and patients. In the present climate, many dentists have withdrawn or are reluctant to supply bleaching treatments, which has led to an increase in their inappropriate provision by laypersons at greatly increased risk to the public. It is also clear that this branch of dentistry is certain to expand in the future and will benefit from a dedicated, professional association to promote best practice and encourage research and specialist education.

To meet this demand the British Dental Bleaching Society (BDDBS) was launched on Friday 6 June 2008 at the World Aesthetic Congress, (WAC) in London. At this launch meeting, the Society's aims and raison d'être were unveiled.

Chaired by Dr Linda Greenwall, the BDDBS board includes representatives of the British Academy of Cosmetic Dentistry (BACD) and the European Scientific Committee on Cosmetic Products and Non-Food Products

Intended for Consumers (SCCNFP). The BDDBS aims to 'educate dentists and the entire team about bleaching and teeth whitening' whilst meeting the needs of dentists who want to stay up-to-date and informed of the latest clinical procedures, techniques and rulings, Dr Greenwall said, as well as lobbying for stricter enforcements of rulings over who can administer teeth bleaching.

She added: 'The public are going to be protected by our proposals' and 'significant changes' in how teeth bleaching is controlled by dentists will mean the public can 'get their teeth whitened properly and safely'. The Society will also provide training, with hands-on sessions, formal lectures and seminars in treatment planning, and actively encourage dentists to use evidence-based techniques and materials to achieve the best bleaching results for patients.

Dr Greenwall said she could foresee 'dental hygienists being highly involved in the treatment'. A website was also launched – [www.BDDBS.co.uk](http://www.BDDBS.co.uk) – which contain a general public section to inform them as well as members of the dental profession. The eight members of the committee include Sir Paul Beresford as Secretary, Mervyn Druian as treasurer and James Goolnik as the British Academy of Cosmetic Dentistry representative. There will also be links to the latest scientific research on tooth whitening.

For more information on the British Bleaching Society see [www.bdbs.co.uk](http://www.bdbs.co.uk)