

Editorial

Happy New Year to all. I hope and wish that 2013 will herald a new dawn in the way we practice and promote dentistry. Dentistry has come a long way since the time of the barber—blood letter—dentist and the era of the wandering dentist in fairs and such events. The marketing of dental services was done by minstrels and clowns advertising the wares of particular practitioners. All the dental procedures, mainly extractions, were done in full public view on patients who were under the influence of alcohol.



Advertising and marketing of dentistry in the modern day and age has been a matter of great debate and discussion. Some countries allow marketing of clinics in newsprint and television.

In India, we have been seeing a sudden spurt in advertising of dental services, including lasers, without any training or certification. Absolutely outrageous claims in terms of services and modalities, with no supporting scientific and or clinical evidence, have been repeatedly published in major dailies all over the country.

We request the State Dental Councils and its parent organization the Dental Council of India, who are the guardians and watch dogs, to take a strong stand and strict action against such practices. There is also a very real need to set advertising guidelines and standards for dental practices in the country. What is important is that parity and uniformity in advertising has to be established whether it is for an individual, corporate or hospital-based practices.

Apropos our journal, it continues to go from strength to strength and we have now multiple indexing already in place. So, please keep sending your articles and cases so that we may continue to enrich the field of laser dentistry.

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