

Scottish Dentist becomes President of national dental organisation

Dr Halley, of Cherrybank Dental Spa, in Perth, took over the reigns of the British Academy of Cosmetic Dentists (BACD) at the Academy's Annual Conference and AGM in Birmingham last month.

The BACD is the main trade body for this expanding industry, and it sets the standards for dental professionals through an accreditation process. It's affiliated to the American Academy of Cosmetic Dentists which is the largest such organisation in the world.

This is a highly prestigious position, as the BACD is a not-for-profit organisation for the advancement and ethical delivery of cosmetic dentistry in the UK and its members consist of dental professionals, including dentists, dental technicians, and hygienists.

Dr Halley and 3 colleagues founded the BACD 5 years ago. They wanted to share their knowledge with UK dentists and the membership has now grown to over 600 members and is still growing.

In her role as President, Dr Halley will be responsible for leading the BACD's work promoting the highest standards in cosmetic dentistry and acting as a national media spokesperson on important issues from regulation to health and safety. The BACD has recently run campaigns on topics as varied as the risks associated with home whitening, the dangers of going overseas for cosmetic dental treatments, and the need for the public to find a reputable cosmetic dentist, and make informed choices about their treatment.

Dr Halley is the only Scottish dentist to sit on the board of the BACD, and is the first female president. She is also the only cosmetic dentist in Scotland to have completed the rigorous Advanced Postgraduate Program in Dental Cosmetics and Aesthetics at New York University.

Dr Halley serves on the editorial board for Private Dentistry and Aesthetic Dentistry Today magazines, and is a member of the judging panel of the Private Practice of the Year Awards, sponsored by FMC. She is regularly published and lectures on subjects ranging from clinical case studies to practice management and she teaches dentists throughout the UK in association with the Californian Centre for Advanced Dental Studies.