

# Editorial

Ten years from now, what will you wish you had done today?

Ten years ago, the word 'cosmetic' was almost a dirty word in the profession and so 'aesthetic' was often used to describe the same procedures in an attempt perhaps to make them seem more... *mainstream?... respectable? ...or perhaps, more acceptable?* In the face of this negative image associated with the word 'cosmetic', what then could possibly have possessed a group of dentists to set up a group and actually call it 'The British Academy of *Cosmetic Dentistry*' (BACD)?

The courage of their convictions, I guess is the short answer. Inspired by the passion and excellence of their colleagues at the American Academy of Cosmetic Dentistry (AACD), these dentists and technicians, together with their teams took up the baton to bring a different approach to dentistry in the UK, an approach that recognises the integral importance of aesthetics in dentistry. By promoting this cosmetic component as an essential part of comprehensive dental care

they have not just helped to advance dentistry, they have rekindled the artistry and reawakened the pleasure of creativity in what we do.

Rafi Romano, speaking at our 2012 conference pointed out that dentistry is both creative and innovative; it embodies vision and imagination, it aims for harmony, yet recognises that everyone is an individual. When all of these come together, it makes for a very happy place.

As we celebrate 10 years of progress, we toast not just ourselves, but especially those inspirational colleagues of exceptional courage, people like Sverker Toreskog, who dared to think and then follow the courage of their convictions. Our guest editorial by the BACD's first President Dr Christopher Orr looks at the influence of this great teacher.

The question now is - what will you do today that you could look back on in 10 years and say: 'I'm so pleased I had the courage to do that'?



Bertrand Napier

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