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P R E S S R E L E A S E

For immediate release
17^h February

Dental book launches with ALL profits going to charity.

Why is it, that when it comes to getting offered opportunities, it's always the same dentists who get there first? There has never been a better time to be in dentistry. But what does the future hold?

All these questions and more are answered in BRUSH: PROVEN STRATEGIES TO MAKE YOU AND YOUR DENTAL BUSINESS SHINE.

Successful dentist and thought leader James Goolnik shares with you his blueprint to create both a successful life and dental practice.

Are you ready to succeed?

James chose Dentaïd to receive all the profits of his book. The first project they plan to assist is a Dental programme for rural poor in Cambodia. Andy Jong of Dentaïd said "James's generous support from his book will mean our Cambodian partner can launch their oral health education programme into more schools and offer significantly better quality community oral health care from the surgeries they will now receive".

" This book is relevant, authentic and overflowing with practical wisdom/ great ideas – it shows how any dentist with passion, knowledge, skill and the right attitude can follow James to the summit of personal and professional achievement. Read it – there is always room at the top." Chris Barrow, professional business coach.

Launches on 11th March, press copies available.