





True to life Lava crowns produced at Lifelike Dental

our logo right, which we did by concentrating on emotional linking, which is when people see a logo and then relate it to the feelings it engenders.

“We carried out some market research and learned that the public linked a butterfly with beauty, life and evolution. We believed this fitted in well with our name ‘Lifelike’ and resonated with how we have evolved over the years.

“Once we had our logo we needed to establish our profile, and although the conventional methods like advertising in media such as magazines or leaflets were available to us, we believe the best way of gaining business for us is word of mouth, because we believe our work will always ‘speak for itself.’

“We came up with the idea of advertising Lava using our company vehicle’s number plates as we thought it was a quirky and fun thing to do, plus our clients love the idea. I think it shows what Lifelike is all about, how passionate and committed we are to our business. It also raises awareness with the public and assists our clients by promoting Lava in the vicinity of their dental practices.

### Customer service a priority

Lifelike strives to ensure that its workmanship is consistently of the highest quality, but equally important is a high level of customer service: chair side consultations are popular as is its technical advice line, which enables the dentists to pick up the phone and speak directly to Andrew should they need to discuss any of their cases,



Andrew checks his Lava colour charts

particularly the more challenging ones.

“Dentistry is not a transient business so it is important for us as technicians to develop long-term relationships with our clients, offering products that are both attractive to the patient and rewarding for the clinician,” Nicola continues.

“We want to maximise the benefits of involving Lifelike Dental as part of

the dental team to ensure that the end result is always a very satisfied patient who will pass on the good word to others.”

• Lifelike offers a nationwide service with freepost for all its dentists, but predominately it offers direct delivery services to areas in Buckinghamshire, Bedfordshire, Hertfordshire, Berkshire and Oxfordshire. For more information, visit [www.lifelikedental.co.uk](http://www.lifelikedental.co.uk), e-mail



The laboratory is clean, modern and well equipped

[lifelike@btinternet.com](mailto:lifelike@btinternet.com) or telephone 01525 240824.



## Optimum aesthetics, maximum strength

3M™ ESPE™ Lava™ Crowns and Bridges have many new indications:

- Single unit crowns
- Splinted crowns
- Cantilever bridges
- 3 to 6 unit bridges (all connotations)
- Partial crowns
- Primary telescopes
- Inlay/onlay retained bridges
- Maryland bridges

For further information on Lava crowns and bridges please contact 3M ESPE on:

**0845 602 5094**

Email: [3MESPEUK@mmm.com](mailto:3MESPEUK@mmm.com)

Website: [www.3MESPE.co.uk](http://www.3MESPE.co.uk)

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