



UCL EASTMAN DENTAL INSTITUTE



The Eastman
Celebrating
60 years

eastman 60 years

University College London Hospital

Oral health care for people with various medical problems

Good oral health is central to the wellbeing of people with various medical problems. The oral cavity is a complex system, and the mouth is a gateway to the rest of the body. Oral health care is essential for people with various medical problems, as it can help to prevent and manage a range of conditions. The Eastman Dental Institute is a world leader in oral health care for people with various medical problems. Our research and clinical work has led to the development of new treatments and services that improve the quality of life for our patients. We are committed to providing the highest quality of care, and we work closely with our colleagues in other departments to ensure that our patients receive a holistic approach to their care. Our research and clinical work has led to the development of new treatments and services that improve the quality of life for our patients. We are committed to providing the highest quality of care, and we work closely with our colleagues in other departments to ensure that our patients receive a holistic approach to their care.

The Eastman uses advanced technologies to help the oral care of people with various medical problems.



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The ask

Turning 60 is a big deal... and deserves to be celebrated. The largest postgraduate academic dental centre in Europe, the Eastman Dental Institute at UCL, wanted a showcase brochure for its 60th anniversary –spreading the good news about its history, contribution to academic life and groundbreaking work to industry, competitor institutes, stakeholders, staff and potential students.

The task

When an organisation is as cutting-edge and clinical as the Eastman Dental Institute, everything had to be spot on, and correct to the letter. We took on the entire task with passion. Designing a modern, stylish brochure, where every double-page spread was bespoke, was only the start. We also commissioned and managed extensive copywriting, copy editing and location photography; selected and retouched images; proofread (and proofread again); and organised and managed the print. Eastman left it all to us, and we delivered.

The proof

The anniversary celebrations were a huge success and a big part of that was due to our brochure. Our client described it as “excellent and superbly produced”, and proceeded to put his money where his mouth was, further commissioning a pop-up exhibition, poster templates and large format display panels.

**bentley
holland**