By Beverly Hills Formula

Beverly Hills Formula

Perfect White Smile
When it comes to safe, highly effective, and affordable teeth whitening, oral care experts Beverly Hills Formula know exactly how to achieve just that. The iconic Irish brand have risen through the ranks and have firmly cemented themselves as one of the top teeth whitening and oral care brands on the market today.

The brand, established in 1992, have taken their passion for oral care and created a range of teeth whitening products that exceed in quality and value for money.

With a range of toothpastes and mouthwashes specially formulated to effectively yet gently remove stains, Beverly Hills Formula provides everything you need for a perfect white smile.

Each product offers premium quality whitening oral care, incorporating scientific advancements and the finest low abrasion ingredients, whitening teeth without harming the enamel.

Perfect White
Extreme White toothpaste
Extreme White’s next generation teeth whitening formulation uses high grade Japanese Pyrophosphates and Hydrated Silica to provide an Extreme Whitening effect to your smile. This toothpaste takes whitening and oral healthcare to the next level by preventing food particles settling on the teeth in the first place, with ingredients Pentasodium Triphosphate and Isosorbide providing a long-lasting freshness.

To help keep your teeth in tip-top condition and to help prevent those dreaded fillings, Perfect White Extreme White toothpaste also includes Sodium Fluoride to help strengthen and harden tooth enamel for cavity protection.

Perfect White
Optic Blue Toothpaste
The Blue Filter Technology forms a special layer over teeth during brushing to reflect light and yellow discolouration which creates an immediate optical whitening effect after each use. The time-tested formulation containing Advanced Hydrated Silicas and Pyrophosphates also provides effective stain removal while protecting your enamel and teeth from dental caries at the same time.

Perfect White Black Sensitive Toothpaste
Formulated for sensitive teeth to help remove surface and deep stains. Added Fluoride helps to prevent decay and keep teeth healthy.

Perfect White Gold Sensitive Toothpaste
Formulated for sensitive teeth to help remove surface and deep stains. Added Fluoride helps to prevent decay and keep teeth healthy.

Perfect White Black
Whitening Kit
Scientifically formulated to reduce plaque and harmful bacteria, the professional free whitening kit includes 28 charcoal infused strips and as well as a highly innovative whitening pen. The flexible strips are infused with charcoal powder which ensures whitening results after one use with no abrasion or damage to the enamel. The whitening pen is ideal for touch-ups on the go. This ultimate whitening duo ensures a whiter, brighter smile in 5 simple steps.

New Professional White
2 in 1 Whitening Kit
Rapid, easy to use whitening strips and whitening pen formulated with safe levels of hydrogen peroxide and professional whitening ingredient PAP for extra whitening power. This powerful formulation offers up to 6 shades whitener. This product is developed to achieve professional whitening results in the comfort of your own home.

Beverly Hills Formula are not afraid to think outside the box, and their success is attributed to the fact that they can bring their bold ideas to life, resulting in highly innovative and effective teeth whitening products that any competitor is yet to match.

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It's Not White It's Perfect White

COMPETITOR STAIN REMOVAL ANALYSIS

Percentage Stain Removal

- Beverly Hills Formula Professional White Black Pearl: 69.7%
- Beverly Hills Formula Perfect White: 63.4%
- Beverly Hills Formula Perfect White Black: 62.1%
- Beverly Hills Formula Professional White Pink Pearl: 61.4%
- Colgate Sensitivity Red Relief & Whitening: 51.0%
- Colgate Max White One: 51.0%
- Arm & Hammer Advanced White Extreme Whitening: 40.5%
- Colgate Max White with Microcrystals Double Action: 34.7%
- Sensodyne Deep Clean: 28.5%
- Oral-B Pro-Sensitive: 28.1%
- Sensodyne Repair & Protect: 24.3%
- Oral-B Pro-Health: 14.7%
- Cussons Black in White: 12.3%
- Sensodyne Pronamel: 9.4%
- Colgate Total: 1.9%

Toothpaste Stain Removal Study
Undertaken By Leading Dental School (UK)
Hu-Friedy introduces HuFriedyGroup as the dental division of cantel

Divisional name and purpose align with expanded capabilities around performance, protection, education, and compliance

By Hu-Friedy

Hu-Friedy, the world leader in dental instrument manufacturing and instrument repackaging services, today introduced HuFriedyGroup as the Dental Division of Cantel. This announcement follows an extensive and ongoing integration period that began in October when Cantel officially completed the acquisition of Hu-Friedy.

As the Dental Division of Cantel, Hu-FriedyGroup represents the union of brands, products, services, and solutions under one roof, including Crosstex, Omnia, Accutrin, SPS-medical, Palmetto Healthcare, and J & J Instruments, and Hu-Friedy. Dental professionals looking to improve clinical outcomes, reduce risk, improve efficiencies, drive compliance, and enhance patient and staff safety can take advantage of the unique solutions offered by this group, including unrivaled premium instrumentation, comprehensive infection prevention services and support, and extensive education and community offerings. “When we agreed to be acquired by Cantel, we knew it would be important that the identity of our dental division reflect the larger value that we are able to bring to the industry,” said Ron Sawkow, Chairman, HuFriedyGroup. “We are excited about where we landed and feel that our new name reflects our desire to direct our combined resources and talent to provide more value to our customers and partners, as well as the patients who count on manufacturers, distributors and dental professionals to deliver safe conditions and optimal clinical care.”

“In a world that gets more complex every day in terms of compliance and infection prevention, we feel that HuFriedyGroup is uniquely positioned through expertise, focus, and solutions to emerge as an essential global partner in the area of infection prevention solutions,” said Ken Serota, President, HuFriedyGroup. “We continue to see breaches and realize the challenges dental practices face in understanding and adapting to compliance standards. We feel we are uniquely suited to provide guidance, education, and solutions in this area. With HuFriedyGroup, we can address critical intersections of performance and protection needs for the modern dental professional, which range from instrumentation to PPE, instrument management solutions, waterline maintenance, and biological and chemical monitoring. We call this approach our Circle of Protection, and we are more than excited about the value it will bring to dentistry.”

By Ultradent

The Opalescence whitening brand turns 30! Here is an interview with Jared Lentz, Global Brand Manager Opalescence.

How did the Opalescence story begin?

The story of Opalescence whitening began with a teenage girl, Jaleena, who desperately wanted whiter teeth and her father, Dr. Fischer – Founder of Ultradent Products, Inc. – who promised to create a safe and effective product to fulfill her wish. After some trial and error, Dr. Fischer made good on his fatherly promise and created the world’s first sticky, viscous whitening gel. 30 years later, this same Opalescence formula remains the gold standard in teeth whitening. Jaleena – obviously happy with the results – eventually became Dr. Jaleena Jessop who now heads up all clinical affairs at Ultradent.

What makes the Opalescence brand unique?

The Opalescence name brings with it an unmatched level of whitening expertise and experience while still innovating and adapting to changing lifestyles and patient demands. Unlike many teeth whitening brands, we are not interested in a “quick fix” or whitening that will relapse after a few days. We provide dentists with the very best and most flexible whitening options that allow them to create custom whitening solutions based on their expertise and patient knowledge.

Could you share some Opalescence numbers?

- Here are some fun numbers to consider:
  - Opalescence whitening has been around for 30 years and is sold in more than 125 countries
  - 30 more clinical studies have been published on Opalescence whitening than any other whitening brand
  - We have received over 90 industry awards for tooth whitening

What about the future?

Opalescence whitening has always been pushed forward by a culture of innovation. You don’t remain the global leader in professional teeth whitening for 30 years without constantly improving on existing products, creating new and exciting ways to experience, and focusing on improving the patient experience at every chance possible. The ongoing challenge for any whitening brand is how to improve efficacy, speed, and comfort for the patient. Every innovation that we develop is informed by these three factors while always maintaining the highest standards in safety and scientifically proven methods. While I can’t disclose what our next great product will be, I can tell you that we will never release anything that isn’t truly safe, comfortable, and effective enough for a father to give his own daughter.

We’re celebrating 30 years of brightening smiles

Follow us on
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For more information visit
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Oman: Al Farsi National Enterprises LLC
Qatar: Ali Bin Ali
Saudi Arabia: Al Turki Medical Group Ltd.
NEW! UAE: Arab Emirates: ALPHAMED General Trading LLC

Visit us online at hu-friedy.eu

Hu-Friedy, Omnia, and Crosstex are now proud members of HuFriedyGroup
By Dentsply Sirona

Aerosol by 90%-98%.

Using HVE can reduce the amount of aerosol. Section (HVE) instead of standard saliva setting. Using high-volume evacuation (HVE) can reduce cross-contamination in a dental setting. Using high-volume evacuation devices on aerosol infectious droplets, splatter and aerosols. It is recommended that dentists should utilize a multi-cushioned approach in order to minimize the risk of cross-contamination in a dental setting. Using high-volume evacuation (HVE) instead of standard saliva ejectors is an important component to reduce the amount of aerosol. Several studies published show that utilizing HVE can reduce the amount of aerosol by 90%-98%.

The Purevac® HVE System is designed to provide oral high-volume evacuation, visualization, illumination, and retraction during dental procedures. It consists of the HVE Mirror Tip which is a high-volume evacuation tip with built-in dental mirror. This enables a one-handed approach to evacuate the patient’s oral cavity of aerosols, splatter, fluid, and debris, while also providing visibility and illumination to the treatment area. An HVE Hose Adapter is available and consists of a flexible and lightweight HVE hose connected to a 360-degree swivel for the HVE Mirror Tip. It offers better visibility and suction all in one hand. Increased safety – HVE removes 90% more aerosols generated during ultrasonic scaling compared to a low-volume saliva ejector.

• Reduced noise
• Greater fluid reduction
• 135% more than a low-volume saliva ejector
• Easier maneuverability

Dentsply Sirona is proud to announce the launch of the Purevac® HVE System. The Purevac® HVE System enhances the line of infection prevention products managed by Dentsply Sirona. It fits our overall mission of stopping the spread of infectious diseases in dental offices worldwide.

High-speed handpieces, ultrasonic scalers, air polishers and air/water syringes produce potentially infectious droplets, splatter and aerosols. It is recommended that dentists should utilize a multi-cushioned approach in order to minimize the risk of cross-contamination in a dental setting. Using high-volume evacuation (HVE) instead of standard saliva ejectors is an important component to reduce the amount of aerosol. Several studies published show that utilizing HVE can reduce the amount of aerosol by 90%-98%.

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If you have any questions then please do not hesitate to contact your Dentsply Sirona sales representative.

References

Connect Case Center: Send and manage scan data quickly and reliably

By Dentsply Sirona

A seamless transition into digital impressions and CAD/CAM dentistry. With the new Primescan from Dentsply Sirona, the new Connect software and the Connect Case Center, it’s a breeze. The portal for cooperation with the lab, which has been known as Sirona Connect until now, has been completely overhauled and is now even more convenient and flexible. Validated interfaces enable secure transmission of data to many important partners.

Easy, quick, and above all, accurate – intraoral scanning with the new Primescan from Dentsply Sirona meets the clinical requirements for impressions, making it a first-class method. The Connect Case Center is a portal for further processing of the scan with versatile options and full flexibility. The Connect Case Center replaces the Sirona Connect Portal which, until now, has enabled practices to link to laboratories that use the inLab software.

The basic function of the new platform is the secure transmission of scan data and case information. Photos can also be transmitted to the lab as attachments. If you want to communicate directly with the dental technician, you can make use of the chat function.

Numerous interfaces, improved communication with the InBox

The new Connect Case Centre has numerous validated interfaces to important partners of the dental practice. The seamless connection to Simplant enables users to use the Dentsply Sirona implant planning service quickly and easily. There is also a seamless interface to Atlantis, the central production service for patient-specific abutments and suprastructures on implants.

The connection to SureSmile was created for the IDS 2019. This enables the user to order full service alignments, a model print, 3DB trays for indirect bracket bonding and the production of aligners directly from the practice following the clinical diagnosis and female designs in the lab. Labs that work with the inLab software are also seamlessly integrated and can offer CERRC users an attractive design service.

One significant new feature is the Connect Case Center Inbox – receive software that enables all labs to access the Connect Case Center, regardless of their CAD software. The Inbox clearly displays all of the cases that need to be processed with the corresponding information on a dashboard and it also enables a 3D preview of the order, which can be accepted with a mouse click. For further processing with the preferred lab software, the Inbox generates common open data formats, such as STL and CBRS.

The InBox has proven to be particularly convenient in the workflow with inLab or exocad labs that are connected via appropriate interfaces. It provides a format that is validated by exocad that includes model and case data, colour information and preparation margins. In this way, dentists also have the option of cooperating with exocad labs in a validated workflow.

Portal for all intraoral scanners from Dentsply Sirona

When purchasing a Primescan AC or a new Omnicam AC, dentists also receive the Connect software, which enables quick and easy access to the Connect Case Centre. The user also gets a license for the InBox, which can be passed on to the lab of choice, so that the lab is also able to access the portal. Of course, labs can also buy their own InBox license to obtain access to the Connect Case Centre.

Dentsply Sirona
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