By DTI

BIRMINGHAM, UK: In partnership with clear aligner provider Align Technology, MiSmile has helped dentists in the UK to successfully integrate Invisalign tooth straightening in their practices for the last two years. At the Dentistry Show in Birmingham last month, it was announced that the network is expanding this growing business model to tooth whitening through a new partnership with oral health care specialist Philips.

By joining the new initiative, member practices will be able to double their treatment case load within a year, both companies said. Founded by Birmingham dentist Dr Sandeep Kumar, MiSmile currently consists of more than 50 practices across the UK that, combined, have finished over 10,000 Invisalign cases. The new whitening network will make use of Philips’s approved Zoom Whitening solution and offer a proven bespoke lead generation programme that directs qualified leads to the practice in an exclusive, ring-fenced geographical area.

Other benefits include practice-wise access to a dentistry-specific lead nurturing platform called DenGo, which, according to both companies, helps to nurture and convert these enquiries into cases and turn them into long-term patients. It will further provide on- and offline marketing tools to help a member practice promote Zoom Whitening to new and existing patients and consequently generate new revenue streams.

Network meetings, support, training and mentoring programmes help the practice principal and team on an ongoing basis, they added.

“I would like to help other practice principals apply the knowledge I have gained both with Invisalign and with Zoom to double their tooth whitening case volume,” said Kumar. “I am putting out a personal invitation to become one of the first to join the Zoom Whitening Network and benefit from the opportunities for future practice growth in an enticingly new way that is entirely proven.”

Philips further announced that it has started a new campaign exclusively aimed at dental hygienists with the introduction of a digital hub under the name Shine On. On the platform, among other things, hygienists will have access to video testimonials, industry news, educational resources and regular Shine On sweepstakes with giveaways. The launch in Birmingham was joined by leading hygienists, including Anna Middleton, Mel Prebble, Juliette Reeves, Christina Chatfield and Sarah Murray, who discussed shining examples of good dental hygiene practice during a joint panel on Friday afternoon.

Today also saw the official launch of Philips’s latest version of its flagship product in oral health care. Labelled the most intelligent toothbrush in the world, the new Sonicare DiamondClean Smart features smart sensor technology in both the toothbrush and the brush head with the purpose of helping patients to improve their brushing technique. The sensors track the brushing and communicate with a smart device app that provides real-time feedback and guidance to the user. Furthermore, the company’s interproximal cleaning device Sonicare AirFloss has received an upgrade and now features a new charge and fill docking station.

Philips “reveals everything” in Birmingham

Company partners with MiSmile network, launches new products and hygienist campaign at Dentistry Show

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Dentists receive new tool to combat enamel erosion

Unilever introduces REGENERATE serum in the UK

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The new REGENERATE serum complements the toothpaste with the same name. (© DTI)

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emerged with the increasing consumption of soft drinks and acidic foods that are sold to millions in supermarkets and corner shops throughout the country every day.

Around 34 per cent of young adults in the UK are estimated to have significant tooth wear, according to a recent study conducted at King’s College London, for this and other reasons. If left untreated, erosion can lead not only to weakened enamel but also to other negative symptoms, like yellowing, higher transparency and sensitivity.

After three years of development, Unilever launched a new premium oral health line in May, exclusively designed for dental professionals that is claimed not only to help ongoing enamel loss but also to reverse it. According to the company, the REGENERATE serum complements the toothpaste with the same name that is already available in high-street shops in the UK and other markets in Europe, the Middle East and South America. Used in combination, they form an effective clinical solution in the practice and at home to reverse the consequences of erosion, Unilever said.

The NR-5 technology in the serum and toothpaste is based on calcium silicate, which occurs naturally in limestone, and sodium phosphate, which combine to form hydroxyapatite. Lasting only 3 minutes, the treatment starts in the practice with an initial application of a gel and Desitox serum by the dentist and is followed by two applications over the next two days by the patient at home. Studies have confirmed that, through this three-day regimen once a month, the system was able to help recover 82 per cent of surface microhardness compared with standard fluoride toothpaste.

Brushing twice with the REGENERATE toothpaste additionally supports the rehardening of acid-affected enamel, the company said.

In addition to patients with highly acidic diets, the system is recommended for patients who have enamel through erosion while undergoing specific clinical procedures such as tooth whitening or who have medical conditions that cause reduced salivary flow, for example. Since erosion is difficult to detect, Unilever said it provides aids for users to diagnose enamel loss in the early stages. This includes the Basic Erosive Wear Examination Assist Guide in order to determine a patient’s risk score for erosive wear, along with a number of patient education materials.

The REGENERATE Professional Advanced Enamel Serum for the three-day application comes as a complete kit containing the serum, an activator gel and two soft mouth trays. Monthly refill packages without the trays are also available from the company.

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The first public showing was this weekend at the Dental Technology Showcase in Birmingham, where visitors were able to experience Struco’s OrthoForm 3-D printer for orthodontics.

Struco offers control systems and software, in addition to its 3-D printing technology, for which it has formulated its own photopolymer materials. According to founder Huub van Esbroeck, the partnership with Techceram is the first step to further expanding the company’s reach in the European market. Struco having just launched its latest MSLA-equipped DentalForm printer, which can print at up to 50μm accuracy at record speeds, he said he is confident that the company’s application-based approach to product development will significantly benefit the adoption of digital dentistry in the region. According to Struco, its proprietary MSLA (mask stereolithography) technology allows faster printing than with conventional SLA printers.

“We have identified Europe as a key market for Struco and I am looking forward to seeing how this partnership can improve on-ground support for our customers,” he said.

Techceram 3-D Director Richard Buckle added that, in addition to increasing its product offering,