LONDON, UK: The CEREC Omnicam was bestowed with the award for the most innovative product at the recent Clinical Innovations Conference which was held on 17-18th May 2013 in London, UK, presented by Mash Seriki, CEO of Healthcare Learning: Smile-on.

The Clinical Innovations Conference is now in its 10th year and in keeping with the ethos of the event the awards allow the profession to celebrate the latest innovative products in aesthetic and restorative dentistry. Healthcare Learning: Smile-on invited the dental industry to nominate their products to be judged by a panel of experts. CEREC Omnicam demonstrates Sirona’s Power of Innovation

CEREC Omnicam demonstrates Sirona’s Power of Innovation

CEREC Omnicam generates full colour scans of intraoral surfaces without the need for a powder coating. Operating the camera is simple and intuitive. The imaging functionality and camera dimensions have been ergonomically designed. The smooth operation of CEREC Omnicam is no more complicated than taking a video. Three features of the CEREC Omnicam stand out in particular: it supports video streaming; it digitizes the structures of the jaw in their natural colour; and it does not require a powder coating of the tooth surfaces.

CEREC improves efficiency and patient experience

CEREC is a great practice builder. With a busy lifestyle patients are impressed by the single appointment required for the fabrication of a permanent crown or bridge; the life-like appearance of their new restoration is fantastic with an incredible fit. There is no need to place temporary restorations in the majority of CEREC cases, allowing the restoration to be created and fixed in one appointment. CEREC has significantly improved the quality of treatment for patients, as well as enhancing the efficiency of the dental practice.
CINCINNATI, USA/Procter & Gamble, international leader in oral health care and health care products, has announced that it has entered into a partnership with Colombian singer-songwriter and dancer Shakira. Yesterday, the musician was named new global spokesperson for the company’s Oral B and Crest 3D White collections.

As the global brand ambassador, Shakira, who is also a member of President Obama’s Advisory Commission on Educational Excellence for Hispanic, will help launch the latest additions to the collection, appearing in the brand’s print and television advertising as well as public relations efforts.

The campaign will kick off worldwide in the fall of 2013.

Stephen Squire, global marketing director at P&G, said that the company was excited to have Shakira represent its brand. “As an award-winning singer, actress and beauty icon, she embodies the true spirit of the multidimensional woman, and always does it all with a brilliant smile on her face,” he said.

In addition, Shakira announced that the partnership will include support of children in Colombia through her Barefoot Foundation, which currently provides education and food to over 6,000 impoverished children in Colombia and is expanding its work to other countries, including newly launched projects in Haiti and South Africa. The partnership is Crest 3D White’s first celebrity global partnership.
Modern life can be challenging.

Modern, healthy lifestyles and dietary habits often mean an increase in the consumption of acid-rich foods and drinks. However, experts believe that as few as 4 acidic challenges a day can put patients at risk of Acid Wear. In addition to giving behavioural advice (e.g. diet and brushing), your patients may also benefit from a daily toothpaste that can protect enamel from these multiple acid challenges.

Pronamel is proven to reharden acid-softened enamel and provide ongoing protection from the effects of Acid Wear.

Daily protection from the effects of Acid Wear

References: