Through Your Patients Eyes
Have you ever really thought about how your patients perceive your practice? First impressions count and chances are, what factors into your overall opinion may vary greatly to their experiences.

However, it’s not just the perception that makes the initial impact but the surgery environment too. The Chair, the colour and overall feel is not dissimilar to an armchair, obvious advantages to you and your staff, but remember your patients are a smaller footprint and therefore small touches to make your surgery environment more comfortable can make a big difference.

Good looks mean nothing if not matched with functionality, reliability and cost. Takara Belmont is confident that the Cleo II will not disappoint. It’s clean, functional and designed to suit the dentist’s individual needs. Genus should be your first point of call. For more information please call Genus on 01582 840484 or email chris.suit@genusuk.com

Ashbourne’s First Velpeau Plastic Laser
Ashbourne, in the peak district, is now well and truly on the map! Their first Velpeau Plastic Laser has been installed at the Dental Practice in the Compton Street which can now offer all patients the availability of laser treatments as well as the high quality dental care previously available. The Velpeau Diode Laser contains two lasers, 1064 nm (GaAlAs) diode laser and a small laser pointer. The GaAlAs laser is ideal for soft tissue (gum) work – it is also non-returning until touch.

The Velpeau Diode Laser can also be used for Tooth Whitening. This allows superb results to be obtained in surgery, in relatively short times.

The Velpeau Plastic Laser is easy to operate with a user-friendly, menu based, control system that is easy to navigate. The unit itself can easily be cleaned with the standard dental cabinets or on a small trolley – the unit is the size of a large armchair, obvious advantages to you

The Preva range which includes the Preva Plus, that combines a high resolution digital sensor with USB connection and storage on the arm, is one of the most advanced intraoral X-ray systems on the market today and has been designed to provide flawless imaging.

Quality and unbeatable value
Kalten offers a complete range of equipment including dental units to meet the needs and budgets of the discerning dental professional, a full range of treatment planning and cabinetry and handpieces. The Kalten range is manufactured and supplied in the UK, giving the utmost in service and support.

For information or to arrange a visit from a Kalten Equipment Specialist, regarding the full range of Kalten, products and services including units, imaging products, surgery planning and cabinetry and flexible finance options please contact us on Freefone 0800 218020.

For more information or to ask any questions, please contact: Mark Chapman, Sales Director, Medivance Instruments Ltd, Barretts Green Road, LONDON NW10 7AP
Tel 020 7344 0477
Fax 020 8953 1270

www.minerva.co.uk

Henry Schein Minerva can help in exactly how you want to become your perfect surgery – as it does not interact with teeth or bone.

The Preva A-Dent X-Ray manufacturer and X-Ray manufacturer and the latest innovation to prevent cross contamination.

Keep your finger on the financial pulse
Whatever your practice or personal financial needs, Lansell & Rose can help by offering reliable, tailored made packages. By assessing your unique situation and understanding your goals, Lansell & Rose provide comprehensive, expert advice on:
- Incorporation - Consultation and practical guidance on individual benefits of becoming a limited company – Accounting – Preparation and organization of annual accounts - Financial Planning - Reporting - Tax advice - Professional recommendations on personal pensions; SIPPs, retirement, income and other protection – Tax Planning – Corporation and income tax minimization, inheritance and capital gains tax planning

Client of Lansell & Rose, Dr Konsy Voon, Restorative and Dental Implant Surgeon, said: “I have found Lansell & Rose to be very approachable, informative, proactive and their finger on the pulse of any financial condition on a weekly basis. They deal with matters in minutes that would take me days - I have already taken advice that will make my tax bill for next year”.

For more information please visit www.lansellandrose.co.uk or call Lansell & Rose on 020 7375 9335

Upgrade to the healthier side of whitening and stop bleaching before it starts.

The best professional whitening technology for brighter white teeth is the everyday use of Beverly Hills Formula from Purity Laboratories, because the range offers a unique combination of anti-bacterial agents, whitening and anti-oxidants, without any sensitivity or a risk to the whitening teeth and aims to provide innovative, high quality, niche products in the oral hygiene market. According to another BBC research study 40-50% of adults across the world suffer from gum disease, making this the most common dental problem. The S.O.S. Gold List Lauryl Sulphate free whitening toothpaste uses an alternative mild action detergent to help clean teeth and mouth, plus Zinc Ions to ensure fresh breath for up to 16 hours. Peroxyl, Panthenol, vitamin E, Folic Acid and Zinc Ions nourish and heal the gums, whilst the Tylimol and higher fluoride level of 1450 ppm helps to strengthen, remineralise and harden tooth enamel for cavity prevention. A healthy mouth means a healthy body. The result: whitening results and your dentist will never see stains.

www.beverlyhillsformula.com
For more information please call John Jessop of Blackwell Supplies on 020 7244 1457 or email john.jesshop@blackwellsupplies.co.uk

DENTSPY listens to Professor Steele

Practitioners have always shared the belief that prevention is better than cure, and with Professor Steele’s recent report, this belief is further reinforced. DENTSPY has listened to Professor Steele’s recommendations and are pleased to offer a range of products that make preventive procedures simpler for the practitioner and more comfortable for patients. Dental Phobia is a surprisingly common, yet usually completely unbound condition. Some sufferers cope by avoiding the dentist altogether and making their oral health, and many do not realize that their condition is not only treatable, but is also very manageable. To help combat this fear, specialist websites have been developed and modified shading system and unique features have been designed to provide patients with less scary, yet up-to-date information on accepting and dealing with the condition.

Currently the highest rated site on google.co.uk for the key phrase “Dental Phobia,” the website offers features including patient case studies, Q and A boards for discussion and detailed explanations of the most common dental procedures.

DentalPhobia.co.uk also offers patients an extensive directory of Dental Phobia Certified Practitioners across the UK. Promoting the fact that a practice is understanding, and offers a tailored service for nervous patients will not only improve all patient-practitioner relationships, but also encourage nervous patients to face up to their oral health, and help them conquer their fears.

For more information about DENTSPY’s New Certification or to find out how to qualify for placement on the dental phobia directory, visit www.dentalphobia.co.uk

THE NEW Ceram•X duo – what is new?

The enhanced benefits of the modified Ceram•X duo+ has resulted in better consistency that is less sticky with higher mechanical characteristics. It has been further developed through modified novel filling formulas with significantly improved handling and polishing characteristics. Ceram•X duo+ has an exceptionally soft consistency that is easy to work and long-term gloss finish of external shades.

FREE TRIAL of Ceram•X duo+ – for a limited time, DENTSPY is offering a sample* of the NEW and IMPROVED Ceram•X duo+ to the first 50 respondents, absolutely FREE! Simply email us with your name, practice address (including postcode) and the name of the publication in which you read about this offer. Email: enquiry@dentspy.co.uk

* available only while stocks last, one sample per practice.
Kemdent values the expertise of its customers

Kemdent is currently funding a project to carry out extensive investigations into Diamond GC’s Dental materials, with the support of University of Leeds and Bristol Dental School. But help is at hand! The team behind the most successful and wide-ranging US patent referral network is now working with UK practices to boost their patient base and increase on referrals. Kemdent’s Sutton practice system has been designed by a dentist and his team with 30 years’ experience in providing solutions which enable practices to maximise cashflow and profitability.

The benefits to dentists are self-evident. The plain fact is, it’s easier to make referrals at a time when your patients have questions, and practices are marketed directly to these patients.

Dentists seeking to improve their practice’s cashflow and profitability, while offering cost-effective treatment to their patients, should contact a dental network provider like Munro Sutton and discuss their options. It may leave you laughing all the way to the bank!

For more information please call BDR 224 3558 or visit www.munrosutton.co.uk

Salve Selling Shortages

The New Year is a time when staff can often look for a new career and new opportunities. However, if you run a practice then that can make January a challenging time. In particular, the New Year is a time when staff can often look for a new career and new opportunities. However, if you run a practice then that can make January a challenging time.

For more information about the benefits of NobelGuide™ or to find the next NobelGuide™ seminar please call Free phone 0800 299 454 or visit www.nobelbiocare.com

Perfecting Your Practice

For more information or to sign up for the Smile-on newsletter email info@smile-on.com or visit www.smile-on.com

The Smile-on Newsletter

The Smile-on newsletter will also advise on upcoming webinars. A breakthrough in education, a webinar is an interactive online tutorial from some of the most highly regarded dental professionals in their field.

Registered users on the Smile-on website can also track their CPD and explore the vast array of educational and training resources from Smile-on.

Smile-on is dedicated to the dental industry by promoting excellent patient care and career satisfaction through education and training. The expert team from Smile-on are also on hand to offer guidance on the learning material to busy professionals who can meet their industry obligations, build their CPD and advance their skills within dentistry.

For more information or to sign up for the Smile-on newsletter email info@smile-on.com or visit www.smile-on.com

A new weapon in the battle against bio-contamination of DUWLs

Novusite has launched a groundbreaking new water-based DUWL Disinfectant. Disinfectant to deliver a safe, effective and economic solution for inhibiting bio-contamination of waterlines.

Some existing solutions are known to damage equipment, many are expensive, and HTM 01-05 states that, “No currently available single method, nor any combination of methods, can completely eliminate bio-contamination of DUWLs or exclude the risk of cross infection.” (8.80)

The Content abusing DUWL disinfectant effectively stops water-born biofilm to achieve long term reduction and eradication of contamination so a weekly maintenance treatment is all that’s needed to maintain high levels of disinfection, making it very cost-effective.

With HTM 01-05 highlighting the limitations of alcohol based solutions, Content is rapidly becoming the alcohol-free disinfectant of choice and the new Dental Unit Water Line Disinfectant completes a highly successful range that includes spray, swabs, liquid soap and humid skin cleansing, together with antimicrobial mouthwashes.

For more information please call Nuovite on 01453 872266, email info@smuovite.com or visit www.novusite.co.uk

Noblesse to launch a range of recorded and live on-line training sessions and resources, as well as PracticeWorks is dedicated to the best service, and presents dentists with a network provider like Munro Sutton and discuss their options. It may leave you laughing all the way to the bank!

For more information please call 0116 284 7880.

The completed evaluation forms will provide a valuable contribution to the project so Kemdent is offering an added incentive. Completed evaluation forms will be entered into a monthly prize draw with a chance to win £100.00 of IT & I.5 vouchers.

Diamond Rapid Set Capsules are packed in individual, easy to access foil Diamond Capsule packs of 1, 2 and 5 abutments for additional strength. Diamond’s easy snap set creates a waterproof resistance to moisture and saliva which prevents any expansion of the restoration, providing a more reliable seal to the caries wall.

For further information or to place orders call Jackie or Helen on 01793 770256 or visit our website www.kemdent.co.uk

Feb 1st is the deadline for entry to the Smile-on’s ‘Passport to THRIVE’ competition.

For more information please call 01482 862084 or www.carepro.co.uk

In the original colour and finish of the acrylic resin.

If you haven’t received your ‘Passport to THRIVE’ give Software of Excellence a call on 0845 345 7676 or visit www.carepro.co.uk and we’ll send one out straight away. Hurry, offers end 31st March 2010!

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