Denti-Brush® Interproximal Introductory Offer

Denti-Brush Interproximal brushes are an extremely effective way of removing plaque and food particles from interdental spaces.

The main benefit is that each brush has a flexible handle and brush to increase control and access to difficult areas. Unlike other brushes, the tip has been specially designed with a unique pivot technology enabling it to bend easily and minimise potential breakage.

Denti-Brush is available in 4 sizes in packs of 6 brushes. Each brush has its own hygienic protective cap making it ideal for travel as well as at home.

To find out more about the promotions we are running this month to receive further information and samples please call 0208 426 5558 or visit our website www.periproducts.co.uk.

PDT Periodontal Hand Scaling Instruments

Introducing the future of Periodontal Instruments - PDT instruments are sharper, lighter, and better, offering you the best in hand scaling instrument design. PDT instruments are 100% USA made, including their cryogenically treated 440A stainless steel; guaranteed harder, sharper and tougher, it will hold its edge 4-7 times longer than other steels may. PDT not only offers the best in tip quality, but also handle design. PDT’s ultra-light, ultra large solid resin handle gives you the greatest tactile sensitivity you may ever experience, and the exclusive extended knurling pattern gives you maximum control for leverage as well as torque, whilst helping to reduce the risk of Carpel Tunnel Syndrome.

Please contact us on 01555 065512 or go online at www.swallowdental.co.uk for this quarter’s Special Offers.

Promote Optimum Oral Care with Curaprox

The extensive Curaprox range is bolstered by the return of Curasept gel. Containing 0.5% of the potent antimicrobrial chlorhexidine (CHX), the gel is easy to use with no patient compliance issues. Apply directly to the periodontal pocket, or let the patient do so using a cotton bud or interdental brush. Also available is Curaprox mouthwash, which like the gel is alcohol-free, putting patient minds at ease about the reported link between alcohol-mouthwashes and oral cancer.

Your patients will thank you for suggesting Dry Mouth Gel from GC UK.

For further information please call GC UK on 01908 218999.

A brush with glory

Philips revealed as biggest ever healthcare winner in prestigious Product Design Awards

Philips Electronics, the innovators of landmark innovations such as the Sonicare toothbrush, have had their design prowess internationally recognised. The Company which created a new oral health category with the introduction of the technologically advanced sonic toothbrush, has won eight healthcare awards in the highly prestigious iF product design competition 2009, making it the biggest ever category winner in iF’s history.

The iF awards recognise high quality design across a range of criteria including degree of innovativeness, functionality, workmanship, design quality and ergonomics. This year 2,808 products from 1,025 designations worldwide competed for one of the coveted awards, which will be presented at a ceremony in March. Of these a total of 802 product awards were selected. Philips Design was honored with 22 iF awards, seven of which were in the category of health and personal care.

Information on all Philips iF award winning products can be found at: www.design.philips.com. More information about Philips’ design classic, the Sonicare, can be found at www.sonicare.com.

Comfort and Relief from GC UK

Dry Mouth Gel from GC UK is a unique, sugar-free product that has been specifically developed to help relieve dry mouths, as the name suggests. With a unique neutral pH (unlike more acidic competitor products) it provides ultimate patient comfort combined with an immediate soothing effect.

Dry Mouth Gel is transparent, so is not visible and is provided in a compact tube that will easily fit into a pocket or handbag, allowing it to be used whenever it’s needed.

Unlike other saliva substitutes, Dry Mouth Gel has a neutral pH, effective symptomatic relief will be provided immediately, whilst at the same time the oral pH will be preserved within the safe range to help prevent demineralisation of the tooth structure.

Evidence from dental wholesalers points to the fact that interdental brush sales account for 40% of oral health product sales in dental practices. Sunstar GUM’s highly acclaimed interdental brush range – The Trav-ler has already achieved market leading status in the United States, which places a high value good oral hygiene products. Now the Trav-ler range has been made even more attractive for UK patients with the news that it can be retailed for £2.99 (reduced from £3.15) for 10 brushes, which compares extremely favourably with other brands.

Sunstar is working with dental wholesalers including Dental Shop to distribute the GUM® range. Please visit www.dentalshopwholesale.com or call 01677 424 446. For more information please visit www.sunstargum.co.uk.

New Curasept Mouthwash with Anti Discolouration System!

The new Curasept mouthwash, available from the Dental Directory has all the efficacy of a CHX product, but now with clinically proven patient compliance!

Patients prefer using a chlorhexidine mouthwash with ADS (anti discolouration system) rather than chlorhexidine mouthwashes without its official!

The extensive Curaprox range is also available from The Dental Directory and includes a daily CHX rinse, a daily CHX toothpaste, a higher potency rinse for specific short term use, and the welcome return of the 0.5% gel for topical application of chlorhexidine.

ADS205 is the only non-staining daily fluoride (0.05%) and CHX (0.05%) rinse on the market. ADS220 is a rinse for

Gum sensitive and price sensitive

How can dental practices compete with the credit crunch?

Cervitec Plus and Cervitec® Gel – a strong pair

Cervitec® Plus and Cervitec® Gel are two new chlorhexidine-containing preparations from Ivoclar Vivadent. Cervitec Plus and Cervitec® Gel have had their design

The varnish base of Cervitec Plus has been modified. Therefore, tooth surfaces are wetted from saliva, whilst also boosting the saliva’s anti-bactericidal action. Enzycol is great in early stage caries.

The 4 awards recognise high quality design across a range of criteria including degree of innovativeness, functionality, workmanship, design quality and ergonomics. This year 2,808 products from 1,025 designations worldwide competed for one of the coveted awards, which will be presented at a ceremony in March. Of these a total of 802 product awards were selected. Philips Design was honored with 22 iF awards, seven of which were in the category of health and personal care.

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short term use that contains a higher potency of CIIH at 0.2%. ADS705 gel toothpaste also with 0.05% CIIH and 0.05% fluoride is perfect for long-term daily use.

For up to the minute prices and to see our latest oral hygiene offers make sure you get a copy of our latest Bighite oral hygiene catalogue. Call 0800 585 586 or view online www.dentaldirectory.co.uk

Oral Relief Gel
Ortho-Care (UK) Ltd. has launched its long awaited and highly requested Oral Relief Gel.

It has been specifically formulated with analgesic properties to relieve pain and help reduce inflammation.

Its antiseptic properties also fight infection in mouth ulcers caused by braces and other fixed appliances. The Gel is pleasant tasting as well as being mild when applied to the affected area.

Great news especially for the younger patient! Oral Relief Gel is available in over the counter display units containing 12 handy sized tubes.

For information call Customer Services on 01274 592017 Email info@orthocare.co.uk or visit the website www.orthocare.co.uk

Get Britain Brushing!
National Smile Month provides a great opportunity for practices nationwide to get Britain brushing. The slogan for this year’s campaign ‘Look After Yourself – Brush for Health’, builds on the success of last year’s campaign (which incidentally was the most successful ever) by increasing awareness of the link between oral and systemic health. One company that particularly welcomes the start of National Smile Month is P&G Professional Oral Health (Oral-B) who is once again sponsoring the campaign.

Smile Month will run from 17 May to 16 June. During the run up to the event the BDHF will be mailing out promotional packs giving practical advice on how practices might optimise awareness of oral health during this period. Included in this pack will be a fax order form offering complimentary educational material from P&G Professional Oral Health.

Dental Tribune
Industry News

Proxty
Gentle removal of dental plaque

The systematic professional cleaning and polishing of teeth and restoration surfaces is a basic measure for preventing caries and periodontal disease. The Proxty prophylaxis paste cleans effectively, yet gently. The pastes do not wear the tooth structure unnecessarily or roughen the surfaces of restorations. Three Proxty choices are available to suit different requirements:

- Proxty blue (coarse RDA 85)
  For the removal of plaque and light stains
- Proxty green (medium RDA 56)
  For the removal of plaque
- Proxty pink (fine RDA 7)
  For polishing

Advantages
- Three levels of abrasion: fine, medium, coarse
- Contains xylitol and fluoride
- No splattering

Call 0116 2847888 now, or speak to your local Ivoclar Vivadent Product Specialist for your gift sample of Proxty. While stocks last, one per surgery.

Talking Points in Dentistry 2009 set to be a bigger success!

GlaxoSmithKline Consumer Healthcare’s (GSK) Talking Points in Dentistry seminars are booking up fast with three venues already full and others nearing capacity.

Diamond Capsules are ideal for class I and II restorations, build up fillings and linings, core build up and retrograde root fillings.

Pack of 40 Vizilite Plus™ £022.78 plus VAT Pack of 20 Vizilite Plus™ £560.55 plus VAT

For more information, please contact Panadent 01600 81 1788 or visit www.panadent.net

Septodont
On October 1st 2008 Septodont, the world leaders in dental pharmaceuticals, were proud to announce a new dimer composite which is the first breakthrough in dental resin technology for 50 years.

N’Durancem relies on a brand new chemistry: a proprietary monomer based on dimer acid technology (DDCDMA) combined with an innovative mix of molecules currently used in dental material which helps deliver naturally aesthetic-looking anterior and posterior restorations that endure.

The polymerisation mechanism of this new resin mix includes an intermediate state called “Phase Separation” which results in low shrinkage of the composite material and less stress on the tooth restoration interface.

For more information on N’Durance™ or to order a catalogue for all of Septodont products please take a look at our website www.septodont.co.uk or call 0800 45 15 15

Vizilite PlusTM Screening Test for Oral cancer

Vizilite Plus™ is a simple technology to assist in the early detection of oral abnormalities including premalignant lesions and oral cancer.

The Best Working Distance and Magnification With Hogies Loupes

The latest in the Hogies range, MaximEye Loupes are fitted with lenses designed for precise and accurate viewing of the treatment site.

The wearer can achieve the most comfortable posture throughout even the most demanding and time-consuming procedures, with a working distance that rises in increments of 50mm from 550mm to 500mm. The unique MaximEye frame design reduces the weight of the loupes on the wearer’s nose by 70%, while the multi-adjustment feature lets the wearer adjust the Loupes to suit individual requirements.

Vizilite PlusTM comprises of a chemiluminescent light source (Vizilite) to improve the identification of lesions and a blue photodynamic dye (TBuP) to mark those lesions identified by Vizilite. Carried out as part of a general check up, Vizilite Plus™ is a simple, low cost, pain free and 100% sensitive-test that can help save lives or give Patients peace of mind.

Blackwell Supplies is helping dental professionals enjoy the benefits of high quality lenses, magnification and comfort with Hogies Loupes.

Pack of 40 Vizilite Plus™ £022.78 plus VAT Pack of 20 Vizilite Plus™ £560.55 plus VAT

For more information, please contact Panadent 01600 81 1788 or visit www.panadent.net

Septodont
Comprehensive Specialist Services from Cohen Cramer and The ASPD

Established Solicitors Howard Cohen & Co. has merged with another leading Leeds firm, Cranmer Richards, to form Cohen Cramer. As an ASPD member (Association of Specialist Providers to Dentists), Cohen Cramer will continue to provide a comprehensive list of specialist services.

The splendid new Leeds City Centre premises will house an expanded Dental Division. With a barrister previously of the British Dental Association’s legal team, a dedicated commercial lawyer and an experienced property lawyer, Cohen Cramer assists in key areas including:

- Associate and Hygienist Contracts
- Employment Contracts
- Expense Sharing and Partnership Agreements
- Disputes
- Employment Tribunals
- Limited Company Ownership
- Shareholder and Partnership Agreements
- Development of Practice Premises
- Planning Law
- Specialist Commercial Property Advice

ASPD members provide proven services to the dental profession. Call the ASPD today or visit the website for further information on a list of service providers.

For more information on the ASPD call 0800 458 6775 or visit www.asdp.co.uk.

After Sales of CEREC

Once you have taken the decision to purchase a state of the art CEREC CAD/CAM system from Sirona, you will be pleased to learn that this will not be the end of your relationship with Sirona.

In fact, Sirona pride themselves on their after sales service. They will be in touch on a regular basis to ensure that you are completely satisfied with your revolutionary piece of equipment and to help you with training, practice integration and ongoing development of the software system.

Aimed at providing the ultimate support, Sirona run regular ongoing courses for those who have purchased a CEREC CAD/CAM.

To further help you market your CEREC CAD/CAM to your database of patients, Sirona provide glossy waiting room posters, patient literature as well as a sample introductory letter for you to mail directly to your patients.

For further information please contact Sirona Dental Systems on 0845 071 5040 or e-mail info@sironadental.co.uk.

Southend’s First Velopex Colour Dental Laser

Southend – on Sea’s first Velopex Colour Dental Laser has been installed at The Parma Dental Practice in Southchurch Road in the Town.

This well established Father- Son based practice now offers all patients the availability of the latest laser treatments as well as the high quality dentistry previously offered. The colour laser was bought as an upgrade from the Velopex Classic Laser previously owned. Dr Niles Parmer commented: “We use the laser a lot and this model is much more compact and easy to use than the other one we had”

The Velopex Diode Laser contains two lasers: an 10 Watt Gallium Aluminium Arsenate (GaAlAs) diode laser and a small laser pointer. The GaAlAs laser is ideal for soft tissue (gum) work – as it does not interact with teeth or bone. It is particularly indicated for both periodontal work – where it can sterilise the pocket killing the bacteria.

Mark Chapman MediVence Instruments Ltd Barretts Green Road LONDON NW10 7AP Tel 07754 048877

Dentsply

Mr SmartCem™ loves working with his indirect restorative team as he knows they always do a brilliant job together in preparing the final tooth, to ensure the final restoration fits perfectly. When it comes to cementing the final restoration, the reliably strong Sirona joins dental care with high expectations from their patients.

Preparation with Miss Hi-Di®, diamond burs “Diamonds are a Bar’s Best Friend”

Impression Taking with Mr Aquasil Ultra “Always makes a Great Impression”

Temporary/Provisional Restorations with Mrs Integrity™ “Looks that Last”

Restorative Hand Instruments with Mr Artio™ “Tools for a True Artist”

Permanent Gmentation with Mr SmartCem™ “Strength in Simplicity”

For more information, please contact your local DENTSPLY Product Specialist on: +44 (0) 1895 452 921 or send me an email at:<dentsply@genusinteriors.co.uk>

Scientific Dental Solutions!

Nobel Biocare, the world leader in innovative restorative and aesthetic dental solutions, has an outstanding range of effective, easy to use implants that are scientifically proven to be safe and effective.

Offering high initial stability for all indications and in cases of immediate extraction & implant placement, NobelReplace™ is tapered is the most widely used implant in the world. Completely colour coded and excellent for narrow spaces between remaining roots. NobelReplace™ offers:

- Step-by-step drilling protocol for predictable surgical procedures
- Internal tri-channel connection for accurate and secure prosthetic restorations
- Implant design that mimics the shape of a natural tooth
- Prosthetic flexibility with standard and individualised zirconia and titanium abutments
- Individualised level partial and full-arch bridges in zirconia and titanium

The specialists at Nobel Biocare have created their vast range of unique Tapered implants to provide an easy to use solution for a completely natural effect and to offer dental professionals reliability and quality every time.

For more information visit www.nobelbiocare.com or call: +44 (0) 1895 552 921

Open the Door To Your Dream Practice With Genus

When it comes to Design and Build, Genus provides a world-class service. The team uses the latest Computer Aided Design and 3D rendering software to produce designs that meet the dentist’s unique vision and comply with the latest industry guidelines.

Genus understands that location has a huge bearing on success, and will aid the dentist in finding the most suitable site. When construction begins, a dedicated expert will oversee the project on the dentist’s behalf, ensuring that everything runs smoothly within the agreed budget and timescale. The dentist always feels in control because there is always a clear and accountable point of contact.

No practice is ever complete without the latest equipment, because Genus are not tied to any particular manufacturer, if required, they can give dentists impartial advice to help ensure that practices are fitted with precisely the right equipment for their needs.

For more information please call Genus on 01582 840 484 or email info@genusgroup.co.uk, www.genusinteriors.co.uk

A False Sense of Security is no Defence

It should not come as a shock to be selected for tax investigation, since the Inland Revenue selects cases at random. By specifically targeting sole traders, partnerships and limited companies, the Inland Revenue has managed to increase its tax yield.

So, instead of thinking that there is no reason why they should be investigated, dentists need to realise that there is no reason why they shouldn’t.

The PFP policy range includes TaxMaster Protection, in

UCL Eastman Dental Institute launches Clinical Doctorates

The Eastman is delighted to announce the launch of the DDenT (Paediatric Dentistry) qualification which is the first clinical doctorate programme in this specialist area in the UK.

On completion of this programme of study, graduates should have the qualities and transferable skills necessary for specialist employment. Essential aims and objectives of the programme include the following:

1) Graduates should be able to present a portfolio of practical work of sufficient complexity to demonstrate their decision making ability and evidence of innovation in tackling and solving clinical problems.

2) Graduates should be able to demonstrate their commitment to clinical governance and raising standards through submission of a clinical audit report.

3) Graduates should have created or interpreted new knowledge through original research which is of sufficient quality to satisfy peer review, extend the forefront of the discipline, and merit publication.

For further information, please contact Dr Paul Ashley, Programme Director and Senior Lecturer/Hon Consultant in Paediatric Dentistry, at pash@eastman.ucl.ac.uk or Marianne Dang, Admissions Officer, on +44 (0) 20 7915 1092 or at academic@eastman.ucl.ac.uk.

Meet The Challenge Of Clinical Governance With Smile-on

Smile-on has the tools you need to comply with the Health Care Commission’s standards. The Clinical Governance programme has been designed to correspond with the standards identified in Standards for Better Health (Department of Health, 2004).

Once again, Smile-on has answered the call for a flexible and involving learning solution. The combination of an introductory seminar, comprehensive workbook and 90-minute CD-ROM and/or online course, enables dental practitioners to comply fully with the clinical governance agenda. Using the proven Plan-Do-Study-Act strategy, the programme helps dental teams to:

- Improve patient experience and satisfaction
- Reduce the scope for error
- Promote evidence-based care
- Encourage the involvement of the whole team
- Facilitate compliance with industry requirements

For more information please contact kaVo on 01484 735 090, email: sales@kaVo.com or visit www.kavo.com

Practice Plan

Practice Plan Limited is celebrating after being named an outstanding’ company to work for.

The company was recently awarded two star accreditation for its float of 150 practices in place engagement specialists, who are also aligned with the Sunday Times list of 100 Best Companies to Work For.

Practice Plan was established in 1995. Since then, the business has grown to become the UK’s leading provider of independent dental plans, employing around 70 people and the star accreditation reflects the company’s commitment to their customers and each other.

One of Best Companies principles is to ‘care about what you do, how you do it and who you do it for’ and being accredited with such a prestigious title demonstrates a company’s ability to excel throughout the workplace, recognising the importance of, and investing in its most important assets, the people that make the business.

This is certainly reflected through Practice Plan’s mission statement ‘we care passionately’.

If you would like to know more about Practice Plan please call 01619 684175 or email info@practiceplan.co.uk.

“More time and less mess”!

Melanie Prebble, a dental hygienist and team member of Smile-on, strongly recommends the benefits of Waterpik® Dental Water Jet to her patients.

“Convenient and cordless, the massaging sensation makes the Waterpik® a great addition for anyone aiming for perfect oral hygiene. It’s great and simple to flush out around braces, bridges, implants or even deep pockets.”

Along with your recommended oral hygiene regime, the Waterpik® helps prevent gum inflammation and your mouth feels cleaner and fresher for longer. The Waterpik® is also very mobile so you don’t have to give up that super fresh feeling when you travel. If you have specific periodontal problems the additional advantage of flushing with a medicated rinse is one of the many advantages of adding the Waterpik® to your dental health routine”.

Waterpik® Dental Water Jets are now widely available in Boots stores or speak to your dental wholesaler for your professional courtesy discount. For more information visit www.waterpik.co.uk.

Aquacut Fluido Abrasion unit in Tanzania

Mwanza, in Tanzania, is now firmly on the map as far as Fluid Abrasion is concerned! Velopex have provided an Aquacut Quatro which has been installed at the busy Bridge2Aid Hope Dental Centre in Mwanza.

Dr Ian Wilson commented: “The Velopex Aquacut “Qua- tro” allows us to provide new opportunities in restorative treatments and stain removal. The way that this unit can remove stain is just mind blowing! See before and after pictures!”. The Velopex Aquacut Quatro contains two chambers, which can accommodate any combination of the 3 Cleaning, Abrasion and Polish media. The 3D Abrasion powder allows the clinician to utilise hard tissue (Composite, enamel and dentine) creating a relatively rough surface – which is ideal for the latest bonding and restorative materials. The 2D Polish powder gives the clinician a much smoother cut for finer work. For Cleaning, the Bi-carbonate of Soda allows smoking stains to be removed as well as carious dentine.

For more information or to ask any questions, please con- tact: Mark Chapman, Medivance Instruments Ltd Barretts Green Road LONDON NW10 7AP Tel 07754 044877

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