Denti-Brush® Interproximal With Interproximal

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.

www.periproducts.co.uk
0208 426 5538 or visit our website

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 can ever experience, and the exclusive extended knurling pattern gives you maximum control for lever- age 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-mouthwash 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 218 999.

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 history.

The iF awards recognise the future of Pe- riodontal 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 can 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.

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 substitu- tes, 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.

Gum sensitive and price sensitive

How can dental practices compete with the credit crunch?

Evidence from dental wholesalers suggests that interdental brush sales account for 40% of oral health product sales in dental prac- tices. 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 by 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.den talshopwholesale.co.uk or call 01677 424 446. For more information please contact us on 01535 656312 or go online at www.den tal.co.uk

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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 sys- tem) 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. ADS202 is a rinse for...
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.

**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

**Industry News**

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

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

**Proxty**

Gentle removal of bacterial 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 284 7880 now, or speak to your local Ivoclar Vivadent Product Specialist for your gift sample of Proxty. While stocks last, one per surgery.

**Special offer plus a free gift with Diamond Capsules**

Diamond Rapid set GIC capsules are proving to be very popular with dentists because they save time, without the need to hand mix!

Before the end of March; buy one Diamond Capsule value pack (80 capsules) for £72.00 saving you £18.00 on the normal selling price of £90.00.

Or buy 2 value packs for £144.00 plus a free box of PractiSafe wipes.

Diamond Capsules have a fast working time of 155 seconds with a waterproof snap set, making them ideal for a busy practice.

**Vizilite Plus™ 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.

Vizilite Plus™ comprises of a chemiluminescent light source (Vizilite) to improve the identification of lesions and a blue phototherapy dye (TBlue) 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.

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**The Best Working Distance and Magnification With Hogies Loupes**

Blackwell Supplies is helping dental professionals enjoy the benefits of high quality lenses, magnification and comfort with Hogies Loupes. Hogies range, MaxiEyes 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 MaxiEyes frame design reduces the weight of the loupe on the wearer’s nose by 70%, while the multi-adjustment feature lets the wearer adjust the Loupes to suit individual requirements.

Also, the established Hogies MiniScope Loupes are available with 2.5x or 3x magnification. Features include a lightweight frame that is easily adjustable, and the best patient care is made easier due to the uninterrupted field of vision, working distance of 420mm and depth of field.

For more information please call John Jesshop of Blackwell Supplies on 020 7224 1457 or fax 020 7224 1454.

**Vizilite Plus™**

**0222.78 plus VAT**

**Pack of 20**

**Vizilite Plus™** £590.55 plus VAT

For more information, please contact Panadent 01582 459122 or visit our website www.panadent.net.

**Septodont**

On October 1st 2009 Septodont, the world leaders in dental pharmaceuticals, were proud to announce a nano dimer composite which is the first breakthrough in dental resin technology for 50 years.

N’Durance™ 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 a 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 45155.
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
- Expenditure 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 in-depth articles and a list of service providers.

For more information on the ASPD call 0800 458 6773 or visit www.aspd.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 on-going 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 Parmar 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 Nilesh 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
Medivance Instruments Ltd
Barretts Green Road
LONDON
NW10 7AP
Tel 07754 044877

Dentsply

Mr SmartGem™ 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 Mr SmartGem2 uses his smart thinking and quick action to stick the crown in place. Mr SmartGem2 is so smooth, he turns to gel when setting to make the clean-up really easy. Give him a go!

DENTSPLY’s indirect restorative team understand that crowns & bridge restorations are amongst the most demanding procedures carried out by a dentist, with high expectations from their patients.

Preparation with Miss Hi-Di®, diamond burs “Diamonds are a Girl’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 SmartGem™2 “Strength in Simplicity”

For more information, please contact your local DENTSPLY Product Specialist on: 0800 665255 or visit our website: www.dentsply.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™ Tapered is the most widely used implant in the world. Completely colour coded and excellent for narrow spaces between remaining roots, NobelPlace™ 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 flexibilily with standard and individualised zirconia and titanium abutments
- Individualised frameworks of 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 452 921

Customer service champion joins dental industry

Dental Services Direct, one of the UK’s fastest growing dental equipment supply, service and repair companies, have recently announced the appointment of new Managing Director Darren Cornish.

Darren (38) joins the business from Norwich Union (Aviva) where he was Director of Customer Experience, with a responsibility for 1000 staff, serving nearly 6 million customers. He is a highly regarded customer service champion.

Darren would love to hear from customers thinking about new equipment or with equipment in need of repair. He is also keen to speak to new suppliers.

“I would be delighted for anyone to pick up the phone and give me a call on 07929 517087, or send me an email at dcorp@dentalservicedirect.co.m. These are challenging times but with a great team behind me I feel confident of meeting that challenge.”

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 840484 or emailinfo@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 many 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

Dental Tribune United Kingdom Edition · March 16–22, 2009
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, graduates should have the qualities and transferrable 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 enables the graduate 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 paul.ashley, extn. ucl.ac.uk or Marianne Dang, Admissions Officer, on +44 (0) 207915 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 practices 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

With the Clinical Governance Performance Management tool, practices can upload their progress so that PCTs can quickly and easily identify what has been achieved, and what remains to be done.

For more information please call Smile-on on 0207 400 8989 or email info@smile-on.com, www.smile-on.com

“More time and less mess!”

Melanie Prebble, a dental hygienist and team member of Smile-on Dental Studios 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 motivating as you have to give up that super fresh feeling when you travel. If you have specific periodontal problems the additional advantage of