Denti-Brush® Interproximal
With Curaprox

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.

PDT Periodontal Hand Scaling Instruments

Introducing the future of Pe- riodontal Instruments - PDT in- struments are sharper, lighter, and better, offering you the best in hand scaling instrument de- sign. PDT instruments are 100% USA made, including their cryo- genically 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 resi- hard gives you the greatest tactile light, ultra large solid resin han- sharper and tougher, it will hold steel; guaranteed harder, USA made, including their cryo- sign. PDT instruments are 100%

Gum sensitive and price sensitive

How can dental practices compete with the credit crunch?

Evidence from dental wholesalers suggests that interdental brush sales ac- count for 40% of oral health product sales in dental prac- tices. Sunstar GUM’s highly acclaimed interdental brush range - The Trav-ler - has al- ready 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.den- talshopwholesale.com or call 01677 424 446. For more infor- mation on all Philips iF awards, which will be pre- sented at a ceremony in March. Of these a total of 802 product contestants in 59 countries competed for one of the coveted awards, which will be pre- sented 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 ever healthcare winner in pres- ence of landmark innova- tors, Dry Mouth Gel has a neu- tral 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.

Dry Mouth Gel is transpar- ent, so is not visible and is pro- vided in a compact tube that will easily fit into a pocket or hand- bag, allowing it to be used whenever it’s needed.

Unlike other saliva substi- tutes, Dry Mouth Gel has a neu- tral pH, effective symptomatic relief will be provided immedi- ately, whilst at the same time the oral pH will be preserved within the safe range to help prevent demineralisation of the tooth structure.

Cervitec® Plus and Cervitec® Gel – a strong pair

Cervitec Plus and Cervitec Gel significantly contribute to keeping teeth, crown and bridge work and implants in good condition for a long time.

Call 0166 284 7880 now, or speak to your local Ivoclar Vi- vadent Product Specialist for your gift sample of Cervitec Gel. While stocks last, one per surgery.

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 com- pliance!

Patients prefer using a chlorhexidine mouthwash with ADS (anti discolouration sys- tem) rather than chlorhexidine mouthwashes without – its offi- cial!

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. ADS20 is a rinse for

Cervitec Gel is easy to use with no patient ag- e as well as torque, whilst also boosting the varnish is improved. This pro- motes the formation of a depot.

The heightened moisture tolerance of the new varnish system simplifies its applica- tion. One thin coat of the var- nish is selectively applied to sus- ceptible tooth surfaces or along crown margins or im- plants. The two new delivery forms –

Single periodontitis, perim- plantitis, and denture stomatitis.

In patients who are susceptible to caries, Cervitec Gel enhances the effect of the professionally applied Cervitec Plus varnish. The oral healthcare gel can be applied in the dental practice or at home.

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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 and reduce inflammation.

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 Nation 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.

Proxyl
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 Proxyl prophylaxis pastes clean effectively, yet gently. The pastes do not wear the tooth structure unnecessarily or roughen the surfaces of restorations.

Three Proxyl choices are available to suit different requirements:

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

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

Call 0161 2847888 now, or speak to your local Ivoclar Vivadent Professional Specialist for your gift sample of Proxyl. 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 £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™ comprises of a chemiluminescent light source (Vizilite) to improve the identification of lesions and a blue photodynamic 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.

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.

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 the Hogies range.

The latest in the Hogies range, MaxiMymes 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 MaxiMymes frame design reduces the weight of the loupes on the wearer’s neck by 70%, while the multi-adjustable 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.

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.

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.

N’Durance™ is available in Capsule or Syringe presentation and can be used with all existing bonding material.

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 0049 45 1555.
Comprehensive Specialist Services From Cohen Cramer And The ASPD

Established Solicitors Howard Cohen & Co. has merged with another leading Leeds firm, Cramer 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
- Expenses 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 and a list of service providers.

For more information on the ASPD call 0800 458 6775 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 practitioners 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 lasers 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 point. 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 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 Mr SmartCem2 uses his smart thinking and quick action to smoke the crown in place. Mr SmartCem2 is so smooth, he turns to gel when setting to make the clean-up really easy. Give him a go!

DENTSPLY’sIndirectRestorative Team understand that crown & 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 Cementsation with Mr SmartCem™ “Strength in Simplicity”

For more information, please contact your local DENTSPLY Product Specialist on: +44 (0) 1895 452 921 or visit our website: www.dentsply.co.uk.

Scientific Dental Solutions!

Novel 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, 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 or pre-fixtureed 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 aesthetic dental solutions, restorative professionals reliability and quality every time.

For more information visit www.nobelbiocare.com or call: +44 (0) 1805 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 (58) joins the business from a major Leeds dental practice where he was Director of Customer Experience, with a responsibility for 1900 staff, serving nearly 6 million customers. He is a highly regarded conference speaker and has addressed audiences of thousands at various worldwide customer experience seminars.

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 dcornish@dessdirect.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 Genius

When it comes to Design and Build, Genius 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.

Genius 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 completed without the latest equipment, because Genius 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 Genius on 01582 840484 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 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 includes TaxMaster Protection, in
Meet The Challenge Of Clinical Governance With Smile-on

Smile-on has the tools you need to comply with the HealthCare 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, comprehension 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

Aquaduct Quattro fluid abrasion unit in Tanzania

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

Dr Ian Wilson commented: “The Velopex Aquaduct ‘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 good! See the before and after pictures!”

The Velopex Aquaduct Quatro contains two chambers, which can accommodate any combination of the 5 Cleaning and Treating media available. The 51 Treating powder allows the clinician to abrade hard tissue (Composite, enamel and dentine) creating a relatively rough surface – which is ideal for the latest bonding and restorative materials. The 291 Treating powder gives the clinician a much smoother cut for finer work. For Cleaning, the Bio-carbonate of Soda allows smoking stains to be removed as well as carious dentine.

For more information or to ask any questions, please contact Mark Chapman, Medivance Instruments Ltd Barretts Green Road LONDON NW10 7AP Tel 077754 048872