Effective treatment of periodontitis with Dentsply

Periodontitis is one of the most common causes of tooth loss in UK adults. 88% of people with severe periodontal disease at the heart of UK dentistry, Dentsply have the capability of achieving significant improvements in periodontal pathogen counts and plaque index scores, reducing pocket depths by 42% in 12 weeks.

The specially designed applier makes directing the gel into the affected pockets simple and efficient. There is no need for anaesthesia for the patient. The unique formulation bonds to the surface of the tooth, slowly releasing its active ingredients over time.

When used in conjunction with SPX, Dentsply have been shown to:

- Inhibit the periodontal destruction process
- Significantly reduce key periodontal pathogens
- Actively help in the healing process

Indicated for the treatment of moderate to severe chronic adult periodontitis, Dentsply’s cost-effective approach achieves remarkable results. For more information please call John Jephson of Blackwells Supplies On 020 7224 1457, fax 020 7224 1604.

Contact Nobel Biocare on 0208 756 3300, or visit www.nobelbiocare.co.uk

Monroe Sutton - Dental Care in the UK

Dentistry in the UK is becoming more competitive and, as a result dentists are required to be considerably more business-savvy. It’s no longer enough to simply provide treatment to patients; practitioners must also have the range of skills needed to run a successful business.

Frequently overlooked in the healthcare sector, but incredibly important nonetheless, is marketing. As the leading authority on marketing for dentists in the UK, Monroe Sutton can help market your practice in a number of ways. For example:

- Online provider search with over 250,000 hits every month
- Multi-lingual assistance to aid patients in finding the most appropriate treatment provider
- Daily database updates with groups and agents
- Multi-lingual assistance

By enlisting the help of Monroe Sutton you can save yourself time and money by no longer marketing to the wrong audiences.

S4S was delighted to announce on this year’s World Athletic Congress dates for the first ever Brusmunen Awareness Week to be held from the 25th to the 31st October 2010.

As part of the awareness campaign, S4S will be making a donation of £1 to the Hiball 4 Heroes charity for every toothbrush purchased from the start of the awareness week until 31st December. Statistics indicate that a staggering one in two people do not brush their teeth correctly. The Hiball 4 Heroes campaign is an initiative where the person uses a manual or electric toothbrush with toothpaste against the teeth for 2 minutes, and the chemical breakdown of the plaque on the teeth is recorded. The number of times the toothbrush has been used is then recorded against the chemical breakdown of the plaque on the teeth. The person can then see how much plaque remains on the teeth after brushing.

S4S is dedicated to delegates at this year’s event not only with its effective solutions for brushing but also with keeping an eye on the latest technologies, ensuring your patient satisfaction is kept to the highest level.

S4S offers advice on creating a professional yet comfortable brushing experience for your patients.

For more information please call 0208 234 3 518 or visit www.monroesutton.co.uk

Change of address at Nobel Biocare

Nobel Biocare, leader in restorative and aesthetic dental solutions, would like to inform its customers and colleagues of its new contact address:

Steady Park is one of Europe’s most successful business parks - a purpose built facility situated across by an abundance of parks, lakes and gardens.

Nobel Biocare hopes that the office change of location will provide staff with a much more pleasant and productive environment in which to work.

Should you have any queries, please do not hesitate to contact your Sales Representative.

For more information, contact Nobel Biocare on 0208 756 3300 or visit www.nobelbiocare.com

Nobel Biocare - Solutions Guaranteed

It is certain that you will be thinking about how to make your practice more efficient. Improve your operation’s profitability. This is the key to success. What is more, it’s achieved with a high level of service.

Oral hygiene is the key to maintaining long-term health of the patient and income for you. However, everyone knows this but no one seems to be able to achieve this goal. The market is flooded with products that promise to be the one and only solution to all your problems. This is the key to success. What is more, it’s achieved with a high level of service.

Oral hygiene is the key to maintaining long-term health of the patient and income for you. However, everyone knows this but no one seems to be able to achieve this goal. The market is flooded with products that promise to be the one and only solution to all your problems. The best way to achieve this is to provide an individualised service with a wide range of products. The best way is to provide an individualised service with a wide range of products.

Nobel Biocare has a unique design that ensures excellent initial stability, a highly desirable trait in both immediate placement and loaded bone quality situations. Due to the precise internal connection, ‘Nobel ‘Next generation surface, Platform Switch ’ and wide range of abutment options, this is an implant that every user should consider. Nobel Biocare’s is the fastest growing product on the market for GPs. Easy to use and versatile, this implant has a unique non-shape providing increased adaptability and esthetic quality. For more information please call: 0208 756 3300.

S4S announces Brusmunen Awareness Week at IAC 2010

S4S was delighted to announce on this year’s World Athletic Congress to all those who have been following the latest innovation from DENTSPLY.

DENTSPLY is committed to investing in better dentistry, and SDR is a revolutionary new flowable composite that makes placement of posterior restorations simple and efficient.

It’s useful when there’s limited space and a base material that can be bulk-filled up to 4mm, there is no need for conventional layering. It allows for quick and successful placement, especially as it can be cured to a depth of 4mm.

The specially designed compula tip delivery system, makes placement much easier, even with difficult to reach areas of the mouth. “It’s useful when there’s limited space and a base material that can be bulk-filled up to 4mm, there is no need for conventional layering. It allows for quick and successful placement, especially as it can be cured to a depth of 4mm. “The specially designed compula tip delivery system, makes placement much easier, even with difficult to reach areas of the mouth. “It’s useful when there’s limited space and a base material that can be bulk-filled up to 4mm, there is no need for conventional layering. It allows for quick and successful placement, especially as it can be cured to a depth of 4mm.

This is a very good new product. I’ve used flowable composites before but SDR® is much better at adapting and fitting into any cavities as you can ensure complete packing. Also, since SDR® acts as a base material that can be further increment after the initial set, this can save on conventional layering.

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DENTSPLY is committed to investing in better dentistry, and SDR® is a revolutionary new flowable composite that makes placement of posterior restorations simple and efficient.

For more information call +44 (0)208 672 3313 or visit www.dentply.co.uk

EndoCare congratulates Beverly Street on award

The team at EndoCare would like to congratulate Operating Manager, Beverly Street, for being awarded the Business and Professional Services Award for the employed student who has made the best use of studies from Kingston College in London.

Beverly has been studying for a Certificate in Business Administration and started after a time-off job at the safety street branch of the endo-care office. EndoCare is renowned for its referral service in the endodontic world. The surgeons are equipped with the latest technologies, ensuring your patient receives the most effective treatment, and is returned to your surgery quickly, ready for you to take over.

For more information about EndoCare please call 020 7224 0990 or visit www.endocare.co.uk
AADC and BACD brings the world’s best.

Don’t miss out on a unique opportunity, take place on London on the 23rd – 25th of September. Leading international speakers from around the world will be attending ‘Esthetics Meets Anticipation’ Meeting of the American Academy of Cosmetic Dentistry, to be held in association with the British Academy of Cosmetic Dentistry. With world renowned speakers such as Frank Hofer, Dr. Niels Thomsen and Wolfgang Richter, UK dentists have access to an unparalleled resource to enable dental care to the highest standard to be practiced.

The BACD is committed to excellence in cosmetic dentistry and is proud to welcome colleagues from across Europe who share our vision, including:
- Dental University of Park Study Group
- European Society of Cosmetic Dentistry
- German Society of Cosmetic Dentistry
- Swedish Academy of Cosmetic Dentistry

Take advantage of this opportunity to learn from practitioners at the forefront of cosmetic dentistry.

To register on-line, visit www.nasad.com and go to conferences. Be sure to click BACD as your primary academy.

For more information, contact Sue Rowland on 0207 612 4166
Or email info@bacd.com

The Cosmetic Dentistry Guide
Make your voice heard in 2010

With the new year well underway, many patients are looking to improve their smile. Whether you are the sole practitioner or part of a larger practice, you may be looking to enhance the accuracy of your diagnosis and treatment in a variety of clinical applications including: identification, periodontal disease, caries activity and support. The patient simply takes a thin sensor which relays changes in occlusal pressure as they move from initial contact to maximum intercuspal and accurate movements. This data is transmitted, in thousands of a second increments, onto an easy to understand visual display, which the patient views.

With more cosmetic dentistry options that ever before, it is vital that your practice stands out above the rest, and not only provide the best treatment, but also ensure the least amount of patient discomfort. The UK’s leading website for cosmetic dentistry information the Cosmetic Dentistry Guide is a must-visit for any patients considering treatment, and contains hundreds of pages of information about cosmetic dentistry and dental concerns for the patient. The site is viewed by over 140,000 visitors a month, and is such the perfect place to market your services to the cosmetic dentistry community.

Coupled with the interactive forum, the perfect place to ask any views, concerns or advice on treatment plans, the Cosmetic Dentistry Guide really is the marketplace for the cosmetic dentistry community.

For more information, visit www.cosmeticdentistyguide.com

Mini 2

Mini 2 is a development and improvement based on existing Mini systems offering a range of different lengths and widths. The Mini 2 with its different configurations, it provides an ideal solution for tooth loss in the anterior and premolar areas of the mouth. The Mini 2 can be used in combination with other dental implants to achieve a full fixed bridge.

Voco - Sales Manager UK: Tim McCarthy, Mobile: 07500-769-613, tim.mccarthy@voco.de

We currently have some great offers on whitening kits and systems. To find out more information contact Indent Systems on 01932 582900, or visit www.indentsystems.com

AADC in conjunction with Indent Systems and Ceramic Systems have arranged a discount for BACD members to attend the CEREC® directors course. This course will be held on 11th & 12th October (full day) at Indent Systems, 1st Floor Basing View House, Castle Road, Bracknell, Berkshire, RG12 2BE. For further information or to register, please contact Indent Systems, 01932 582900 or visit www.indentsystems.com

Dr. Feran and his team always ensure that each treatment is carried out with the utmost care and attention, whether he is placing a single crown, or completing a full mouth restoration. Committed to achieving clinical excellence, Dr. Feran returns all patients to their practitioner ready for any further treatment they may require.

Due to his abilities, Dr. Feran invites all referring practitioners to attend any stage of the treatment process and show his appreciation of their custom by referring patients to Dr. Feran.

Dr. Feran’s dedicated team ensures that practitioners are provided with regular updates on the treatment and subsequent aftercare their patients receive, and long-term support and maintenance is provided for all implants and restorative work undertaken.

Dr. Feran and the London Centre for Implant and Aesthetic Dentistry welcome referrals to his practice, where patients are given the opportunity to receive the best possible treatment.

For more information on referring to Dr. Feran, call 0207 224 1488 or visit www.korayferan.co.uk

Perfect Bleach Office - The new high performance whitening

Perfect Bleach Office is modern technology that provides the surgeon that meets the highest aesthetic demands. The Direct Approach from GC UK is the world’s first ever patent offices whitening of up to five patients. With Perfect Bleach Office, whitening is achieved in only one office visit.

Efficiency and safety with the QuickMix syringe and LC Cam.

The practical QuickMix syringe and LC Cam is simple to use and provides only the amount needed of the highly concentrated, whitening gel for each use. In contrast to other office whitening systems, there is no remaining quantity of material that must be discarded after the application of Perfect Bleach Office. The reaction time for Perfect Bleach Office is only 15 minutes. The gel does not require additional activation once it has been applied.

For further information contact Sue Rowland on 0207 612 4166
Or email info@bacd.com

TruTrident.

The Direct Approach from GC UK

You are not unusual if you find that when you sometimes compromise your composite aesthetic results by using a single shade of composite for the majority of patients. Nor are you alone if you hand Grada Direct. Due to the remarkable shade adaptation of Grada Direct to the surrounding tooth structure, you will be able to achieve the perfect brilliance of your restoration, even when you use only one shade.

Radiopaque GC Gradia Elements combines aesthetics with excellent mechanical properties by means of high fracture toughness to resist occlusal stress, high wear resistance and low wear on opposing dentition.

Dentists across the globe have been delighted with the ‘low-shade simplicity and aesthetic invisibility without compromise’.

For more information, visit www.cosmeticdentistryguide.com

Indent Systems
T-Scan
Take the guesswork out of occlusion

Indent Systems are exclusive UK Distributors for T-Scan, the computerised occlusal force analysis device by which you can assess occlusal forces.

Your occlusal load can be measured in real time and accurate occlusal forces can be achieved.

From single unit restorations to full mouth rehabilitation it is important for patient comfort, as well as treatment longevity, to obtain a balanced occlusal contact. The indent system puts you in touch with the roots of information.

With a highly translucent finish this radiopaque versatile, highly dependable, high strength, biocompatible material exhibits excellent wear resistance combined with a high filler load to ensure longevity of the final restoration.

To claim your free Beautiful Smile (without obligations), which includes 1 x single dose 0.5 x, 1 x single dose 4.5 and instructions for use please call 0171 763 5810 or visit www.shofuso.co.uk. Hurry, stocks are limited!
Chairs need cleaning after every patient
ChairSafe dustcoat cleaner is available in 200ml bottles and 1L, and it will containers and with the new Kentem range of durable and economy wipes. These extra large ChairSafe wipes mean that you can clean a chair for just a few pence after each patient, protecting all the Dental Professionals in your practice.
Reliable, effective and practical solution to the challenge of hygiene-sensitive dentists or pulp exposures, ChairSafe dental cement is the ideal material.

For more information please call John Jephson of Blackburn Supplies on 01245 340 270, or email jj@blackburndentalsupplies.co.uk
Or email john.jephson@blackburndentalsupplies.co.uk

ChairSafe foam and wipes are available. They are effective against HIV/ HBV/HCV/BSDA/vaccinia, bacterial and fungal microorganisms within one minute of application. Kentem ChairSafe foam and wipes are specifically formulated to clean sensitive surfaces, such as equipment, including the leather and synthetic facings of dental chairs.

Don’t miss DENTSPLY’s Endodontic Roadshow Clinicians with an interest in endodontics will be able to attend DENTSPLY’s 2010 Roadshow nationwide during September, where they can gain the latest advice on how to use some of the latest, leading endodontic products such as ProSeal, along with recent innovations in endodontics treatment and the latest in CAD/CAM dentistry. Hosted over one and a half days and at four venues, the roadshow recently opened up in Manchester. Dr Amadeo Carducho (visiting Professor of Endodontics at University of Finance Dental School, Italy) will be joined by a guest speaker at each event.

Don’t miss the latest advice on endodontic treatment. Dr Mary Burmester of the University of Kent, Dental School, will be presenting the latest innovation from DENTSPLY’s endodontic – Smart Dentine Replacement (SDR™). The SDR™ is a revolutionary new fillable composite base that offers bulk filling of up to 4mm without the need for layering. As Dr Burmester has discovered: “I found Smart Dentine Replacement very user-friendly, thanks to the ‘Compulip’ spring-style tip which allows accurate placement.” The SDR™ is easy to pack and adapt well to the cavity.

A further advantage is that the SDR™ matches that of dentine, making for a better aesthetic finish – something which Dr Burmester has noticed. “SDR™ is a simple, efficient product that I will continue to use when doing posterior restorations.”

Investing in better dentistry is a key element of DENTSPLY’s vision to revolutionise the profession. Developing innovative products, such as SDR™ helps dental professionals to achieve that aim.

To arrange for a free demonstration of SDR call +44 0208 072 3313 or visit www.dentsply.co.uk

Nurowe - High Quality UK Dental Product Specialist
All dentists, at some point in their career, have probably found themselves wondering: “Could they see the treatment site more clearly?” Nurowe often offer an extensive range of magnification solutions designed by Carl Zeiss. Renowned for their outstanding quality and stylish, ergonomic design, Nurowe’s microscopes enhance the quality of both your diagnosis and your treatment. The OPMI pico microscope now has advanced in the prevention of neck strain and back problems. The five-step magnification change delivers incredible images – from an overview of the working field, to the finest of details.

Objective lenses with focal lengths of 200mm, 250 mm 300mm and 350mm are available to precisely match the microscope to your personal working distance requirements.

Many customers want to use the Carl Zeiss OPMI pico in general dentistry, and although the microscope is excellent for specialist dentistry, its features give it the versatility to meet the needs of every dentist.

Nurowe’s products are designed to be highly flexible and many more magnification and illumination products in addition to exemplary customer care that includes full installation and training.

For more information call 01453 872626 or email info@nurowe-ltd.co.uk

Cortosol, a Kent based company develops and manufactures a new alcohol free mouthwash which has diverse and unique benefits:

- Free Cortosol Moutwash variant has been demonstrated to have comparable performance to Cortosol Mint Moutwash in inhibiting plaque growth.
- In vitro studies also show comparable performance in reducing oral bacteria.

The new free alcohol variant is not only healthier for patients, but it is the first new alcohol free Cortosol Moutwash variant.

Cortosol is proud to offer the TDF programmes.

Individually Targeted Oral Programme (ITOP) is the unique approach developed by Dr Ort Seidman of Harvard University and taught all over the world. By focusing on one to one treatment, even a critical care patient can be helped by patients develop their skills, knowledge and confidence to develop effective oral healthcare routines.

As a result, the patient benefits from improved dental health, whilst the practice can generate regular patient attendance for preventative treatment; patients with better oral health are also more likely to consider other available treatments for patients with better oral health are also more likely to consider other cosmetic treatments.

For more information please call D1080 882804

www.cortosol.co.uk

Kenton Implant Studio welcomes periodontist Dr Elena Sano to his team
The Kenton Implant Studio, located on Northumberland road in Maidstone, is pleased to welcome a new member of staff to its team, Dr Elena Sano, who is accepting referrals for periodontal and periodontal treatment.

Dr Elena Sano graduated from the University of Barcelona and went on to work as a Postgraduate in Periodontics, Prosthetics and Implants. After practicing as an Associate in Barcelona, Dr Sano works as a Periodontist and Prosthodontist in London, where she is involved in both occlusion, radiology and mandibular function. In May 2009 Dr Sano received a grant from the Spanish Society of Periodontics to develop a systematic review and meta-analysis of periodontal maintenance, to be published by the Cochrane Collaboration.

For further information on the Kenton Implant Studio or to obtain a referral back please call 01622 671 265, or visit www.kentonimplantstudio.com

Trust

The Dental Directory: Key Distributor of Cement* and Fylacron* - DENTSPLY’s leading anaesthetics
The Dental Directory, the UK’s largest full service dental dealer, is now the UK’s key distributor for DENTSPLY’s leading anaesthetics: Cement* and Fylacron*. Guaranteeing availability in addition to next day delivery, The Dental Directory offers the best knockdown prices on the following anaesthetics:

* Cement Standard 2.2ml box of 100 – best price £2.75
* Cement Self-Assembling 2.2ml box of 100 – best price £3.75
* Fylacron 2.2ml box of 100 – best price £0.75

With The Dental Directory it couldn’t be easier, dispatching lancing anaesthetics and sundries at from under one road, convenience and customer satisfaction is guaranteed.

To order, simply contact your local Dental Directory Representative, call 0800 585 589, or alternatively visit www.dentaldirectory.co.uk

CORSODIL LAUNCH NEW ALCOHOL FREE VARIANT
With more people living with gum disease than both diabetes and asthma, and with over 90% of people suffering from gum disease at some point in their lives, the importance of healthy gums and teeth for everyone has never been so paramount. And for patients who prefer an alcohol free mouthwash, GMO have teamed with GlaxoSmithKline Consumer Healthcare (GSK) to launch a new alcohol free Corsodal Moutwash variant.

The new flavour-unsweetened variant has been demonstrated to have comparable performance to Corsodal Mint Moutwash in inhibiting plaque growth.

In vitro studies also show comparable performance in reducing oral bacteria, as well as comparable substantivity. The alcohol free mouthwash for treating gum diseases, dental professionals can now recommend an alcohol free Corsodal Moutwash with confidence.

To support your patient education Corsodal have developed a range of patient materials including a comprehensive patient guide and poster.

For further information contact your GSK representative.