CEREC has successfully provided dental restorations for millions of patients and dentists globally. Using CEREC allows you to produce perfect chairside ceramic restorations in the same visit, whilst saving you and your patient time, laboratory fees and ultimately making your business more profitable.

To find out how the Sirona team can actively support your practice and for a no obligation demonstration of the CEREC 3D system telephone 0845 071 5040 or email info@sironadental.co.uk or visit www.sironacadcam-solutions.co.uk.

Sientram Dental Systems
Looking for Sirona Equipment, get it from Sientram!

If you are looking for any Sirona equipment, get it from Sientram Dental Systems, the UK’s only Specialist Supplier of Siemens/Sirona equipment. Only Sientram Dental Systems can offer you:

- Comprehensive bespoke Project Management Service for Surgery refurbishments
- Factory Trained Engineers
- Product Specialists to advise on desired installation and on-site training
- Low cost finance packages for all products
- Established 28 years

Sirona Specialists, Sientram Dental Systems offer the choice from the complete range of Sirona Treatment Centres, 2D and 3D digital and film based x-ray apparatus – including the very latest Galileos 3D digital cone-beam equipment, their extensive range of Sirona handpieces, and auxiliary items including SiroLaser, SIREndo and the DAC Universal sterilisation unit.

Wherever possible potential clients are invited to visit The Courtyard, Sientram’s state-of-the-art training and showroom facility, where they will be able to see the complete product range in action.

Finally Sientram will undertake a complete Project Management Service, including installation and post installation service support, to enable these dreams to become reality.

For further information call Sientram Dental Systems on 01952 582890 or email j.colville@sientram.co.uk.

Dental Bleaching, Education and Training

Nuview is renowned for providing dentists with the highest quality whitening treatments. Apply the OPMI Pico.

Dr. Henry Hoy’s dental practice in Chinnor, Oxfordshire focuses on cosmetic treatments, including crown, bridge and veneers. “I have a huge interest in endodontics,” he says, “and when you love something, you want to do it well. At first I used the OPMI Pico just for endodontic treatment but now I use it for everything.”

The image is absolutely outstanding,” Dr Hoy continues “and the combination of light and magnification is the main reason I use the OPMI Pico.

Nuview offers a comprehensive service to dentists, including surveys of equipment, full installation and training, as well as prompt and reliable aftercare. “Nuview have been fantastic,” Dr Hoy concludes. I am really pleased with my OPMI Pico.

For more information please call Nuview on 01455 759559, email info@nuview-ltd.com or visit www.voroscopes.co.uk.

The British Dental Bleaching Society provides training and is the only UK body to offer certification of tooth whitening procedures to all members of the dental team.

There are two levels of membership to the society regular and gold, and once joined you will have access to the latest information on bleaching, education and training. Join in time and you could attend Knowledgesse Seminar and hands on training two day course on 29th to 30th October 2009.

The Dental Directory is the proud sponsor of the BDBS, supporting the society and members to ensure the correct practice of tooth whitening. Members are eligible for an exclusive package of benefits provided by The Dental Directory.

For more information on the society, membership and forthcoming training courses, call the British Dental Bleaching Society on 0207 7267 7070 or visit www.bdbs.co.uk.

The wy10 whitening products are available in the UK exclusively from The Dental Directory. To find out more call free on 0800 385 580 or go on line at www.dental-directory.co.uk.

Banish Tooth Whitening Sensitivity

Sensitivity is often an issue associated with Tooth Whitening, which applies to both home and surgery procedures.

GC has introduced Tooth Mousse that is the perfect adjunct to your usual tooth whitening treatments. Apply immediately after tooth whitening to relieve sensitivity caused by dehydration in the surgery or provide your patients with a tube to take home with their whitening kit.

GC Tooth Mousse is water based, sugar free topical cream.

Velopex Service Team Expands
The Velopex Service Department, dedicated to supporting the growing range of High Quality Products supplied by the Company, is delighted to welcome David Ball to the Team.
David is based in North Hertfordshire and covers the East of England, Midlands and North London. His background is within manufacturing industry having also spent 10 years working for the Company. This further strengthens the Velopex Service Team in an important area of the Country.

The Velopex Range of Products ranges from the widely used processors such as the Velopex Intra-X and Extra-X to the Aquareal Owasso and Dioxide Laser. All of the products are supported, demonstrated and maintained by the Velopex Service Team.

For more information, please contact:
Owen Reilly,
Service Coordinator Velopex Service
Email: enquiries@velopex
www.velopex.com

Secure Your Future with CEREC
Terry Patuzzo, Sirona Dental Systems MD has commented how important it is for practice’s, in this day and age, to secure their financial stability and raise their revenue whilst trading in difficult times. One tried and tested method is to offer your patients something that they cannot necessarily get from other dental practices locally which has a real advantage for the patient.

CEREC is proven to increase profits plus it adds the ‘wow’ factor to any practice. CEREC enables you to provide patients with same day crowns, bridges etc without the expense and time of waiting for the laboratory to construct the prosthesis.

Outstanding Views With The OPMI Pico

Dr. Peter Huntley will be presenting, Having founded Quality Orthodontics, one of the country’s largest adult orthodontic practices, Dr. Huntley has a broad range of knowledge and experience upon which he is also a part-time lecturer at the Royal London and Eastman Dental Hospitals and in this session he will be focusing on how interdisciplinary management of complex problems can generate improved outcomes.

The presentation will cover areas including: Gingival margin problems; the redistribution of space; paralleling teeth and access for hygiene; and third molar issues.

Any practitioner looking to expand their skills base for restorative dentistry would find something of benefit from Dr. Huntley’s address, which will take place on Tuesday 29th November 2009 at the British Dental Association.

For more information or a booking form please contact Suzy Ball on 01852 898835 or email suzy@bacd.com.

The Wy10 Chairside Kit

The wy10 product range has made a substantial impact on the Dental Whitening market in 2009 with new products and updated packaging.

Under the guidance and experience of Dr Wyman Chan, the company has developed a range which is not only competitive in this economic climate, but innovative too!

Referring to the new look ‘wy10 chairside kit’, Dr Chan accentuated the streamlining of the components, additional procedural information and the restyled packaging will continue to harmonise and develop its range professionally and aesthetically.

The key feature? Each whitening gel syringe is now individually packed in a vacuum-sealed aluminium foil pouch. This provides a controlled environment which enhances the stability and shelf life of the gel.
that contains Recaldent® CPP-ACP (Caries Inhibitor – Amorphous Calcium Phosphate). This topical paste will provide extra protection for the patients’ teeth. It has been shown that the twice-daily use of 1% CPP-ACP solution produced a 19% reduction in enamel demineralisation (Reynolds, 1988).

When CPP-ACP is applied to the tooth surfaces, it binds to biofilms, plaque, bacteria, hydroxyapatite and surrounding soft tissue, providing bioavailable calcium and phosphate. To provide a variety of choices for individual patients, GC Tooth Mousse is available in 5 delicious flavours namely, Strawberry, Vanilla, Mint and Tutti Frutti!

For further information please contact GC UK on 0844 1908 21999 or e-mail info@uk.gc-europe.com.

Beverly Hills Formula Purity Laboratories

Come and visit us at the BDIA Dental Showcase 2009, stand D17. Upgrade to the healthier side of whitening and stop Gingivitis before it starts. The best recommendation for bright white teeth is the everyday use of Beverly Hills Formula from Purity Laboratories, because the range offers a unique combination of anti-bacterial agents, low abrasion and anti-stain polishers to protect and whiten teeth and aims to provide innovative, high quality, niche products in the oral hygiene market. Tests conducted by the BBC Watchdog programme revealed that Beverly Hills Formula toothpaste removed over 90% of staining. In its bid to prevent gum disease by controlling the amount of plaque that builds up on your teeth, Beverly Hills Formula has formulated a Gum + Enamel Care toothpaste. With regular use the Potassium Citrate formula builds a protective layer on the tooth’s nerve endings, providing long lasting protection against tooth sensitivity. A healthy mouth means a healthy body. The result: teeth that appear whiter; feel smoother and remain cleaner.

For further information please visit our website: www.beverlyhillsformula.com.

DENTSPLY Promotes World-Class Expertise With Ceram.X™

At the beginning of the year, DENTSPY launched the 2009 Ceram.X Case Contest to find the ‘Best Ceram.X, Dental Student in the U.K. The competition gave dental students the chance to practice composite layering techniques on required dental students to restore a tooth with Ceram.X duo. The winner was Ms Beena Wadia, a third year dental student at Barts & The London School of Medicine & Dentistry, who was presented with an iPod Touch and Docking Station. Dental Schools across the country participated, including those in Leeds, Sheffield, Manchester and Kings College London. With such a high standard of entries, DENTSPLY look forward to running another Ceram.X Case Contest in 2010...

Innovative nano-ceramic restorative Ceram.X has remarkable durability, and its non-sticky handling ensures ease of use, making it ideal for world-class treatment.

With a commitment to providing dental professionals with the highest quality consumables, DENTSPLY UK is proud to be working with Dental Schools to promote excellence within the industry.

For more information on Ceram.X or the 2010 Case Contest, please contact DENTSPLY on: +44 (0)800 072 5515 or visit our website: www.dentsply.co.uk.

Review your practise infection control policy? With the Alkapharm ‘learning lunch’

The Alkapharm ‘learning lunch’ focuses on professional hygiene and the importance of good oral hygiene. Confident cleaning with a Sensitive Brush head helps them to focus the dynamic cleaning of their FlexCare in areas which need special attention – hard to reach interproximal areas, posterior teeth, around fixed and partial dentures and implants and on the lingual surfaces.

For children using the Sonicare For Kids there are two age-appropriate brush heads to suit their needs at key development stages; for the youngest brushers aged 4-7 the X+ head has a short neck and small head whilst the 7+ brush head has a large head and longer neck and is targeted towards children who are more independent brushers.

For more information visit www.sonicare.co.uk/dfp.

The Implant Course Newcastle

Offering GDP’s around the world a unique learning opportunity to develop the core skills required to successfully and confidently provide dental implants predictably, The Implant Course Newcastle is now enrolling for their year-long course January – November 2010 (last Friday of every month).

Held at the Complete Smile Academy, South Shields, the year long Implant Course is an intensive hands-on program led by Allen Branley, Clinical Director at Complete Smile and will explore:

- Case Preparation and Planning
- Gears made easy / Problem solving
- Predictability, C.T. and Soft tissue Planning
- Precise Restorations and Laser Welding
- The Art of Aesthetics and Implant Design
Hands-on sessions – surgical
5 litre economy drum
Practice Contractual Agree-
Bactericidal; (incl MRSA)
All Surface ready to use duel
Dryer System

Learn, practice, discuss and
embrace the world of dental im-
plants!
For more information and rates
call 0191 247 1029, email info@
completesmileacademy.co.uk
or visit www.completesmile-
academy.co.uk

Are you fully
compliant?

What is the beating heart of a
dental practice? Often uninten-
tionally neglected, the air com-
pressor system is relied upon to
provide safe, dry and infection-
free compressed air to numer-
ous instruments and hand-
pieces on a daily basis.

To regulate dental air com-
pressors for risk of contami-
ants, all systems must now be
compliant with NHS HTM 2022/1 guidelines and conform
to the following quality condi-
tions:

• Dryer System – Should be ca-
pable of producing air with an
atmospheric dew-point not less than –20°C

• Filter System – Should pro-
vide dust filtration down to 1 mm with a DOP (aerosol)
efficiency of not less than 99.97% and bacteria filtration
down to 0.01 mm with a DOP (aerosol) efficiency of not less
than 99.999%

Invest in a cost effective
Dental Air Clean Air Package for
all equipment that includes servic-
ing, maintenance, breakdown
support and air quality control checks to ensure full compli-
ce and optimum in-
fection control.

Call Dental Air on FREEP-
PHONE 0800 542 7557 and ask
for FREE Practice Manager’s
Guide, or visit www.dental-
air.co.uk

First Orthodontic Commissioning
Education Day has bite

The British Orthodontic Society has now confirmed the
final line up of the first ‘Or-
thodontic Commissioning Ed-
cation Day’ which is to be held in parallel with this year’s
British Orthodontic Conference in
Edinburgh on 14 Septem-
ber 2009. The day is aimed at
individuals and organisations
who are involved in commis-
sioning NHS orthodontic serv-
ices and 100 PCT represen-
tatives have already registered to attend.

Along with the Department of
Health and the Chief Dental
Officer, the British Orthodontic
Society firmly believes in the
value of shared learning about
local commissioning and con-
tracting between different ar-
es of the country. Whilst the
new contractual arrangements of
2006 in England and Wales
brought about a number of positive changes, there are still
many issues that would benefit from further clarification and
guidance.

According to Richard Jones,
Chairman of Orthodontic Prac-
tice Committee of the British
Orthodontic Society; “There are already many examples of com-
misioners and providers work-
ing together successfully as part of local clinical.

A full report of the event will
be published by the British Or-
thodontic Society after the event.
For more information please visit www.bos.org

New Alkaspray-Ultra
(Alcohol Free)

‘60 second’ High
Level Surface
Disinfectant/
Cleaner

• All Surface ready to use duel
• Purpose disinfectant/cleaner
• Microbiological Activity
• Bactericidal; (incl MRSA)
EN15727/EN15697. Tubercu-
locidal; EN14184/EN15697.
Virucidal (HBV/HCV/HIV,
SARS, Vaccinia, Herpes, In-
fluenza H1N1/H5N1, DV/
R/EN14476, Yeastcidal & Fungi-
cidal; EN 13624/136597;
within 60 seconds
• 1 litre trigger with trigger dis-
penes
• 5 litre economy drum

Alkaspray-Ultra is a purpose
disinfectant/cleaner that has
demonstrated a proven efficacy
towards all the most important
class of bacteria and viruses.
It has a unique DOP (aerosol)
efficiency of not less than
99.9999% and its EN13697: within 60 seconds
Vide dust filtration down to
1 mm with a DOP (aerosol)
efficiency of not less than
99.9999%

Increasing numbers of pa-
tients are demanding metal-
free restorations due to con-
cerns over amalgam and the su-
perior aesthetics that compos-
ite provides. With QuiXfilTM,
DENTSPLY has taken posterior restorations to a new dimen-

QuiXFil™
Taking posterior
restorations to a new dimension

What is the disease is, who can
get it and how it can be treated.
The leaflet has been produced in
conjunction with F>P Oral
Health whose spokesperson
commented, “Consumer press
coverage on dental matters is
starting to increase but most of
this seems to relate to cosmetic
dentistry. Clearly periodontal
disease is not such an attractive
issue. Employing a refresh-
ingly personal approach to
business, IPSC offer dentists the
following consulting serv-
ces:

• Practice Contractual Agre-
ements – Expert advice on part-
nerships, agreements, associ-
ates agreements and PCT or
GDS contracts

With a proven track record
in providing expert assistance
to the dental profession, IPSC
is also a member of the Asso-
ciation of Specialist Providers
for Dentists (ASPD). Since its
formation in 2000, IPSC has
provided dentists with reliable,
up-to-date guidance and a pro-
fessional, commercially aware
and commercially reliable

dentistry. Clearly periodontal
disease is not such an attractive

topic, which is ironic consider-
ing that it affects such a large
proportion of the population.
The BSP have done a fantastic
job in putting this leaflet to-
gether and we hope that with
the support of the profession it
will do much to deemphasise
this prevalent disease”. All BSP
members will also receive samples in the autumn. Alter-
atively, you may contact your
Oral-B representative who will
also have stocks available for
any practices.

Consequently, Leo James
has been appointed to the new
position of UK CAD/CAM Man-
ger. Over the next 2 years Leo
will be instrumental in placing
the company at the forefront
of the industry in the field of
CAD/CAM dentistry.

Ivoclar Vivadent, is a market
leader in all-ceramics with product
innovations and strategic
support for the dental industry. All-ceramics is a core
competence of the com-
pany and senior management
consider dentistry needs highly
esthetic and reliable materials
for the CAD/CAM technique. As such the IPS e.max system
was developed for CAD/CAM
processing.

Darryl Muff, General Man-
ger, Ivoclar Vivadent UK com-
mments, “I would like to congratu-
late Lee on his new appoint-
ment and look forward to sup-
porting him in respect of the
challenges and rewards that his
new post will bring.”

Vizilite Plus™
Screening Test for Oral cancer

Vizilite Plus™ is a simple
technology to assist in the early
SaniSwiss – Cost saving surgical essentials!

Are your surgical consumables costing you dear? The new range of Swiss quality Drape kits and reusable giving sets from Swallow Dental may be the answer for you. The sterile giving sets are compatible with all major manufacturers including W&H and Nouvag and can save you up to 9% on your current costs. The Sanikit pre-packed drape kits provide a time and cost saving solution for your surgical need. They contain a comprehensive range of drapes and gowns and feature a traceable label for your records and are currently on offer for £20 per pack. To place an order or for further information contact Swallow Dental on 01535 663512.

Rebecca Jacques
Swallow Dental Supplies Ltd
Unit 8, Ryefield Court
Ryefield Way
Silwood
West Yorkshire
BD20 6DL
Tel: 01535 665312
Fax: 0870 555 4657
Email: rebecca.jacques@swallowdental.co.uk
www.swallowdental.co.uk

Introducing SeptProtector for complete surgery disinfection

Eschmann, the first name in infection control, is proud to introduce the powerful SeptProtector, the complete surgery disinfection solution. Microorganisms and bacteria, particularly those distributed by dental turbines can contaminate exposed surfaces and remain active for many hours within the surgery.

The SeptProtector is specifically designed to safeguard against cross-infection risks.

- Reliable, automated, hands-free disinfection of all patient areas
- Protects against microbial, viral and sporicidal contaminations
- Disinfects all exposed surfaces more effectively than manual methods

The SeptProtector utilises the specially formulated SeptProtector, which is automatically dispensed at the correct volume for the size of the room. Treatment takes no more than 90 minutes and will not interfere with the usual daily routine. Full protection is achieved after only two treatments, providing protection in areas of normal traffic for several days.

For complete confidence in effective infection control, dentists choose Eschmann.

Waterpik® Dental Water Jets Now Available Across All Boots Stores!

The benefits of Waterpik® Dental Water Jet have been documented in numerous clinical studies. Water Pik is delighted to announce that this ground-breaking equipment is now available in over 800 Boots stores across the UK.

Scientifically proven to offer great advantages in a daily healthcare regime, the Waterpik® Dental Water Jet can dramatically improve overall oral health.

For more information on the latest solutions to sterilisation, contact Eschmann on 01905 875787 or email ic.sales@eschmann.co.uk
www.eschmann.co.uk

Waterpik®

Dental Water Jets

Now Available Across All Boots Stores!

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Scientifically proven to offer great advantages in a daily healthcare regime, the Waterpik® Dental Water Jet can dramatically improve overall oral health.

Dental professionals can also order Waterpik® dental water jets through their dental wholesaler and make the most of their professional courtesy discount.

Lightweight and cordless, the Waterpik® dental water jet offers many advantages. It is convenient when travelling and its slender shape enables easy storage. The many health benefits of Waterpik® dental water jets include a hygienic, strong and healthy teeth and gingivae, fresh breath confidence and excellent protection against plaque, bacteria, bleeding and a range of periodontal diseases.

For more information visit www.waterpik.co.uk

Invert Your Career

The UCL Eastman Dental Institute has supported dental professionals for 60 years by offering a variety of training pathways supporting career development. Whether it is studying towards specialty training or just to expand your knowledge, the Eastman provides a vast selection of courses.

A wide range of part-time modular UCL programmes start at various stages throughout the year (eg Restorative, Aesthetic, Implant) and support committed dental professionals wishing to update their clinical skills and work towards Certificate, Diploma and MSc degrees.

Applications to study for other MSc and MClDent subjects will be taken until early January 2010 for October 2010 entry and will offer graduates the opportunity to acquire advanced clinical skills.

Research degrees are available for graduates wishing to undertake independent research leading to a PhD, MPhil or MD(Res) degree.

For further information please contact 020 7915 1092 or email academie@eastman.ucl.ac.uk.

World-class MSc in Restorative & Aesthetic Dentistry available online

Smile-on is the proud provider of the world’s first online post-graduate MSc in Restorative & Aesthetic Dentistry. Delivered in conjunction with the renowned University of Manchester, this is an innovative, technology-driven course specifically designed for professionals wishing to further develop their knowledge and skills.

The latest media technology allows students access to the programme from anywhere in the world, with input and support from top lecturers and tutors boasting a wealth of expertise in their field.

This 2 year part-time course comprises 7 core units covering:

- Foundations of 21st Century Practice
- Aesthetic Considerations
- Anterior Aesthetics
- Posterior Aesthetics
- Complex Treatment
- Research Methodology
- Research Project/Dissertation

With the majority of the learning resources online, students are encouraged to take a self-directed learning approach, yet are also guaranteed instant access to Course leaders and the option to attend real dental gatherings.

Smile-on is the leading provider of innovative, flexible learning programmes to dental professionals. Its complete approach utilises the latest learning solutions, including Webinars.

For more information please call 020 7460 8989 or email info@smile-on.com

Expert Support From The Royal Bank Of Scotland And The ASDP

With its dedicated Healthcare teams and Healthcare Relationship Managers, the Royal Bank of Scotland has proven time and again that its services are of great benefit to dentists. This has enabled it to join the Association of Specialist Providers to Dentists, the first port of call for dentists in need of a little help. With in-depth sector knowledge, tailor-made financial packages to meet the needs of even the most unique practice, specialist insurance and up to 100% finance and funding for goodwill, the Royal Bank of Scotland provides reliable support for dentists.

ASPD members also include Solicitors, Accountants, Independent Financial Advisers, Valuers & Sales Agents, Insurance Brokers and more, who can all work together to create effective solutions. Call now and request the ASDP Directory, or visit the website to view helpful articles and profiles on the latest news and solutions.

For more information on the ASDP please call 0800 456 6775 or visit www.aspd.co.uk

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Industry News

- September 28–October 4, 2009

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