Colgate Introduces a New Solution for Dentine Hypersensitivity Relief

Colgate introduces Colgate® Sensitive Pro-Relief™ toothpaste, a major advance in the treatment of dentine hypersensitivity. With its Pro-Argin™ technology, this global breakthrough offers relief to patients who experience dentine hypersensitivity.

New Colgate® Sensitive Pro-Relief™ is the first toothpaste clinically proven to deliver instant and lasting dentine hypersensitivity relief. While most of the sensitive toothpastes currently marketed primarily numb dentine hypersensitivity pain, Colgate® Sensitive Pro-Relief™ with Pro-Argin™ technology effectively plugs the channels that lead to nerves in dentine hypersensitive teeth, thereby blocking the transmission of heat, cold, air and pressure that stimulate pain receptors within teeth.

“Sensitivity is more than just an inconvenience, it’s a common condition that can cause significant pain,” said Dr. William Devizio, VP, Global Technology, Colgate-Palmolive. “Colgate® Sensitive Pro-Relief™ can be directly applied to a sensitive tooth, using a fine toothbrush up to gently massage for 1 minute, to deliver instant relief from sensitivity. And regular brushing with Colgate® Sensitive Pro-Relief™ toothpaste builds a long-lasting protective barrier that acts like a seal against sensitivity.”

Colgate® Sensitive Pro-Relief™ with Pro-Argin™ technology is currently available at your preferred dental wholesaler, major retailers and pharmacy. For more information about Colgate® Sensitive Pro-Relief™ toothpaste, please visit www.colgateprofessional.co.uk.

The guidelines were designed to support the hospital practitioner, orthodontic specialist and the general dental practitioner on the choice and timing of radiographs in clinical orthodontic practice and reflect current best practice and selection criteria to comply with the BMRER requirements.

As the award citation suggests, the guide should be required reading for every practitioner undertaking radiography. Copies can be obtained for £15.00 (inc p&p) online from the BOS – www.bos.org.uk or by telephoning 020 7555 8680.

The delivery of gold standard patient care is only possible with the right environment. With its renowned Design and build service, Genus offers expert assistance in providing dentists with bespoke practice designs, using Computer Aided Design and 3D images to satisfy individual requirements and meet the demands of the modern dental industry.

Dedicated experts then oversee the construction of the new practice, ensuring that this stage of the project is completed within the agreed time scale and without exceeding the set budget. Then, when the practice is built, the team will explore equipment solutions with the dentist, always putting the needs of the practice first.

With a state of the art practice fitted with the most suitable, high quality equipment the dentist will be perfectly placed to offer superior care. Wrap-around services from Genus, including Site Location and Management, will ensure that the practice has pride of place in the local area, with staff able to hit the ground running from the first moment.

The next generation of Apex Locators

Septodont is happy to introduce the next generation of Apex Locators at the BDTA showcase in November. The new Apex Dal and Blue is a digital Apex locator built with proven proprietary technology designed to identify the exact working length of the root canal.

The Apex Dal advanced digital technology decodes the Cemento-enamel junction canal as a result of the electric stimulus, while the NRG Blue displays the reading via a PC Screen graphic through a wireless Bluetooth® connection in addition to the more traditional on board light display.

Additional features include higher sensitivity and complete control of the measuring process, with a tolerance of 0.1 mm in the appliance. The Apex Dal is more precise in use and the display enables the user to view results easily and conveniently from any angle.

Can You Benefit from Incorporation?

The move from Sole Trader/Partnership to a Limited Company can be an exciting, if somewhat apprehensive, time. Incorporation can be a far more sensible, durable and long-term plan to reduce tax and risky ventures such as practice partnerships can prove to be disastrous for many dentists.

Landsell & Rose can help you with the complexities of Incorporation and offer you a personal, bespoke service that suits you and your practice.

A Limited Company can hold many benefits including:

• Limited Liability – shareholders are limited to the capital they introduce
• Enhanced commercial and patient credibility – Often seen as more credible than sole traders
• Taxation benefits -Taxation cannot be reduced by up to 50%, depending on personal and business circumstances!

By offering you expert advice at every step and providing you with a bespoke, reliable service, you can be assured that the team at Landsell & Rose is delivering correct, suitable advice that will help you and the future of your business

For more information about Incorporation and the services available from Landsell & Rose please call on 020 7575 9555.

Treat Yourself To The Perfect Practice With Genus

Don’t waste your valuable time!

Your time is money. Don’t waste it! Visit www.inventorycircle.com and join the thousands of other dental professionals who are saving money on:

• Time sensitive (soon to expire) supplies
• Returned equipment & supplies
• Used equipment
• Refurbished equipment
• End of line supplies

And, your practice can make money out of equipment or supplies that were just going to be thrown away, Recycling in its truest sense! And, unlike advertising, you pay nothing to list your equipment or supplies for sale in Inventory Circle – you only pay a small commission once the items are sold.

It is absolutely free to register on www.inventorycircle.com. So what have you got to lose?

Radiating glory – BMA publication acclaimed in the BMA Medical Book Awards

The BMA Medical Book Awards are presented annually and this year there were over 600 entries in a variety of categories. Each section is judged and awarded Winner, Highly Commended and Commended certificates. In the radiology section the BOS Radiology Guidelines was one of only four Highly Commended books out of 27 entries and the other three were published by major publishing houses each costing well over £100 a copy, compared with the BOS publication which sells for £15.

The BMA citation stated “This is an excellent, well written and concise write-up on the background of clinical dental radiographs and indication for radiographs in clinical orthodontics. It is a must read for all clinical dentists especially those treating children.”

The Award certificate is to be hung in the Museum at the Head Office of the British Orthodontic Society for all to see.

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For more information about the Apex Locator or any other Septodont products call 01622 695520 or log onto www.septodont.co.uk or come along and see us at the BDTA showcase.

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For more information on Design and Build please call Genus on 01582 840484 or email info@genusgroup.co.uk, www.genusinteriors.co.uk.

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Good for Patients, Good for Practices

The demand for dental work is growing at an unprecedented rate due to an ageing population living longer; younger generations who continue to need preventive services and maintenance of existing dental work. In the meantime the UK faces high unemployment and the NHS is struggling to meet demands.

Munro Sutton has developed a new referral plan that is affordable and effective. Unlike insurance, discount plans have no annual limits and no health restrictions. Referral Plan members are granted access to a large network of participating dental care providers that have agreed to offer their services at a discounted fee.

Some of the many benefits Dentists receive from the Munro Sutton plan are:
• Access to many potential new patients
• Support with marketing their practice through the scheme, which encourages patients to visit the dentist regularly and helps them afford desirable treatments such as aesthetic dentistry.
• No long term commitment. Dentists can cancel their participation with a simple 30-day notice period.
• Patients pay each time they visit the dentist.

Simple, effective and tried and tested by millions of Americans, Munro Sutton offers increased profitability for UK dentists with no extra outlay.

For more information call 020 7887 6084 or visit www.munro-sutton.co.uk/dentist.

NobelProcura™
The New World of CAD/CAM technology for General Dental Practitioners

NobelProcura™ offers professionals the most comprehensive technology, materials and products within CAD/CAM dentistry.

Setting a new standard for the development, design and manufacturing of dental prosthetics, NobelProcura™ incorporates cutting edge 3D design software and superior patented conoscopic holographic optical scanning or “next generation” technology.

Preparation is easy for GDP’s and fully supported by readily available guidelines offering dentists the capability to deliver the highest quality esthetics simply, affordably and quickly. Combining the industrialised process with versatile and individualised esthetics, NobelProcura™ produces consistent reliable products, and results and therefore, boost your business.

NobelProcura™ offers:
• Precise impression scanning capabilities, supported by delivery of the restoration on an accurately milled model
• Full assortment of shaded zirconia composites (from cement to screw retained restorations)
• Launch of new materials for cost effective solutions – such as cobalt chrome and acrylics for different indications
• Introduction of a wide range of overdenture and screw retained solutions – on Nobel Biocare and continuously updated competitor implant platforms

Significantly improving the quality of restorations and treatments, NobelProcura™ will help dentists benefit from ensuring an excellent fit and consistent reliable products, every time.

For further information on any of the new Nobel Biocare products please call: +41 0195 452 912, or visit www.nobelbiocare.com.

Vizilite Plus™ Screening Test for Oral Cancer

Vizilite Plus™ is a simple technique 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 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.

For more information, please contact Panadent 01689 88 17 88 or visit www.panadent.net.

 mikrozid® AF and mikrozid® Sensitive

For All Surface decontamination

 mikrozid® AF and mikrozid® Sensitive is the industry’s biggest selling surface decontamination range from schülke in the defence against contamination in clinical areas.

 mikrozid® AF is an effective disinfectant with proven rapid activity, decontaminating any work surface within 2 minutes of application. Destroying a wide range of pathogens like MRSA and HIV, it’s the ideal infection control product for any practice.

 mikrozid® Sensitive has been specially formulated for materials susceptible to alcohol. Its quick drying time means it’s the ideal solution for dental chairs between seeing patients, essential for preventing cross contamination.

Both mikrozid® AF and mikrozid® Sensitive are available in liquid or wipes, making cleaning and disinfecting your clinical areas quick and simple.

With over 100 years of experience, schülke is proud to enjoy market leadership and a well-deserved reputation for developing product ranges designed to meet dental practices needs today.

For more information please call schülke on Tel. 0114 254 5500 or contact your preferred dental dealer.

New Aseptico Chair for Children

The Velopex team are delighted to launch a brand new paediatric portable dental chair – from Aseptico. The chair, developed with extensive input from the Childsmile project in Fife, Scotland is now available.

Mark Chapman, Director of Sales and Marketing commented: “We’re very excited about the way that our Aseptico range has taken off and this addition is superb. We worked closely with both Aseptico and Childsmile to get it right.”

The Aseptico range provides a comprehensive range of products, associated with alcohol or alcoholics which are proven health hazards, Saniswiss biosanitizer is completely different from any other surface disinfectant on the market.

To find out more please call 0800 581108, e-mail info@saniswiss.co.uk or visit www.saniswiss.co.uk.

Germ: Saniswiss biosanitizer Water: Bambach are the suppliers of a revolutionary new Swiss surface disinfectant, Saniswiss biosanitizer.

Without resorting to alcohol or aldehydes which are proven health hazards, Saniswiss biosanitizer ‘digests’ viruses, bacteria and fungi. To put it simply Saniswiss biosanitizer converts such germs to water utilising a unique and patented super oxygenised solution.

When Saniswiss biosanitizer is applied to the germs the electrically charged disinfectant enters the cells causing an electrical exchange. Saniswiss biosanitizer oxidizes the cells causing instant death to the virus, bacteria and fungi, ensuring complete disinfection without any of the inherent risks associated with alcohol or aldehyde based products.

The Velopex stand is located in the very heart of the Dental Equipment Hall.

‘New’ Alkapspray-Ultra (Alcohol Free)

‘60 second’ High Level Surface Disinfectant/Cleaner

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 esteemed 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 residential 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 7400 8989 or email info@smile-on.com.

Complete Protection from Cardozo

Vista Tec Orange from Cardozo is the newest version of the popular eyeshield. Vista Tec Orange protects eyes from harmful blue light frequencies emitted by curing lights. The high quality of the orange shield allows an excellent optical view and full-face protection. The shield is easily fixed to the Vista Tec frame to ensure a comfortable, lightweight and effective barrier when curing.

Blade protective eyewear features high specification, lightweight metal frames with optically correct wraparound lenses. Blade are supplied with clear or tinted anti-scratch, anti-mist lenses in a titanium coloured frame.

Polydentia Clean is the new cleaner developed specifically for cleaning protective eyewear and shields in the dental surgery. Polydentia Clean is gentle on materials, but hard on dirt and bacteria. It can be sprayed directly onto frames and lenses to provide effective cleaning and care. The liquid evaporates quickly and leaves no residues or streaks.

For further details on these or any of our other products, please contact Cardozo on 01494 775010, info@cardozo.co.uk.

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

The Alkapharm ‘learning lunch’ focuses on professionally recognised procedures for the successful, day to day prevention of cross contamination within the dental surgery environment.

Learning Lunch is designed as a refresher for the whole team and covers the day to day aspects of cross-infection control in the dental surgery. This short training course designed for the whole team takes just two hours and can be scheduled either during the practice lunch period or at the begging/end of the clinical day.

‘Currently being offered to practices free of charge’ Learning Lunch helps meet the requirements of the GDC re-certification scheme by updating knowledge and skills for the benefit of the practice its patients and the whole clinical team for which attendees can claim 2 hours of verifiable CPD.

For further information or to arrange a ‘learning lunch’ for your practise telephone Alkapharm on 01785 714919 or e-mail: enquiries@alkapharm.co.uk.