Colgate Introduces a New Solution for Dentine Hypersensitivitiy 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 of 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 considerable pain,” said Dr. William Devisio, VP, Global Technology, Colgate-Palmolive. “Colgate® Sensitive Pro-Relief™ can be directly applied to a sensitive tooth, using your finger tip 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.

Radiating glory

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 Dental Society for all to see.

The guidelines were designed to assist 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 7353 8680.

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 proprietary technology designed to identify the exact working length of the root canal.

The Apex DAL advanced digital technology decodes the Codman 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 apical region. The Apex Dal is more precise in use and the display enables the user to view results easily and conveniently from any angle.

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.

Treat Yourself To The Perfect Practice With Genus

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. Wrapping 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.

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

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 & surplus
- Used equipment
- Refurbished equipment
- End of line supplies

And, your practice can make money out of equipment or supplies that might otherwise be thrown away, Recycling in its truest sense! And, unlike advertising, you pay nothing to list your equipment or supplies for sale on 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?

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 than risky ventures such as partner buy-outs. It can prove to be disastrous for many dentists.

Lansdell & Rose can help you with all the qualities 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 can often 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 Lansdell & 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 Lansdell & Rose please call on 020 7756 9555.
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.

Munroe Sutton has developed a patient 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 Munroe 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, Munroe Sutton offers increased profitability for UK dentists with no extra outlay.

For more information call 020 7887 5044 or visit www.munroesutton.co.uk/dentist.

NobelProcera™

The New World of CADCAM technology for General Dental Practitioners

NobelProcera™ 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, NobelProcera™ incorporates cutting edge 3D design software and superior patented conoscopic holographic optical scanning or “next generation” technology.

Preparation is easy for GDPs 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, NobelProcera™ offers simple and consistent results and therefore, boost your business.

NobelProcera™ 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 bar solutions – on Nobel Biocare and continuously updated competitor implant platforms

Significantly improving the quality of restorations and treatments, NobelProcera™ 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 +44 01895 452 912, or visit www.nobelbiocare.com.

New Asepto Chair for Children

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

The Velopex range provides 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 Mark Chapman, Tel 07754 044877.

Vizilite®

Screening Test for Oral Cancer

Vizilite Plus™ is a simple technology to assist in the early detection of oral abnormalities and oral cancer.

Vizilite Plus™ comprises of a cholinuminescent light source (Vizilite) to improve the identification of lesions and oral cancer.

Being a true water based product, Saniswiss biosanitizer is in contact with the surface for longer – it will not evaporate in seconds like alcohol, meaning it is even more effective at killing germs.

Presented in either a spray solution or biodegradable paper wipes that last 5 times longer than conventional wipes, eco-friendly 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.

NobelProcera™

The World of CADCAM technology for General Dental Practitioners

Mark Chapman further enthused about the products: “It’s amazing to have the portable dental equipment, the portable x-ray equipment and our digital system all available in the same package, with the same supplier – one call for service. This range of products is also available through our trade partners and I’m excited about forthcoming promotions.”

You can see the chair for yourself at the Velopex stand, L22, at the BDTA Dental Showcase 12-14 November at the NEC.

New Asepto Chair for Children

Pack of 40 Vizilite Plus™ £622.78 plus VAT Pack of 20 Vizilite Plus™ £560.55 plus VAT

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, such as 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 ensure job 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 5508 or contact your preferred dental dealer.
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.

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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 recertification 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.