Colgate Introduces a New Solution for Dentine Hypersensitivility Relief

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

New Colgate® Sensitive Pro-Relief™ is the first toothpaste clinically proven to deliver instant and lasting dentine hypersensitivility 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 a lot of pain,” said Dr. William Devizio, 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 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 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 IRMER 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 8080.

Top Model

Sonicare fans will know that the launch of Sonicare For Kids was marked with the creation of a giant Lego model of the new brush which was undertaken by two of the members of the Brickish Association. The model will next be on show at the BSDHT and BDTA Exhibitions this autumn; however before then its presence has been requested at a top modelling exhibition.

For the unofficiated The Brickish Association is a UK-based community of adult fans of Lego. The Association mounts an annual Lego show at the Steam Museum in Swindon and the model makers have requested that the Sonicare For Kids commission by Philips is displayed during the event which runs between 5 and 4 October 2009.

No kidding

The new brush aimed at 4–10 year olds features oodles of innovative elements which makes it particularly child friendly, so much so that Sonicare For Kids removes more plaque than a children’s manual toothbrush– up to 75% more in hard-to-reach areas.

For more information about the Association and the event visit www.brickish.org

For more information about Sonicare For Kids visit www.sonicare.co.uk/dp or call 0800 0567 222.

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 Canal image as a result of the electric stimulus, while the NRG Blue displays the reading via a PC Screen 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 0.1mm 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.

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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 a 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 Denisis receives 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 CAD/CAM technology for General Dental Practitioners

NobelProcera™ offers professionals the most comprehensible 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 compounds 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, NobelProcera™ will deliver consistent reliable products, and 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 components (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.

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 the ability to create a ‘dental surgery’ in any room anywhere – all you will need is power. The equipment combines comfortable dental chairs (now both Adult and Child) with operators stools, convenient lights as well as delivery systems. The delivery systems includes high and low volume powerful suction as well as a 5-in-1 syringe and an electric motor (with 5.1 increase this can achieve 150,00 rpm) or with high/low speed turbines – as required.

Mikrozid® AF and Mikrozid® Sensitive

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 a strong reputation and a well-deserved reputation for new developing product ranges designed to meet dental practices needs today.

For more information please call schülke on Tel. 0114 251 5580 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 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 beginning/end of the clinical day.

‘Currently being offered to practises 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.