Sitting Pretty
After 15 Years!

The Rambach Saddle Seat has successfully been in production for 15 years. This market-leading seat is the only one of its kind to be endorsed by the Australian Physiotherapy Association and for a very good reason. There are many cheap copies on the market that do not necessarily have the clinical papers or experience to back their claims. Rambach has been proven time and again over the years with more than 50,000 seats sold worldwide.

The correct seating position using the Rambach Saddle Seat can alleviate many of the problems associated with muscle fatigue by encouraging an improved sitting posture. This Seat helps to maintain the natural s-shape of the spine, preventing the discs from being put under pressure. The hips are kept at the optimum angle, so back and thigh muscles are at their most relaxed. Rambach Saddle Seats are fully adjustable to create a bespoke individual stool just for you.

The company are so convinced of the benefits that they are offering you a free 50-day trial in your own practice. For further information please contact Rambach directly on 0800 581 188.

We’ve refocused our vision...

As the UK’s No.1 supplier of loupes and lights, our vision is to supply the very best precision products, combining exceptional quality with outstanding design.

Our new loupes and lights are expertly custom-made by leading supplier ExamVision™. Founded by John Benvig and optometrist Kim Jensen, ExamVision™ offer a welcome commitment to delivering superior design and quality craftsmanship, which perfectly complements our 16 years of untrammed loupes experience and outstanding customer service.

Available in 2 styles, 3 frame colours and 3 frame sizes, each ExamVision™ loupe is individually crafted to your personal measurements at a purpose-built factory on the small, tranquil island of Samso in Denmark. ExamVision™ produce loupes and lights to the highest standards, providing a quality product that Evident are proud to endorse.

Our vision has always been to exceed our customers’ expectations and we are confident our exceptional service combined with the superb quality of ExamVision™ loupes and lights will refocus your vision too.

Arrange a no-obligation consultation FreeCall 05080 521111 or visit our website www.evident.co.uk.

Your Partnership in Practice

Henry Schein Minerva is the ideal partner to help run a profitable private dental practice.

Offering a loyal and committed service, Henry Schein Minerva encourages practitioners to maximise profitability by helping them run a successful business. Providing practices with a great service, reliable delivery and many forms of additional support is all part of Henry Schein Minerva’s commitment to your success.

A profitable private practice does not just relate to the money that it makes, it involves generating high levels of patient satisfaction and achieving practitioner goals.

Henry Schein Minerva has a nationwide network of consultants who have a real desire to help you identify where practice improvements can be made in terms of productivity and efficiency.

So, if you’d like to run your practice more efficiently and profitably come and visit us at stands 506 and 508 at the BDTA Dental Showcase 2009 in Birmingham or, if you are unable to attend please contact Henry Schein Minerva on 0870 10 20 45.
Pre-Approved Finance

BRAEMAR FINANCE

With pre-approved finance from Braemar in place you will have more time to locate and order your chosen equipment at Showcase.

You can order equipment direct from one or several suppliers allowing total flexibility and indicate Braemar as your method of payment.

Braemar wish to remind you that HMRC propose to increase the VAT rate from 01 January 2010, advising further cost to any purchase, so buying now could save you money. The additional 2.5% will add £5060 a purchase of £20,000 so the savings are significant.

In addition with the first £50,000 of capital expenditure in each financial year eligible for 100% tax relief, it really does make sense to make that purchase now.

Call us on 01480 862084, email info@curaprox.co.uk or visit www.curaprox.co.uk.

Industry News

Expert guidance from Practice Financial Management (PFM) and the ASPD

Practice Financial Management (PFM) provide dentists specialist independent financial advice and a range of services including; financial planning, pension guidance, investments and practice reviews.

A mark of the firm’s expertise, PFM’s Managing Director David Leed has recently been awarded Chartered Financial Planner Status, the highest financial qualification attainable. Chartered status is awarded to advisers based on technical knowledge, ethical practice and an ongoing commitment to professional development.

A leading authority in dental practice financial management, PFM is a founding member of the ASPD, a network of well-respected professionals whose services are dedicated to the challenges and opportunities faced by dentists.

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

For more information on the ASPD please call 0800 458 6773 or visit www.aspdl.co.uk.

Is your lab working as part of the team to make sure your patients are satisfied?

Even in the current climate, there is a growing demand for cosmetic & restorative dentistry and patients are paying out their hard earned money to achieve a dazzling smile at a decent price. They trust their dentist to deliver quality restorations quickly and at a reasonable price.

Dental laboratory’s that offer quality products, reasonable prices and outstanding service will be favoured – but what should you expect from your lab?

Quality – Perfect aesthetics for your patients, including marginal fit, occlusion, anatomical contouring and shade matching

Personal Service – A solid relationship with tailor made solutions and options that fully suit the needs of your practice

Guarantees – For at least three years on everything the lab sells, including materials

Price – Transparent pricing policy to offer you the most competitive prices in the industry

Biterite Dental Laboratory combines the standards and values of the traditional dental laboratory with the contemporary work ethics of today’s dentists. Who better to fresh approach to cosmetic crown and bridgework solutions? Call 0208 455 5521 or go to www.bite-rite.co.uk to see the biterite difference.

Temporary Restoration with Mr Chewful Molar® Glass-ionomer “He’s slick and non stick”

For more information or to book an appointment, please contact your local DENTSPLY Product Specialist on: +44 (0)8000723515 or visit our website: www.dentsply.co.uk.

Beat the VAT increase and get the best in price, product range and service too with The Dental Directory!

Remember, the VAT rate is likely to rise to 17.5% at the end of the year, so beat the increase and buy now to save an extra 2.5%!

With our huge range of 25,000 products, free next-day delivery, choice of ordering systems, and our continual campaigns to offer Dentists the very best value for money, The Dental Directory has always been the place to order your dental sundries, consumables and equipment.

Our Equipment Department have a skilled team waiting to help you through the minefield of product selection, planning and installation. They can also help to spread the costs with attractive hire purchase agreements that take advantage of the reduced VAT rate, so now really is the time to make that investment in large equipment or a surgery refurb.

Dentists are advised that a fluoride mouthwash is one of the most effective ways to help protect against the daily acid threat.

Sensodyne Pronamel Daily Mouthwash should be recommended for patients with signs of, or at risk from, acid erosion and is proven to:

• Enhance delivery of fluoride to the tooth’s surface
• Provide more protection against the effects of acid erosion compared to standard fluoride mouthwashes
• Re-balance teeth to help protect against future acid challenges

Times are changing, budgets are tight and you need a strong, well-respected provider.

Healthy gums are easy to handle!

Healthy gums are easy to handle, thanks to Curaprox’s innovative interdental brushes.

Invented by Curaprox over 50 years ago, interdental brushes are the most effective method of tackling periodontal disease. With a range of brush sizes colour coded for convenience, patients will find oral healthcare easier than ever.

The ergonomic design of the brush handles means they’re simple to manoeuvre, reaching any part of the mouth with ease. For optimum access, Curaprox brushes are interchangeable with the range of robust aluminium handles.

Featuring a strong, durable yet flexible wire core and soft bristles, Curaprox’s range of interdental brushes offers a simple, practical and effective method of oral healthcare: with regular use patients will see a rapid improvement.

With 50 years of experience, Curaprox offer the most durable and cost-effective brushes on the market.

For more information please call 01480 862084, email info@curaprox.co.uk or visit www.curaprox.co.uk.

BSDHT

Oral Health Conference & Exhibition

Visit the GlaxoSmithKline Consumer Healthcare (GSK) stand (23 & 44) to find out more about NEW Sensodyne Pronamel Daily Mouthwash

Acid erosion is an increasing problem across all patient age groups.® Dental experts agree that a fluoride mouthwash is one of the most effective ways to help protect against the daily acid threat.

Sensodyne Pronamel Daily Mouthwash should be recommended for patients with signs of, or at risk from, acid erosion and is proven to:

• Enhance delivery of fluoride to the tooth’s surface®
• Provide more protection® against the effects of acid erosion compared to standard fluoride mouthwashes®
• Re-balance teeth to help protect against future acid challenges®
Save the planet and money!

Personally, more and more of us are recycling glass, cardboard and many other regular household items. Why can’t we recycle more at the practice?

Wouldn’t it be good if there was one place that you could buy and sell used equipment? Where you could buy to stock dental sundries before they 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 on Inventory Circle – you only pay a small commission once the items are sold.

Denti-Brush™

Wire-Free Interdental Brushes

Denti-Brush interdental brushes are uniquely designed for a more effective approach to cleaning between the teeth. They are wire-free helping to eliminate gingival trauma and galvanic shock. The rubber-like tips are coated with Sodium Fluoride with obvious oral health benefits. The brushes adapt to different interdental spaces up to 1.5mm.

For further information please contact PeriProducts Ltd, Tel 020 8888 1500, E mail denti-brush@periproducts.co.uk.

Vizilite Plus™

Screening Test for Oral Cancer

Vizilite Plus™ is a simple technology to assist in the early detection of Oral abnormalities including pre-malignant lesions and oral cancer.

Vizilite Plus™ comprises of a chromoluminescent light source (Vizilite) to improve the identification of lesions and a blue phenolophor dye (TBlue) to mark those lesions identified by Vizilite. Carried out as a general check up Vizilite Plus™ is a safe, low cost, pain free and 100% sensitive test that can help save lives or give Patients peace of mind.

Pack of 40 Vizilite Plus™ £62.78 plus VAT Pack of 20 Vizilite Plus™ £30.55 plus VAT

For more information, please contact Panadent on 0116 240 6441 or visit www.panadent.net.

Good for Patients, Good for Practices

Dentsply

Mr SmartGem™ loves working with his indirect restorative year after year they always do a brilliant job together in preparing the final tooth, to ensure the final restoration fits perfectly. When it comes to cementing the final restoration, the reliably strong Mr SmartGem™ uses his smart thinking and quick action to stick the crown in place. Mr SmartGem 2s so smooth, he turns it to gel when setting to make the clean-up really easy. Give him a go.

DENTSPLY’s Indirect Restorative Team understand that crowns & bridge restorations are amongst the most demanding procedures carried out by a dentist, with high expectations from their patients.

Preparation with Miss Hi-Di®, diamond burs “Diamons are a Bur’s Best Friend”

Impression Taking with Mr Aquasil Ultra “Always makes a Great Impression”

Temporary/Provisional Restorations with Mrs Integrity™ “Looks that Last”

Restorative Hand Instruments with Mr Artio™ “Tools for a True Artist”

Permanent Cmentation with Mr SmartCem™2 “Strength in Simplicity”

For more information, please contact your local DENTSPLY Provisional Specialist on: +44 (0)780 072 5155 or visit our website: www.dentsply.co.uk.

Mobile Aseptic Chair

Velocey continue to have success with the Aseptic portable range of products. The Aseptic chair, delivered with its own padded carry case is at the forefront of ‘mobile’ dentistry.

The easy fabric covered chair can support patients of up to 225Kg at 5 adjustable heights from 28 to 50cm.

Mark Chapman, Director of Sales and Marketing commented: “We’re very excited about the way that our Aseptico range has taken off and the portable chair is a key element.”

The Aseptic range provides the ability to create a ‘dentist sur- gery’ in any room anywhere – all you will need is power. The equipment combines comfortable dental chairs (now both Standard and Child) with operators stools, convenient lights as well as delivery systems. The delivery systems include high and low volume powerful suction as well as a 5-in-1 syringe and an electric motor (with 5:1 increaser this can achieve 55000 rpm or very high speed turbines – as required).

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

Star of the show
Now, as the finalists are re-styled en route to stardom, Philips will be offering the X-Factor winner tops of the range Sonicare FlexCare toothbrushes to help them sparkle on their close ups. FlexCare’s cleaning power is so effective that it removes 80% of red wine, cola, coffee and tea stains so will be perfect for erasing the signs of star excess, yet is clinically proven to be extremely gentle and safe to use on crowns and implants.

To give patients’ teeth the X-Factor, visit www.sonicare.co.uk/zip or call by 0800 0567 222.

Sonicare has the X-Factor

A survey by the British Association of Cosmetic Dentistry revealed that 10% of respondents ranked Simon Cowell’s smile most highly* and it is no secret that Cowell advocates all his co-stars and protégés have their teeth sorted out. This should be no problem for his X-Factor co-panelist Cheryl Cole, who along with the other members of Girls Aloud, were provided with Sonicare toothbrushes and replacement brush heads by Philips, through their dentist Wyman Chan of The Smile Studio, after he whitened their teeth.

Good for Patients, Good for Practices

Munroe Sutton

International Dental Networks

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.

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.

Some of the many benefits Munroe Sutton beneficiaries 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 carry on 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 6884 or visit www.munroesutton.co.uk/dentist.

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 serv- ice, Genus offers expert assistance in providing state-of-the-art, bespoke practice designs, using

The Implant Education Centre, based in Leicester, in conjunction with Nobel Biocare is pleased to welcome delegates to the outstanding One Year Dental Implant training programme.

Designed for dentists with a basic knowledge of implants who want guidance through simple and safe implant treat- ments, the course also offers support on more complex and advanced cases. GDRegistered delegates will benefit from the many highlights of this programme including:

• 158 CPD Hours
• 12 modules over 12 months – 15 days training
• Exceeds the GDC training standards in implant dentistry
• 60% hands-on live surgery and 40% theory
• A 5 day, hands-on, cadaver module in Washington DC

Lead by Chris Lucas BDS, and a 26 strong training team, delegate feedback has been exceptional with comments such as “Very clinically focused, exactly what I wanted” and “A very different experience from any other training or development I have been involved in within dentistry.

Nobel Biocare continues its commitment to dentistry by supporting outstanding edu- cation and events programmes offering quality-training solu- tions for the entire dental team.

For more information call +44 (0)116 240 6441 or visit www.implanteducation-centre.co.uk.

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DENTAL TRIBUNE
United Kingdom Edition • October 12–18, 2009

Industry News

State-of-the-Art Educational Facilities in the North East

Dedicated to providing excellence in dental education, the Complete Smile Academy now offers its impressive purpose-built training facilities for hire.

Those wishing to host seminars, courses, and Hands On meetings in the North of England now have access to some of the best-equipped teaching space in the country.

The teaching facility at the Complete Smile Academy offers:

• Pioneering technology to enable hands-on learning

• Fully equipped phantom head facility enabling dentists to practise clinical work realistically

• Clinical surgeries equipped with cameras, enabling delegates to view live cases in detail at their workstation

The cost to hire the facilities is only £46 per day (including VAT), which also includes lunch and refreshments.

This is an excellent opportunity for dental companies, education companies, associations and dental professionals to take advantage of outstanding educational surroundings to further develop their personal and professional development.

For further information or advice, please contact the Education Facilitator, Linda Hanson, on 0191 427 1029, or visit the website at www.completesmileacademy.co.uk.

Supporting The Entire Dental Team!

Smile-on in conjunction with the NSW West Midlands Workforce Development was delighted with the response from the recent DNSTART free program and training package that was given to all practices in the West Midlands region.

To help the teams get started, there were also several free information and training evenings around the West Midlands Region with delegates receiving a complimentary buffet and 1.5 hours of CPD. One lucky delegate was also fortunate enough to win a brand new laptop pre loaded with training software worth over £2000!

DINSTART was designed primarily for new dental nurses and also an excellent refresher course for the entire team. Offering 10 hours of verifiable CPD, DINSTART explores the role of the Dental Nurse within the following areas:

• Health and Safety

• Infection Control

• Medical Emergencies

• Radiography

• Record Keeping

• Surgery Routine

• Working Within The Dental Team

Smile-on is proud to support all dental professionals by offering flexible education and accessible learning to help build fulfilling and successful dental careers.

For more information on DNSTART call 020 7400 8989 or email info@smile-on.com.